Extension 3.0: Outreach and Education in the Age of Connectivity
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Mission: Evolve Land Grant Universities to accelerate sustainable agricultural innovation by capitalizing on social learning, information technology, and networks of expertise.

Justification: The traditional Extension model of research "done by scientists, repackaged by extension officers, and launched at farmers" (Carr and Wilkinson 2005) is in the midst of transition. The traditional model was born in the early 20th century when more than 50% of Americans lived in rural areas, 30% of workers were engaged in agriculture, 14 labor-hours on 2 acres of land were required to produce 100 bushels of corn, most Americans could not access higher education, environmental issues were only on the horizon, and mail was delivered by horse (http://www.csrees.usda.gov/qlinks/extension.html). The context for agriculture has dramatically changed: 17% of Americans live in rural areas, 2% of workers are in agriculture, that same 100 bushels of corn is produced with less than 3 labor-hours on 1 acre of land, college education is greatly expanded, environmental issues are ubiquitous, and megabytes of information are delivered through networks. The next generation of agricultural leaders will grow up during the age of connectivity, and Land Grant Universities must accelerate the evolution of sustainable agriculture in this new context.

Goals
- Maintain and expand investment in Land Grant University assets
- Catalyze new types and processes for social learning and develop and expand expertise networks in agricultural communities
- Recognize the growing importance of local knowledge developed by agricultural stakeholders for place-based perspectives and solutions
- Use "food system and "value chain" concepts to expand the constituency of Land Grant Universities to urban and environmental stakeholders
- Create "boundary organizations" and social networks that span multiple communities of practice
- Promote evidence-based research to evaluate agricultural practices, environmental management, and public policy
- Achieve the economic, environmental, and social goals of sustainable agriculture

Actions
- Document the extent of ongoing Extension 3.0 activities
- Create information technology decision-support tools that enable real-time decisions (e.g.; Smartphone applications) and enable information to flow across social networks (e.g.; "Facebook" style networks sites)
- Hire new AES and County Extension agents who are experts in building communities, information technology, and environmental management
- Create new multi-stakeholder local partnerships in which CE provides in-kind support but leadership comes from communities
- Incorporate local knowledge and participants into research projects; more bottom-up research

Existing Efforts
- http://www.extension.org/
- Various local sustainability partnerships
- "Smart Phone" applications for agricultural decision-making (e.g. Toby O'Geen)
- Communities of Practice programs