

Evolution of the Extension Foundation

History

- 2001 An ECOP committee is appointed to make recommendations about the future of Extension. The committee issued a report in February 2002 entitled *The Extension System: A Vision for the 21st Century*.
- 2002 An ECOP Committee creates a prospectus on e-Extension that is presented for consideration, endorsed by ECOP, and submitted for funding to CSREES. First stage funding is approved by CSREES in September 2002.
- 2003 Teams were established to create the business plan for eXtension and define features/structure/standards using input from Regional meetings. Information from the Regional meetings is used by the teams to revise the eXtension conceptual plan (Pre-select Business Case for e-Extension) for use at the National Extension Director and Administrator meeting held in February 2003.
- 2004 eXtension Pre-Select Business Plan is accepted by ECOP. ECOP approves assessment equal to 0.8% of Smith-Lever appropriations to start up e-Extension. Governing committee structure is proposed and approved by ECOP. Dan Cotton, University of Nebraska, is hired as the first e-Extension Director in September 2004.
- 2005 eXtension 2005 – 2007 Implementation Plan is developed.
- 2006 A new federal budget line *New Technologies for Ag Extension* is established and funded at \$1.425M to help support e-Extension (Grant No. 2020-41595-30123 from the USDA Cooperative State Research, Education and Extension Service). **The e-Extension initiative is approved by ECOP and CES with the name eXtension Foundation. eXtension Foundation is incorporated in Missouri February 24, 2006 (#N00719761).**
- 2007 NEDA members vote to continue their institutional assessments through 2011. **The eXtension Foundation is granted 501c3 status by the Internal Revenue Service (IRS). The first corporate sponsorships were established with Bayer and Citi Foundation eCommerce services to support charitable donations and payment for online courses were begun.**
- 2008 The *2008-2010 eXtension Strategic Roadmap: Pre-Retreat Preparatory Assignment*, by Russ Roberts, Ltd. This is used by invited participants to assist in formulating the foundational elements of eXtension's vision and strategy for 2008-2010.
- 2011 The eXtension Foundation holds a Strategic Planning Retreat resulting in the 2011-2014 eXtension Strategic Roadmap.
- 2014 **The Board on Agriculture Assembly Cooperative Extension Section (Section) votes to move membership to what is known as the eXtension program to a fee-driven model and cuts legal and financial ties to the eXtension Foundation.**
- 2017 ECOP leadership agrees that a priority under "strengthen organizational functioning" is to "decide how to create a national Extension Foundation" (ECOP Road Map and Change Plan 2017).
- 2019 The Extension Resource Partnership Development (ERPD) Committee presents a final report to ECOP. Within this report which presents a "go" "no-go" option for the development of an Extension Foundation, ECOP chooses "no-go."
- 2021 As eXtension's mission changed in 2015 from being an organization focused on creating technology solutions for Cooperative Extension, to a focus on helping faculty and

staff find new, innovative, and impactful ways to deliver projects and programs, continuing the eXtension name is a source of confusion and reminiscent of the organization's past. Therefore, **the eXtension Foundation proposes changing their name to the Extension Foundation and requests feedback from the ECOP Executive Committee and National 4-H Council. eXtension Foundation Board of Directors approves name change to the Extension Foundation.**

The Extension Foundation's current mission is as follows:

The Extension Foundation serves the Cooperative Extension System by catalyzing the work of Cooperative Extension professionals to help make a greater local impact in the communities they serve. On behalf of the Cooperative Extension System, the Extension Foundation serves as Principal Investigator; provides grants administration; fiscal, operational, and technological services; system-wide communication; innovation processes; wrap-around services for projects; data collection and dashboards; and partnership development.