

# extension

ALABAMA A&M & AUBURN UNIVERSITIES



# Alabama Cooperative Extension System

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# Who are we?

The primary outreach organization for the land-grant mission of Auburn University. The Smith-Lever Act established the Cooperative Extension System in 1914.



# Where are we?

- 562 full-time equivalents across Alabama
- Auburn and Alabama A&M
- 67 counties
- 9 urban centers
- 6 Research and Extension Centers
- 2 plant diagnostic laboratories
- State of the art youth environmental center

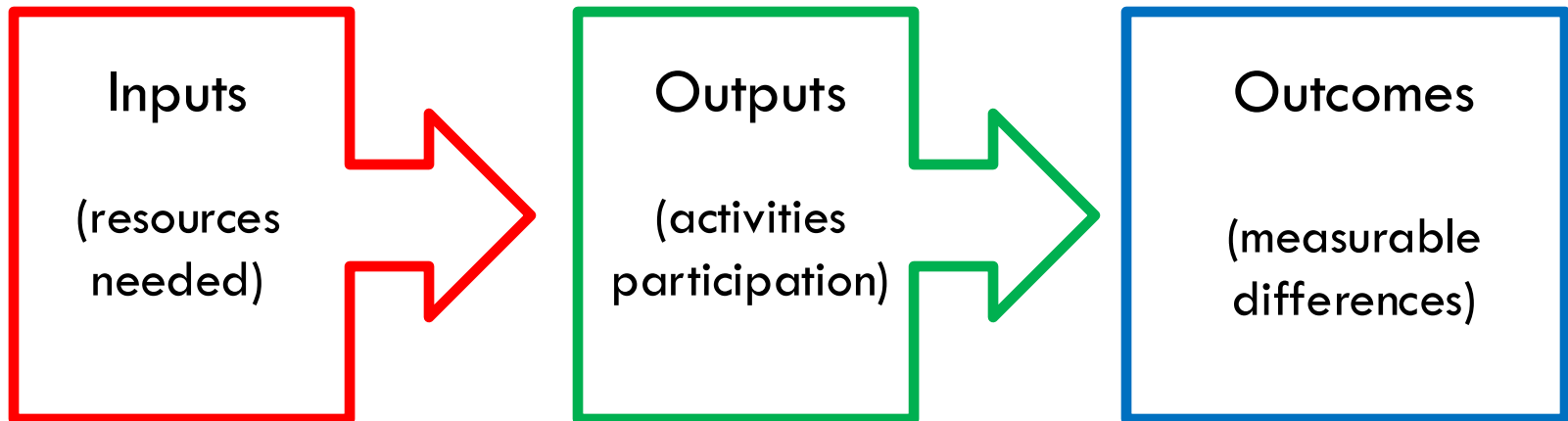


# What are Extension's core values?

- Research-based underpinning
- Relationships
- Relevant programming

Our comparative advantage leading to  
credibility and trust

# What is the basis for scholarship?



The 'so what' of programming!

# Outcomes

Short Term -----> Awareness created

Mid-Term -----> Behavior changed

Long Term -----> Improved conditions

# ROI: Grazing Management

Thanks to a series of Grazing Management Clinics, northern Alabama beef producers managed 19,635 acres more intensively. At a return of \$51.42 per acre, the Grazing Management Clinics helped attendees earn \$946,017 more than their former practices. **1:135 ROI**





# ROI: Healthy Relationships

The divorce rate in Alabama has dropped faster than any other state, falling from 10th in the nation in 2003 to 21st in 2013. One of the contributing factors are the Extension divorce prevention programs. In Alabama, each divorce costs \$14,000 in family costs, and \$18,000 in governmental costs (CDC data). The cost of 6,354 divorces is \$202,328,000 to the Alabama economy. Extension invested \$720,000 in staff and programming. **1:271 ROI**



# Why partner with Extension?

We reach 1.2 million Alabamians each year in:

- Agriculture, Forestry, Wildlife and Natural Resources
- Family and Consumer Sciences
- 4-H and Youth Development
- Urban Affairs



