

# Cooperative Extension & the Northeast Region

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THE ASSOCIATION OF NORTHEAST EXTENSION  
DIRECTORS

# Presentation Goals

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- What is NEED?
- How does NEED work?
- What is NEED doing?
- Why does it matter to you?



# *What is **NEED**?*

## Purpose

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### **NEED** provides a way for Directors to...

- leverage state resources and access new funds to achieve common goals;
- share information, work collaboratively, and develop new ideas;
- speak with a single voice to influence regional and national conversations.



# *What is NEED?*

## Vision & Priority Areas

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### **Vision Statement:**

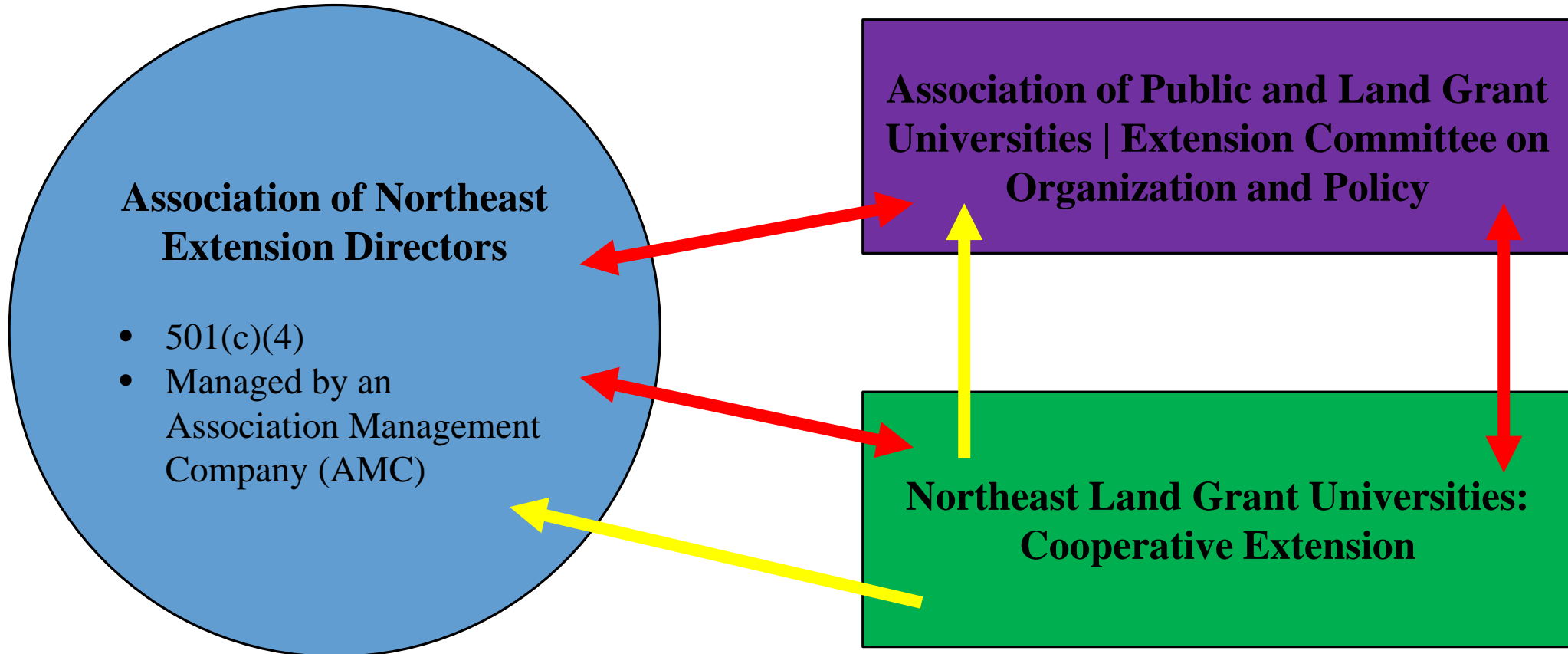
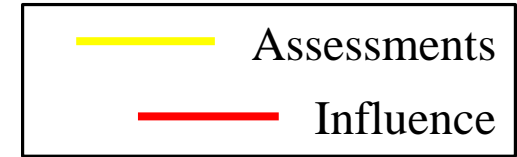
*“The Northeast region will be an example for how to leverage multi-state resources to deliver effective extension programs at the interstate and regional level in a way that is engaged with communities, supports youth development, establishes resilient connections between urban and rural populations, and moves the region toward a sustainable future.”*

