The Message

Extension provides practical education you can trust to help people, businesses, and communities solve problems, develop skills, and build a better future.
Vision

The Kentucky Cooperative Extension Service is an educational resource for all Kentuckians that serves as a catalyst to build better communities and improve quality of life.
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The Kentucky Cooperative Extension Service is an educational resource for all Kentuckians that serve as a catalyst to build better communities and improve quality of life.
The Cooperative Extension Service values:

- Diversity
- Local, flexible, and responsive programs
- High priority statewide programs
- Educating people to solve problems, make decisions and embrace change
- Applying knowledge and research-based information
Values (continued):

- Collaboration, volunteerism, and leadership development
- Fostering empowered and contributing people
- Developing youth, families and communities
- Fostering use of personal and natural resources
Four Major Program Areas

- **Agriculture & Natural Resources**: Agricultural production and marketing and their relationship to the economy and environment; includes horticulture.

- **Family & Consumer Sciences**: Nutrition, health, financial management, child care, parenting, Extension Homemakers.

- **4-H/Youth Development**: Youth programs that focus on leadership, citizenship and developing life skills.

- **Community & Economic Development**: Fine Arts education, job creation, leadership development, business retention and expansion, community services.
Employees by Position (total=1,028)

- Agents (402)
- Assistants (229)
- County Support Staff (230)
- State Specialists (119)
- Administration (15)
- Associates (33)
Extension Structure

- Associate Dean for Extension & Director, Cooperative Extension Service
  - Jimmy Henning

- CES Director of County Operations
  - Jeff Young

- Assistant Directors
  - Gary Palmer—Assistant Director, Ag & Natural Resources
  - Charlene Jacobs—Assistant Director, 4-H/Youth Development
  - Ann Vail—Director, School of Human Environmental Sciences, Assistant Director, Family & Consumer Sciences
  - Cherry Kay Smith—Assistant Director, Family & Consumer Sciences Field Programs
Extension Structure (cont.)

- **District Directors**
  - **Jeff Smith**—District 1 (Northeast KY/Licking River)
  - **Daniel Wilson**—District 2 (Quicksand/Wilderness Trail)
  - **Jeff Young**—District 3 (Louisville/Northern KY)
  - **Jenny Cocanougher**—District 4 (Fort Harrod/Bluegrass)
  - **Anna Smith**—District 5 (Lincoln Trail/Lake Cumberland)
  - **David Herbst**—District 6 (Green River/Mammoth Cave)
  - **Matt Fulkerson**—District 7 (Purchase/Pennyville)
Extension Structure (cont.)

- **Program & Staff Development**
  - **Thomas Keene** – Extension Personnel Director
  - **Kenneth Jones** – Director of Program & Staff Development

- **Special Projects Director**
  - **Chuck Stamper**
## Extension Budget (2015)

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$31,883,222</td>
<td>State</td>
</tr>
<tr>
<td>$11,229,181</td>
<td>Federal</td>
</tr>
<tr>
<td>$23,547,981</td>
<td>Counties*</td>
</tr>
<tr>
<td>$37,288,615</td>
<td>Counties (stays in county)</td>
</tr>
<tr>
<td>$3,109,787</td>
<td>Grants (stays in county)</td>
</tr>
<tr>
<td>$22,264,068</td>
<td>Grants (Ext Faculty/Specialists)</td>
</tr>
<tr>
<td>$129,322,854</td>
<td>TOTAL</td>
</tr>
</tbody>
</table>

*Approximately 95% of this figure is agent salaries and benefits*
Source of Appropriated Funds (FY15)

- County (Local Ops), 29%
- County (Salary & Benefits), 18%
- State, 25%
- Federal, 9%
- UK Grants, Gifts, Contracts, 17%
- County Grants Secured, 2%
Expectations for Agents

Leadership Development
Extension Advisory Councils
Educational Programming
Accountability & Public Relations
Facilitation/Collaboration/Teamwork
Customer Service

http://districts.ca.uky.edu/Agent
As a grassroots organization, the success of the Kentucky Cooperative Extension Service relies on the active participation of Kentuckians in carrying out programs.
Importance of Councils

- County Extension Councils
- Program Councils
- State Extension Council
Purposes and Goals of Councils

- Needs Identification
  - Issues awareness, priority setting, goals

- Program Implementation
  - Plan, program development, implementation and evaluation

- Promotion
  - Communication, advocacy

- Program Participation
  - Ensuring broad-based programs available to everyone
Each Extension agent will coordinate programming with a county program council.

The county program councils (FCS, 4–H, Hort, FA, ANR) will coordinate efforts with the County Extension Council.

Representatives from county councils will comprise the state program councils and the State Extension Council.
You are the face of Extension

You are essential to Extension’s branding

Name  Message  Experience
Extending knowledge
Changing Lives
Personal habits that will make you a successful brand ambassador

- Wear your brand every day
- Display your brand
- Always be prepared with your elevator pitch
- When you have time, tell your full brand story
- Promote your brand in everything you do