

2018 PLN REPORT

Kentucky State University Cooperative Extension Program

Extension Research and Advisory Council (ERAC)

The ERAC was established in September, 2017 to promote and advocate KSU Extension and research initiatives throughout the state of Kentucky. ERAC will serve as grassroots leaders that advises the KSU Land Grant Program on important issues facing the citizens in the Commonwealth of Kentucky. In addition, ERAC will help establish a plan to research and address these issues through the KSU Land Grant Program. The ERAC will ensure that research-based information is made available to the public by providing adequate leadership and support for the KSU Cooperative Extension and research programs in their communities.

Name and Structure Change

On July 1, 2018, the Kentucky State University's College of Agriculture, Food Science, and Sustainable Systems changed its name to the "College of Agriculture, Communities, and the Environment." Organizational changes were made and 3 schools were formed under the college. The schools are:

- Aquaculture and Aquatic Science
- Family and Consumer Sciences
- Agriculture, Food and Environment

5-year Strategic Plan "Transforming Kentuckians"

A 5-year strategic plan for 2018-2023 was unveiled in February, 2018. The plan charges KSU Extension professionals to work around 9 priority areas:

- Small Farm Development
- Urban Agriculture
- Environment and Natural resources
- Community Health
- Nutrition
- Family Well-Being
- Financial Management
- Community Leadership Development

Hires

2 Agents

1 Area Director/State Specialist for Entrepreneurship

State Extension Council (SEC)

On July, 23 & 24, 2018, Kentucky State University Cooperative Extension Program (KYSUCEP) hosted the Extension Council that comprised of UK and KSU Council members and stakeholders alike for their annual meeting.

Collaboration Effort

Kentucky State University Cooperative Extension Professionals met with their counterparts at the West Virginia State University on a 2-day trip to discuss potential areas for combined efforts.

Program and Staff Development (PSD)

The PSD unit of KYSUCEP facilitated series of training (2017/2018) for Extension Professionals on the following topics:

- Developing a Marketing Plan
- Managing Risks
- Risks and Crisis Communication
- Working with Targeted Audience
- Evaluation
- Designing Need Assessments
- Setting Program Priorities
- Writing Program Goals and Objectives
- Curriculum Development
- Writing Success Stories

Extension Specialists proceeded to conduct workshops on emerging knowledge in their areas of specialization to Extension Agents at the just concluded **In Service Retreat in Barren River state Resort, KY.**

Communications

The Communications department serving both the College of Agriculture, Communities, and the Environment and the Cooperative Extension Program as a whole, produced several materials for marketing, publication, recruiting, and documenting. Listed below are some of the materials produced in 2017/2018:

- AgKnowledge (Annual Publication)
- 2019 Calendar (Annual)
- Strategic Plan 2018-2023
- Fact Sheets
- Impact Story Sheets

Communications department is currently working the State fair as part of marketing strategies for the College and Cooperative Extension as a whole.