

A Cornell Model for Connecting Extension and Research

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Goals

- Share a model that we use at Cornell for connecting research, extension, and community members
- Talk about several programs & a project that has emerged from and/or been furthered by from this process

The Model

- Program Work Teams
 - Purpose: Identify and address research and extension needs and opportunities
 - Organized by [Statewide Plan of Work Topics](#) (Priority Areas)
 - Membership: Research faculty & staff, Extension Educators, and Stakeholders (COI)
 - Important connection to CU's distribution of Federal Formula Funding
- For more on the model:
<http://cce.cornell.edu/learnAbout/pcs-pwts/Pages/ProgramCouncilsandTeams.aspx>

Our “Food Systems” PWT

- Agricultural Marketing and Community Development PWT
 - Purpose: identify & address research, extension & *professional development* needs/opportunities in this area
 - Membership: “Agriculture Economic Development Specialists” and others working at the intersection of food and community

AMCD PWT Recent Activities

Prioritization of Needs/Opps & Potential Solutions

- Summer 2012 – Needs/Opportunities Survey
- Fall 2012 – Annual Ag & Food Systems Inservice Track workshop to identify priorities
 - Industry Invisibility
 - Data
 - Business management
 - Mainstreaming Ag/Food Systems-based Economic Development
 - Tools for *ongoing* collaboration among these professionals
- Spring 2013 – Started partnering on 5 priority activities



AMCD-PWT Workspace Home

PWT Recent Activities

Implementation: Programming

- Spring 2013 – Started partnering on 5 priority activities
 - [Ag & Food Systems In-service Track](#)
 - [Strategic Marketing Conference](#)
 - [Smart Marketing Newsletter](#)
 - [Communication Forum](#)
 - Data Tool



Data Tool Context

- “Need for Data” common priority across all issue areas
- Resilient/sustainable food systems are about relationships
- Data-based stories help build relationships
- We shouldn’t be duplicating efforts
- We need a standard tool:
 - E.g.: [NY County Profiles](#) (?)

Contact Information

To share models or learn more about
what we come up with...

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