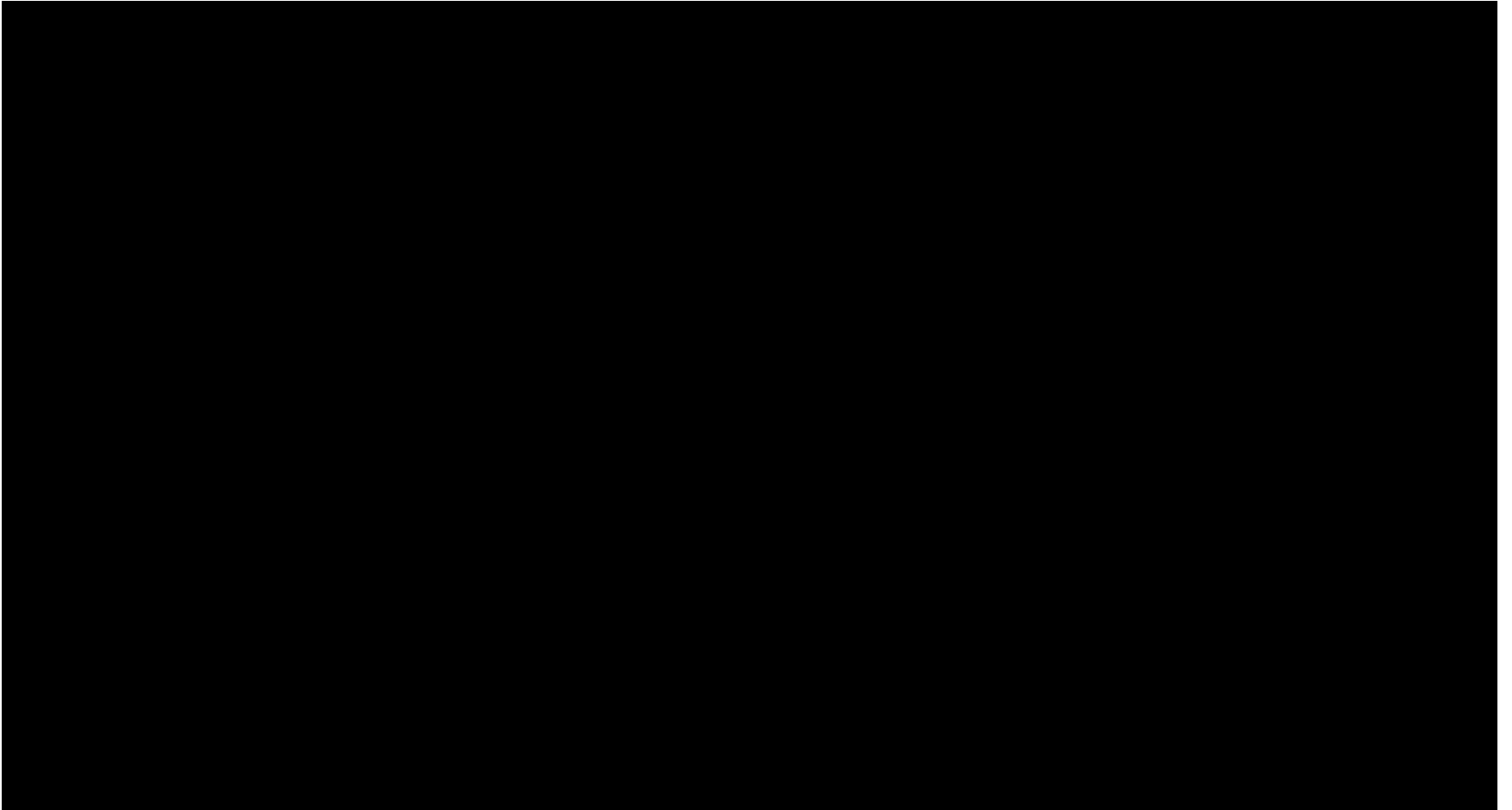
# What's our focus?

1. Health and Wellness across the Lifespan
2. Safe and Secure Food Supply
3. Sustainable Agricultural and Forestry Systems
4. Environmental Stewardship
5. Financial Literacy across the Lifespan
6. Workforce Development

# What's Extension's value to Auburn University?

1. Extending the University
2. Credible starting point for engagement
3. Land grant linkage:
  - a) academics
  - b) research
  - c) extension
4. Statewide network





**Expanding notion of community!**

# Questions?