



COOPERATIVE EXTENSION



Land-Grant Roadmap 2025 - 2035

The Cooperative Extension Section/ECOP National Office is headquartered in Washington, DC at the Association of Public and Land-grant Universities (APLU)

2025-2035 LAND-GRANT ROADMAP

An **Outcomes-Driven** Roadmap

- Extension leaders, in collaboration with our research colleagues, are developing clear goals and ambitious research and education outcomes to tackle some of our nation's most critical aspirations in six areas.
- This plan outlines bold and measurable objectives achievable through increased strategic investment in land grant universities.
- This investment will add professionals who will work together to ensure cutting edge research results that are put into (extension programs) practices and policies that will have a profound positive impact in our **food system, workforce, water and land resiliency, and the health of our people and communities.**



COOPERATIVE EXTENSION



2025-2035 Land-Grant Roadmap

4-H: Positive Youth Development
Community Economic Development
Nutrition and Health
Resilient Lands
Sustainable Food Systems
Water Resilience

2025-2035 LAND-GRANT ROADMAP

- **Extension** and **Research** have symbiotic missions that intertwine to ensure research findings are shared and implemented to solve community problems.
- **Extension** informs **Research** by bringing community and industry needs to universities and then works with scientists to translate findings and deliver research-based information back to people where they live and work.
- Without this translational **Extension** work, basic **Research** findings might never find their way into day-to-day practices.
- **Research** needs **Extension** to ensure impact on people and society.
- **Extension** needs **Research** to remain a trusted source of information.

Find the Complete Road Map at the NCCEA 2025 Conference Landing Page

<https://www.nccea.org/calendar-of-events-meetings/nccea-conference/>



2025-2035 Roadmap

Who We Are

The National Cooperative Extension System (CES) is the educational arm of the Land-Grant University system. It reaches 3,300 counties, boroughs, parishes, and geographic areas with over 7,500 educators who live and work in these communities. These Extension professionals have direct ties to thousands of campus-based research and Extension specialists, providing communities access to university resources, regardless of their locations.

Unique to Land-grant universities, Extension and research have symbiotic missions that intertwine to ensure research findings are shared and implemented to solve community problems. Extension informs research by bringing community and industry needs to universities, then translates scientific findings, and delivers research-based information back to people where they live and work. Without this translational Extension work, basic research findings might never find their way into day-to-day practices. Research needs Extension to ensure impact. Similarly, Extension needs research to remain a trusted source of information.

Together, highly trained and dedicated scientists and community-based educators develop and apply science-based solutions that improve the nation's agricultural systems, environment, public health, economy, and overall quality of life for all. An investment in the Land-grant system delivers a \$20 return for every \$1 invested. For more information, visit agisamerica.org.

An "Outcomes-Driven" Extension Roadmap

Working alongside our research colleagues, Extension leaders are developing clear goals and ambitious research and education outcomes to tackle some of our nation's most critical aspirations in the following six pillar areas:

- > Nutrition and Health
- > 4-H Youth Development
- > Community Economic Development
- > Sustainable Food Systems
- > Resilient Lands
- > Water Resilience



This plan outlines bold and measurable objectives achievable through increased strategic investment to Land-grant universities. It will add researchers and Extension professionals who will collaborate to ensure cutting-edge research will result in practices and policies with a profound positive impact on our food system, workforce, environmental resiliency, public health, and community economic prosperity.

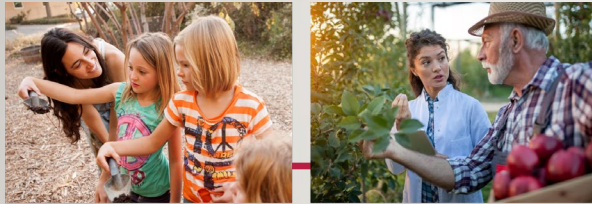
Cooperative Extension's National Imperative: Increased Investment in Expertise and Partnerships

Our nation faces a critical imperative: Ensuring individual and community vitality, national security, and global competitiveness. One direct way to do this is by increasing investment in Cooperative Extension and the research that informs it. Making up the lost ground in public investment to research and development is critical; however, without a comparable increase in Extension education, the scientific advances may not result in the desired improvements. Increased financial support is essential to promote transformative education and research and safeguard our nation's future.

Current Association of Public and Land Grant Universities budget requests call for approximately equal increases for Cooperative Extension and agricultural research. Increases in Cooperative Extension funding would require a multi-billion investment to match Chinese and European Union agriculture R&D investments, given current public funding and advancements by those actors.



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science that feeds the world



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EXTENSION

50-50 Partnership



ROADMAP GOVERNANCE

- Steve Lommel
- Lisa Townson
- Doug Steele
- Rich Bonanno
- Gary Thompson
- Gene Kelly
- Wendy Fink
- Carmen Bain
- Marcus Glassman
- Kristen Govoni
- Alton Tompson
- Claus Tittiger
- Bret Hess
- Cody Stone
- Bill Hoffman
- Elizabeth Stulberg
- Vonda Richardson
- Chandra Reddy
- John Phillips
- Sarah Hubbart

“ADAPTIVE ROOTS” AGREEMENT

- **Phase I – Data Gathering & Relationship Mapping (2-3 months)**
- **Communications Plan Drafting & Building Communications Coalitions (3-4 months)**
- **Communications Plan Delivery & Tactic Testing (3 months)**
- **Communications Plan Refinement & Ongoing Communications Collaboration (2-4 months)**



COOPERATIVE EXTENSION

What is the Goal?

- Use the roadmap pillars to generate messaging – use the common language
- Help “Adaptive Roots” to build a communications plan that resonates with decision makers
- Increase recurring funding for Extension and Research

