Why strive for a good campus-county connections?

Cooperative Extension is built on a foundation of connecting solid research and practice with the needs of people and communities to enrich work, communities, and lives. Connecting campus resources to the people of New York and connecting local needs to research is what makes CCE unique from other community or educational organizations.

Per the CCE System Program Definition and Standards, our system is called to be based in research and support programs with collaborations and partnerships with Cornell University faculty and staff and/or other land grant institutions.

Despite enthusiasm, time and access have been cited as preventing educators from staying connected to on-campus staff and faculty. To help facilitate better campus-county partnerships and strengthen CCE program development and implementation, a number of resources and strategies are outlined below.

Active Engagement with Departments and Faculty:

In theory – if you have a locally defined need, particularly one that falls within a CCE plan of work item, you will find staff and faculty on campus to support your work...be it through professional development, consultation, resource development, or research and evaluation. That said, each case is unique.

In practice – a program staff lead who is managing or developing a program should: research who, if anyone, is working on that program on campus. Ask around either in your Association, in a Program Work Team (PWT), or a System Program Contact...there are great exemplars in all parts of the state. Colleagues who regularly put good campus-county relationship development practices into place, might very well help guide your practice. See sidebar for direct and established mechanisms and contacts.

Teams/People:

Not sure where to start? CCE is a complex system. The good news is that there are plenty of people willing to help. You might want to start by connecting to one of the following groups:

Program Work Teams (PWTs) are affinity groups involving faculty and staff, extension educators, and external stakeholders. PWT's provide a mechanism through which faculty and extension educators connect with stakeholders in identifying issues, studying needs, creating educational materials, and designing learning experiences that address issues and needs within specific content areas. Most PWTs meet regularly and work collectively on professional development for staff, extension outreach, or research projects: cce.cornell.edu/pwts

Integrated Program and Research Team (IPART) is comprised of representatives of CCE, the Cornell University Agricultural Experiment Station and the New York State Agricultural Experiment Station. This team meets regularly to discuss and plan for systematic program and research functions. IPART serves as a liaison between departments, centers, institutes, and programs of Cornell University and the

Strategies:

Check in with your CCE Program Contacts http://bit.ly/CCECampusConnections

Direct correspondence with campus staff about your initiatives - communicate successes, questions, and program needs to assist campus staff with knowing your county’s needs and capacity in the targeted program.

Relationship building through PWTs http://bit.ly/CCEpwts

Connect to campus-based staff prior to developing a program-funding proposal. Review the projects funded by Federal Formula Funds http://bit.ly/CCEFCF


Participate in & make use of use materials presented at current professional development opportunities offered by campus Departments, PWTs etc. http://bit.ly/CCEProfessionalDev

Invest in professional development, including participating in a professional organization. http://bit.ly/CCEProfessionalOrg

**Department Extension Leaders** A list of DELs, faculty responsible for coordinating Extension efforts within their Departments, can be found in the CCE Organizational Report – on this page in the quick link box on the right: [http://bit.ly/CCEOrgReport](http://bit.ly/CCEOrgReport)

**Resources:**

**Federal Capacity Funds Report:** Projects receiving Capacity Funds are listed here: [http://bit.ly/CCEFCF](http://bit.ly/CCEFCF). Included in this list are the Principal Investigators and Departments. Many of projects have a significant outreach and extension component. A review of the list will provide ideas of staff and faculty who may be a good connection for your local programs and staff.

**New Staff Orientation:** For newer program staff, New Staff Orientation (in person and via the web) guides Cornell Cooperative Extension employees to achieve maximum potential and effectiveness as soon as possible by understanding the Extension system in which we work, by connecting with our vast resources, and by internalizing Cornell’s Land Grant Mission and the CCE Mission Statement. [http://bit.ly/CCENewStaff](http://bit.ly/CCENewStaff)

**Research Navigator:** The Research Navigator Initiative (RNI) is a central component of the College of Human Ecology’s extension and outreach efforts. The RNI supports research collaborations between Cornell faculty and Cornell Cooperative Extension (CCE) educators, promoting campus-community research partnerships through workshops to CCE educators on topics such as research partnership development, research methodologies and practices, ethical considerations in research, and participant recruitment and retention strategies. CCE educators who complete RNI workshops are known as Research Navigators. For more information, contact Marie Cope.

**Program Standards:** Extension associations and area programs should use the definition and standards as the basis for establishing relative priority among current program commitments [http://bit.ly/CCEProgramDefinitions](http://bit.ly/CCEProgramDefinitions)


**Opportunities to Communicate Successful Partnerships:** Creating good relationships with campus is only half of the battle; communicating the good work that you do together is equally as important. Adding the campus connection to the communication work you are doing will strengthen the partnership and the success story. Success Stories & Impact Statements entered into the CCE Federal Reporting System [http://bit.ly/CCEPDR](http://bit.ly/CCEPDR)

**Other Resources:**

- **CCE Staff site:** [http://staff.cce.cornell.edu/Pages/home.aspx](http://staff.cce.cornell.edu/Pages/home.aspx)
- **Journal of Extension:** [http://www.joe.org](http://www.joe.org) The *Journal of Extension (JOE)* is a peer-reviewed journal that brings the scholarship of university outreach and engagement to educators and practitioners around the world. *JOE* creates opportunities for professionals and students to publish intellectual, creative work; nurtures emerging scholars and new authors for success; encourages professional development; and advances the theory and practice of Extension. It is free - anyone can subscribe.
- **Journal of Human Sciences and Extension** - [https://www.jhseonline.com/](https://www.jhseonline.com/) The Journal of Human Sciences and Extension is a peer-reviewed, open-access, online journal focused on disseminating knowledge and information to academics, educators, and practitioners. It is free - anyone can subscribe.
- **Search Cornell:** [http://www.cornell.edu/](http://www.cornell.edu/)
- **eXtension - Issues. Innovation. Impact** - [https://www.extension.org/](https://www.extension.org/) This is a national network For Extension Professionals and the Public they Serve. Resources vary - but keep it in mind as your considering how to approach issues and want to know how colleagues from across the country addressing the same concerns.