Comparing the Administration of University Cooperative Extensions in the United States: A Case Analysis

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Introduction

Research Team

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- Robert E. Lang, The Lincy Institute & Brookings Mountain West
- William E. Brown, Brookings Mountain West

The purpose of this research study is to explore the administration of university cooperative extensions that are run by 1862 Land-Grant Universities
Background

- Cooperative Extension System (CES) is a nationwide educational and outreach network formalized by the Smith-Lever Act of 1914 as a federal, state, and local partnership
  - U.S. Department of Agriculture
    • National Institute of Food and Agriculture oversees the system; supports universities and local extension offices in identifying research and extension priorities; and provides congressionally appropriated formula grants to universities
  - Land-Grant University (LGU) System & State Governments
    • Extension services in states operate through LGUs
  - County or City Governments
The Morrill Act of 1862 created land-grant institutions. 1890 and 1994 LGUs were established in order to address the educational inequality among African Americans and Native Americans. Every state has a designated 1862 LGU and some states also have 1890 and/or 1994 LGUs. In 50 states and District of Columbia (D.C.) the number of 1862, 1890, and 1994 LGUs is 51, 19, and 34 respectively.
Background

Types of Land-Grant Universities in 50 States and D.C.
Data from “Partners and Extension Interactive Map,” National Institute of Food and Agriculture, U.S.
Department of Agriculture
Objectives

Examine

- How cooperative extension collaborates with other universities
- What student recruitment and fundraising activities cooperative extension performs at local extension offices
- How cooperative extension is funded
- How effective the current structure is
Research Methods

- Phone and email interviews with high-level executives of University Cooperative Extensions
- Only 1862 LGUs are included in the study
- States identified based on their similarity to Nevada in the sense that the state’s 1862 land-grant university is far from the population center of the state
  - 21 cooperative extensions contacted
  - 15 cooperative extensions responded
- Case Analysis to examine the cooperative extension operations
## Ten States with the longest distances between the Extension’s Main Office and the State Center of Population

<table>
<thead>
<tr>
<th>Rank</th>
<th>State</th>
<th>University Name</th>
<th>Main Office City</th>
<th>Distance to Center of Population (mi.)</th>
<th>Distance to Largest City (mi.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nevada</td>
<td>University of Nevada</td>
<td>Reno</td>
<td>261.69</td>
<td>345.43</td>
</tr>
<tr>
<td>2</td>
<td>Alaska</td>
<td>University of Alaska</td>
<td>Fairbanks</td>
<td>240.98</td>
<td>259.66</td>
</tr>
<tr>
<td>3</td>
<td>California</td>
<td>University of California</td>
<td>Oakland</td>
<td>231.72</td>
<td>345.11</td>
</tr>
<tr>
<td>4</td>
<td>Washington</td>
<td>Washington State University</td>
<td>Pullman</td>
<td>214.36</td>
<td>250.71</td>
</tr>
<tr>
<td>5</td>
<td>Idaho</td>
<td>University of Idaho</td>
<td>Moscow</td>
<td>194.68</td>
<td>218.44</td>
</tr>
<tr>
<td>6</td>
<td>New Mexico</td>
<td>New Mexico State University</td>
<td>Las Cruces</td>
<td>164.11</td>
<td>195.67</td>
</tr>
<tr>
<td>7</td>
<td>Virginia</td>
<td>Virginia Tech</td>
<td>Blacksburg</td>
<td>148.80</td>
<td>246.46</td>
</tr>
<tr>
<td>8</td>
<td>Tennessee</td>
<td>University of Tennessee</td>
<td>Knoxville</td>
<td>135.83</td>
<td>343.9</td>
</tr>
<tr>
<td>9</td>
<td>Florida</td>
<td>University of Florida</td>
<td>Gainesville</td>
<td>131.52</td>
<td>65.65</td>
</tr>
<tr>
<td>10</td>
<td>North Dakota</td>
<td>North Dakota State University</td>
<td>Fargo</td>
<td>122.80</td>
<td>0.19</td>
</tr>
</tbody>
</table>

Data from: "U.S. Census Bureau Centers of Population by State: 2010," "NIFA Land-Grant Universities and Colleges"
Computed distances are geographical.
## LGUs and Cooperative Extensions