### **Priority Areas:**

- Agriculture
- Nutrition
- Health
- Sustainable Food Systems
- Consumer Literacy
- Youth Development
- Community Economics
- Urban Issues
- Sustainability
- Community and Environmental Resilience

# What is *NEED*?

## Relationships



# How does *NEED* work?

## Operations

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### Board Members:

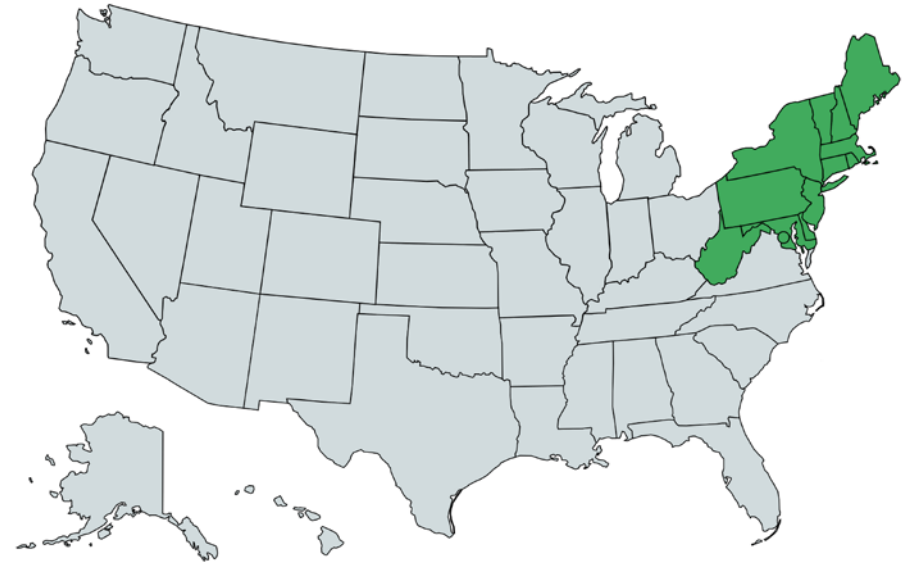
- Extension Directors from 13 Land Grant Universities
- 3 Ex Officio Members from 1890's Institutions

### Executive Committee:

- Chair: Ken La Valley (UNH)
- Past Chair: Bill Hare (UDC)
- Incoming Chair: Jim Hanson (UMD)

### Staff:

- Executive Director
- Administrative Assistant
- Finance Manager



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# How does *NEED* work? Assessments

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- Voting institutions pay an annual assessment to *NEED*.
- Assessment total is calculated by the *NEED* to align with the annual Work Plan
- Institutional Assessments for FY18-19 = \$6k base + % \*of remaining total budget.

*\* % reflects historic federal Smith-Lever fund allocation.*



# *What is NEED doing?*

## Projects

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### **“Increase multi-state program and project collaboration”**

- Catalog multi-state extension projects active in the last three years.
- Devise NEED processes for the needed parties to move forward on sustainable multi-state collaboration on those issues.
- Continue working alongside NERA to promote trans-disciplinary research and extension.

### **“Increase NEED’s focus on students”**

- Develop a mechanism to share program details and lessons learned
- Share courses across institutions through online learning tools.
- Design and implement an interstate “program-to-program” exchange system/internship program for students to let them access and understand opportunities and resources across state lines.



# *What is NEED doing?*

## Conversations

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**How can states implement customer-relations management strategies to increase impact and retain earnings?**

**How can extension diversify its funding streams and financial structures to increase efficiency and decrease reliance on unpredictable federal funds?**

**What metrics and extension develop, collect, and use to better communicate our value to different stakeholder groups?**

# Why should NEED matter to you?

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- Connections
- Collaboration
- Communication



# Questions?

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