



Uniqueness and Excellence of Cooperative Extension

Uniqueness

- Land-grant mission links the university to the people
- Established presence and grassroots involvement in local communities
- Program and funding partnership of local, state, regional, and federal entities
- Research-based, lifelong learning
- Empowerment of people through education and community-based problem solving

Excellence

- Anticipation of and response to critical and emerging issues
- Establishment of partnerships and collaborations
- Engagement with clientele to plan, implement, and evaluate programs
- Utilization of client expertise to facilitate change
- Educational programs that result in economic, social, and environmental impact
- Utilization of volunteers as teachers to enhance and extend education



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Criteria for Excellence in Cooperative Extension

- Cooperative Extension is a major component of land-grant university outreach/engagement.
- Diverse stakeholder input is used to shape programs.
- Clients are satisfied with Cooperative Extension and its programs.
- Quality Extension programs are identified and valued.
- Extension programs result in changes in individuals, families, and communities.
- Economic impact is derived from Cooperative Extension programs.
- Funding is supplied for Cooperative Extension.

Developed by the Excellence in Extension Task Force and Work Group of the Extension Committee on Organization and Policy (ECOP) in collaboration with Cooperative Extension directors and administrators nationwide (November 2006).