<table>
<thead>
<tr>
<th>State</th>
<th>University</th>
<th>Cooperative Extension</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alaska</td>
<td>University of Alaska, Fairbanks</td>
<td>University of Alaska Cooperative Extension</td>
</tr>
<tr>
<td>California</td>
<td>University of California System</td>
<td>University of California Cooperative Extension</td>
</tr>
<tr>
<td>Florida</td>
<td>University of Florida</td>
<td>University of Florida/IFAS Extension</td>
</tr>
<tr>
<td>Idaho</td>
<td>University of Idaho</td>
<td>University of Idaho Extension</td>
</tr>
<tr>
<td>Indiana</td>
<td>Purdue University</td>
<td>Purdue University Extension</td>
</tr>
<tr>
<td>Iowa</td>
<td>Iowa State University</td>
<td>Iowa State University Extension</td>
</tr>
<tr>
<td>Maine</td>
<td>University of Maine</td>
<td>University of Maine Extension</td>
</tr>
<tr>
<td>Maryland</td>
<td>University of Maryland at College Park</td>
<td>Maryland Cooperative Extension</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>University of Massachusetts, Amherst</td>
<td>University of Massachusetts Extension</td>
</tr>
<tr>
<td>Missouri</td>
<td>University of Missouri</td>
<td>University of Missouri Extension</td>
</tr>
<tr>
<td>Nevada</td>
<td>University of Nevada, Reno</td>
<td>University of Nevada Cooperative Extension</td>
</tr>
<tr>
<td>New Jersey</td>
<td>Rutgers University</td>
<td>Rutgers Cooperative Extension</td>
</tr>
<tr>
<td>New Mexico</td>
<td>New Mexico State University</td>
<td>New Mexico State University Cooperative Extension Service</td>
</tr>
<tr>
<td>New York</td>
<td>Cornell University</td>
<td>Cornell Cooperative Extension</td>
</tr>
<tr>
<td>Tennessee</td>
<td>University of Tennessee</td>
<td>University of Tennessee Extension</td>
</tr>
</tbody>
</table>

1862 LGUs and Cooperative Extensions Included in the Study
Collaboration
University of Missouri Extension

- Targeted funded collaboration with sister institutions in the University of Missouri System in St. Louis, Kansas City, and Rolla
- Business/economic development program that is co-funded with other four-year institutions in the state as well as selected two-year community colleges
University of Maine Extension
- Partners with faculty from 15 institutions of higher education on food security issues and sponsors the annual Hunger Dialogue that examines food security in Maine, specifically within student populations
- A shared faculty appointment (first of its kind) between two sister campuses.
- Collaboration with other faculty on issues related to food and agriculture
- One of the county extension offices is on the campus of a sister UMaine System university
Iowa State University Extension and Outreach

- The Healthiest State Initiative, which aims to improve the physical, social, and emotional well-being of Iowans, is a collaboration among universities, department of human services, and local foundations
- Collaboration in research projects and federal funding opportunities
Collaboration

- Maryland Cooperative Extension
  - Agriculture Law with UMD, Baltimore and UMD, Eastern Shore
  - Women in Agriculture with Delaware
  - Health Forum with Pennsylvania
  - Health Programs with Virginia Tech, West Virginia, Penn State, and Delaware
University of Nevada Cooperative Extension

- “Extension works closely with the University of Nevada, Las Vegas for activities focused on Clark County.”
- “Extension also works closely with Western Nevada Community College on programs related to small farms.”
Student Recruitment & Fundraising
Cornell University Extension

- Student recruitment is not common; however Cornell Cooperative Extension has a strong 4-H program and students who participate in the program might learn about Cornell University and decide to apply.
- Fundraising is done not for Cornell University, but for the county level organization.
University of Massachusetts Extension
- No student recruitment
- No fundraising
- No central university function
• University of Florida Extension
  ◦ No specific student recruitment, but if a family or a prospective student comes to the office, then the extension faculty will engage them in conversation and answer their questions
  ◦ Extension faculty work on identifying partners to find funding sources from grants and contracts, but they are not proactively looking for donors
University of Missouri Extension

- “Very little formal student recruitment is done through our extension offices.”
- “Fundraising is coordinated through the Office of the Vice Provost for Extension and University of Missouri, Columbia.”
University of California Cooperative Extension

- No specific student recruitment, but it always has been a discussion since for some counties cooperative extension is the only direct contact with the university system
- Fundraising is not done for specific campuses, but it is done for the extension. With locally based fundraising, raised funds are spent locally to benefit the locals
University of Nevada Cooperative Extension

- “I do not have information about student recruiting activities because this is not part of our formal mission.”
- “Our offices work closely with county government because county government provides funding in a formal arrangement that varies slightly between counties. This was established decades ago.”
Funding Sources

- Types of funding indicated by cooperative extension executives:
  - Federal Appropriations
  - State Appropriations
  - Federal/State Grants and Contracts
  - Local Funds
  - Gifts/Endowments/Donations/Fundraising
  - Fees for Service
Funding Sources

- All cooperative extensions receive federal and state appropriations and grants & contracts
- Cornell Cooperative Extension (NY), University of Missouri Extension (MO), and University of Maine Extension (ME) receive comprehensive funding
- University of Alaska Cooperative Extension (AK) and University of Massachusetts Extension (MA) do not receive local funds
Meeting Extension Goals
Meeting Extension Goals

- Overall, the university cooperative extension executives think that the extension is meeting its goals, but more can be done and challenges exist.

- Challenges include:
  - Decreased funding
  - Addressing the needs of diverse populations: rural and urban
Conclusion

- The faculty at Urban University Branches in many Cooperative Extensions are full and equal partners in projects.
- Student recruitment and fundraising for the university at local cooperative extension offices are rare.
- Cooperative extensions are funded through a variety of sources; federal and state appropriations, and contracts & grants are common with all.
- Cooperative extensions meet their goals, but they face challenges.
THANK YOU