

# eXtension: A Cooperative Community of Practice

Farmer Cooperatives Conference

December 7, 2010

Gregory McKee

# Education about Cooperatives

- Objective: group of graduates thoroughly familiar with cooperative principles, philosophy
- Topics
- Audiences

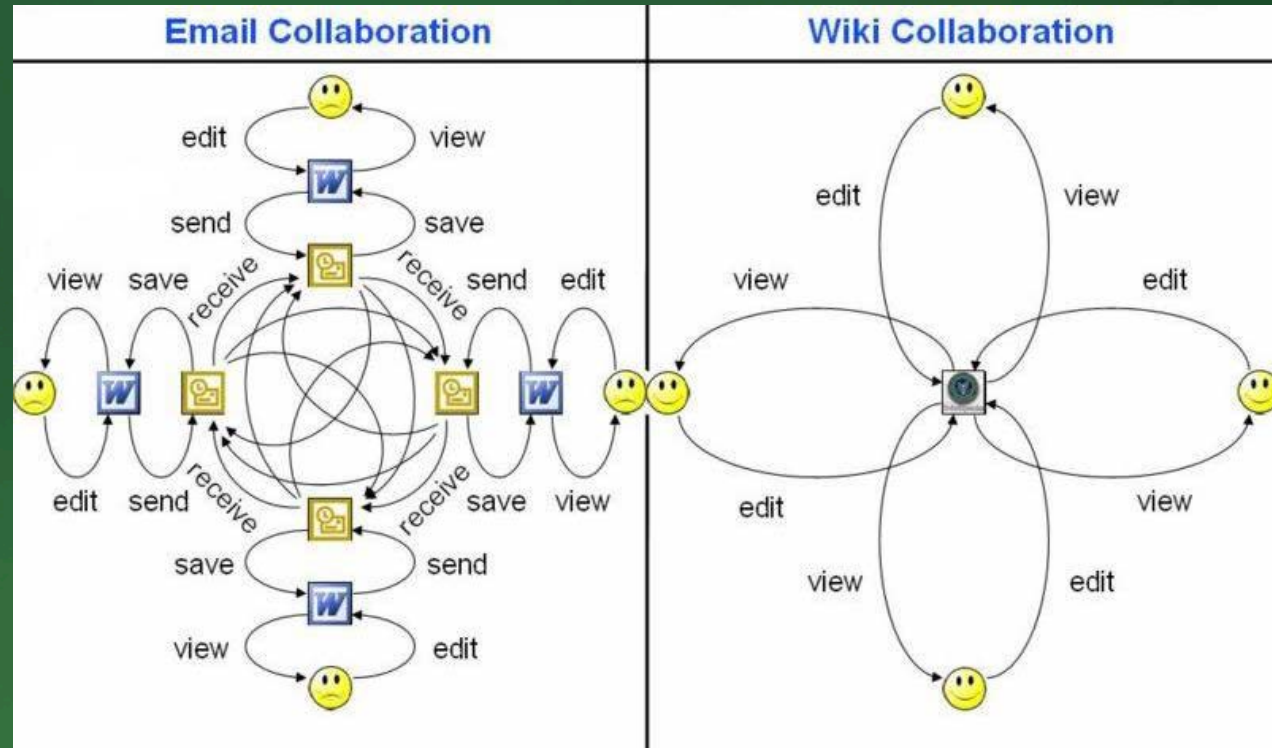
- IT in the classroom
  - Cooperative Leader in the Distance-learning Classroom
  - Online
    - Podcasts, power point, videos
- Social media in the classroom
  - What is the potential?
  - Delicious.com
    - What did I learn about student perception of co-ops?

# Online Content

- Technologies have changed the way we find information
- Easier to connect/collaborate
- Flexibility and mobility
- Knowledge library
- Improved communication; limitations

# Social Media Use

- News
- Networking
- Collaboration
- Photos
- Videos
- Wiki



# National eXtension Initiative

- Objective



# Communities of Practice - 2010

- The A, B, C's of Omega-3's
- Agricultural Law
- All About Blueberries
- Animal Welfare
- Apples
- Bee Health
- Beef Cattle Industry
- Better Kid Care America
- Community Health
- Community Planning and Zoning
- Companion Animals
- Consumer Horticulture
- **Cooperatives**
- Corn and Soybean Production
- Cotton
- DAIReXNET
- Diversity Across Higher Education
- Drinking Water Issues
- Entrepreneurs and Their Communities
- eOrganic
- Extension Disaster Education Network
- Extension Wildfire Information Network
- Families, Food and Fitness
- Family Caregiving
- Farm Energy
- Financial Crisis
- Financial Security for All
- Food Safety
- Forestry and Climate Change
- Freshwater Aquaculture
- Goats
- Grapes
- Home Energy
- HorseQuest
- Imported Fire Ants
- Invasive Species
- Just In Time Parenting
- Livestock and Poultry
- Environmental Learning Centers
- Map@Syst
- Military Family
- Niche Meat Processing Assistance Network
- Oil Spill
- Pesticide Environmental Stewardship
- Plant Breeding and Genomics
- Pork Information
- Precision Agriculture
- Rangelands
- Sustainable Living
- Sustainable Marine Fisheries
- Teen Leadership
- Urban Integrated Pest Management
- Water Conservation for Lawns and Landscapes
- Wildlife Damage Management
- Wood Energy
- Youth SET for Life

# How eXtension works

- Communities of interest
  - Questions, issues, life events
  - Communities of practice respond
  - Products generated
- Evaluation
- Use statistics for 2009



**Objective.**  
**Research-based.**  
**Credible.**

Information and tools  
you can use every day  
to improve your life.



[www.eXtension.org](http://www.eXtension.org)



# Why Cooperatives?

- Continued need
- Online resource
- Broader than agriculture
- Community/network
- Takes advantage of today's technology
- Responsive to society needs

# Cooperatives Community of Practice

- Online component of site
  - Interlinked content
  - Access on demand
- Social media component of site
  - AaE/FAQ
  - Wiki
  - Other social media used

The screenshot shows a web form titled "Ask an Expert". At the top, there is a three-step process flow: 1. Ask a Question, 2. Search for an instant answer, and 3. If there's no answer, we send it to our experts. Below this, the form has a section labeled "Your Question" with the placeholder text "What kinds of questions can eXtension answer?". There is a large text input field. Below the input field, there is a checkbox labeled "Optional: You can include an image with your question after the search". At the bottom of the form is a blue button labeled "Search for an Answer".

# Cooperatives Community of Practice

- History
- Content orientation
  - Basics
  - Getting started
  - Youth
  - Finance
  - Management
  - Board of directors

These resources are brought to you by the Cooperative Extension System and your Local Institution

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Extension Service  
North Dakota State University


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Learn more about this institution  
Select a different institution

**extension**  
more mind reach

Home | About | Resource Areas | News | Articles | Answers | Calendar | Learning Lessons

## Cooperatives

Here are some of our featured articles and activities...



### Forming a Steering Committee

A key step in the process of starting a cooperative is forming a steering committee. This article explains the qualifications required of committee members...

[More...](#)

1 | 2 | Next

### In This Resource Area

- Basic Cooperative Principles
- New Cooperative Development
- Cooperative Management and Marketing
- Cooperative Financing
- Board of Director Strategy

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- Glossary
- **Please help us be of value to you by completing this feedback form**

### Answers from our Experts

October 04, 2010  
**Who hires, and determines compensation for a cooperative business manager?**

October 04, 2010  
**Are there unique responsibilities for a cooperative manager?**

October 04, 2010  
**How are new cooperatives managed?**

[More ...](#)

This resource area was created by the: **Cooperatives community**

### In The News...

November 16, 2010  
**National Grape Cooperative Completes Smaller-Than-Average Concord Juice-Grape Harvest**

November 08, 2010  
**Despite Hurdles, Campus Dining Facilities Incorporating Locally Grown Foods**

November 05, 2010  
**Co-op Aims to Move People from Poverty to Farming**

[More ...](#)

### Resource Area Feeds

[Track all new content](#)

# Cooperatives Community of Practice

- Intended outcomes of CoP
- Intended use of content
  - Audience
  - Settings of applications

# Value for Users

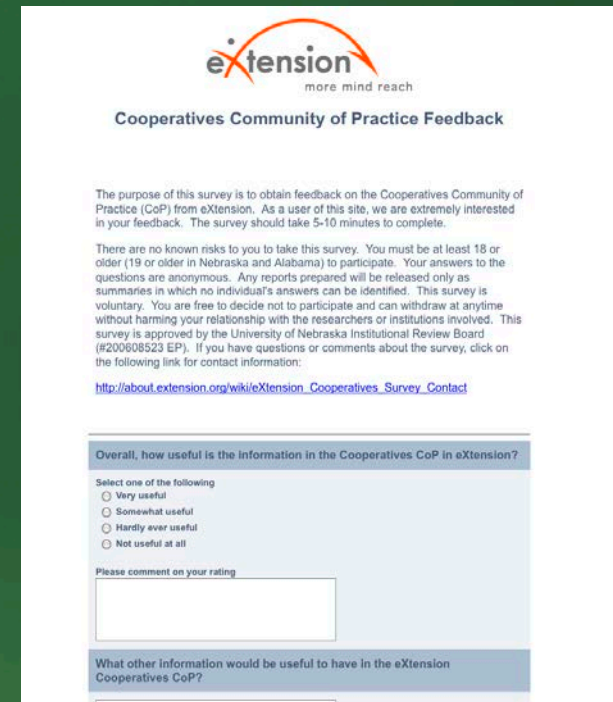
- Fills gaps
- Uses current technology for convenience
- Wider information source
- Leverage
- Best of the best
- Engage experts
- Local connection
- New source of information to many

# Value for Contributors

- Academics
  - Personal satisfaction
  - Attract instructors
  - Storehouse of content
  - Professional development

# How can you participate?

- Link to eXtension content
- Join the CoP
  - Get an eXtension ID
  - Review content
- Ask a question
- Suggest content
- Use content and provide feedback



The screenshot shows a survey form titled "Cooperatives Community of Practice Feedback" from eXtension. The eXtension logo is at the top, with the tagline "more mind reach". The survey text explains its purpose: to obtain feedback on the Cooperatives Community of Practice (CoP) from eXtension users. It states that the survey should take 5-10 minutes and that responses are anonymous. It also mentions that the survey is approved by the University of Nebraska Institutional Review Board (#200608523 EP) and provides a link for contact information: [http://about.extension.org/wiki/eXtension\\_Cooperatives\\_Survey\\_Contact](http://about.extension.org/wiki/eXtension_Cooperatives_Survey_Contact).

The form includes a question: "Overall, how useful is the information in the Cooperatives CoP in eXtension?" with four radio button options: "Very useful", "Somewhat useful", "Hardly ever useful", and "Not useful at all". Below this is a text box for "Please comment on your rating". At the bottom, there is a question: "What other information would be useful to have in the eXtension Cooperatives CoP?" with a corresponding text box.

# Visit us

- [www.extension.org/cooperatives](http://www.extension.org/cooperatives)
- Content leaders:
  - John Park (TAMU)
  - Brian Henehan (Cornell)
  - Phillip Kenkel (OK State)
  - Gregory McKee (ND State)
  - Chris Peterson (MI State)
  - Dixie Dalton (VA Tech)



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