



Tim Cross

EXTENSION ADMINISTRATION PERSPECTIVE ON FUNDING ENERGY PROGRAMS

OVERVIEW

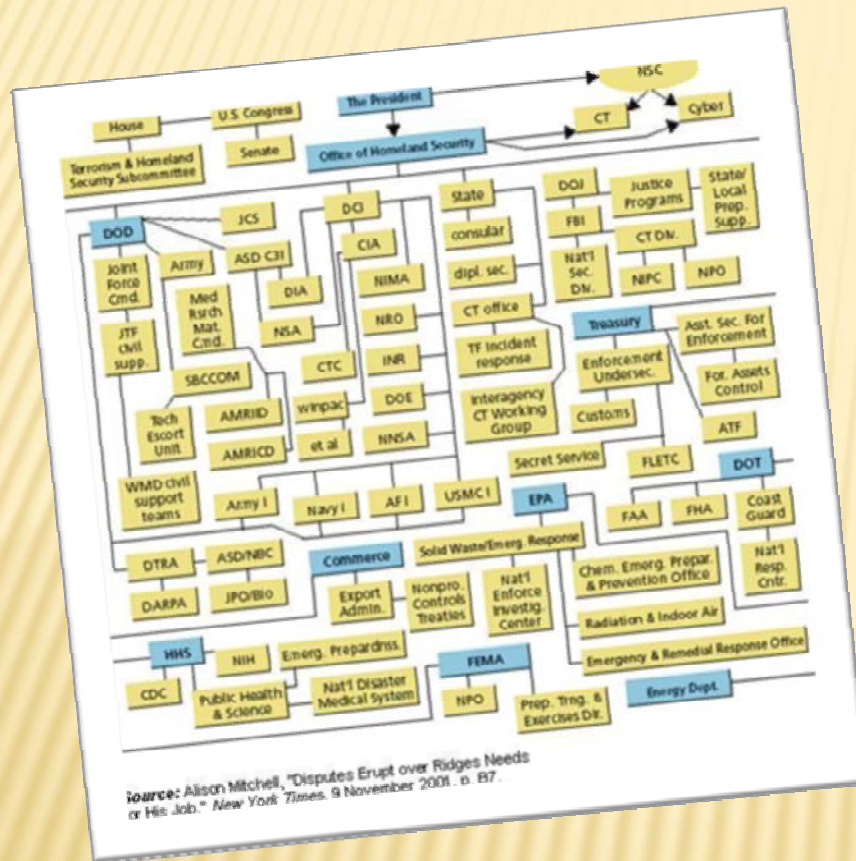
- ❖ Needs
- ❖ Capacity
- ❖ Program Design
- ❖ Funding Strategies



NEEDS ASSESSMENT

- Audience to be served
 - Energy users?
 - Home? Business? Farm? Community?
 - Energy providers?
 - Energy start-ups? Cooperatives? Utilities?
 - Energy input suppliers?
 - Energy crop producers? Wood products? Wind or water?
- Establish educational program objectives
 - Changes in knowledge, skills, behavior, economy.
 - What will success look like?

EVALUATION OF CAPACITY



- Research knowledge base?
 - Applied vs. Bench
 - Internal vs. External
 - Proprietary vs. Public
- Subject matter “home”
 - Academic department
 - Multi-disciplinary center
 - Other?

DESIGN OF EXTENSION ENERGY PROGRAM

- A component of existing programs, or a stand-alone new program area?
- Delivery of programs
 - County-based educational programs
 - Area or geographic-based programs
 - State lead programs, or multi-state programs
- Staffing plan to match delivery
- Support and overhead to implement delivery plans
 - New staff requires office space, furniture, office staff, supervision, equipment, operating budget, etc.



FUNDING STRATEGIES

- ❑ Redirection of federal, state and local resources
 - ❑ Determine support by key local and state stakeholders for past and proposed programs
 - ❑ Justify discontinuation of past programs, reaching new audiences
 - ❑ Highlight positive outcomes from energy efforts
- ❑ Useful for building long term, broad-based energy program
- ❑ Reduces effort and impacts in existing programs
- ❑ Consider impacts on traditional stakeholders (positive or negative)

FUNDING STRATEGIES

- ❑ Development of new state and federal resources
 - ❑ USDA, DOE, other
 - ❑ Pilot programs for commercial production
 - ❑ Public/private partnerships
- ❑ Consistent with USDA mission
 - ❑ Sustainable agriculture and natural resources energy production
 - ❑ Sustainable bioeconomies for rural communities
 - ❑ Efficient use of energy and energy conservation
- ❑ Successful pursuit requires initial capacity to seek funds

FUNDING STRATEGIES

- ❑ Grants and Contracts
 - ❑ Presumes existing capacity to seek competitive funding
 - ❑ Timeframe determined by contract terms
 - ❑ Supports targeted needs through term staff, operating funds
- ❑ Useful for enhancing or expanding current programs
- ❑ Maintains support for existing programs
- ❑ Not appropriate for hiring tenure-track faculty, but can offer partial salary savings on existing faculty
- ❑ May allow resources to “buy” programming support at local level

FUNDING STRATEGIES

- ❑ Fee-Based Programs
 - ❑ Requires existing capacity to develop revenue generating programs
 - ❑ Requires well-defined audience with willingness to pay
 - ❑ Good tool if certification or training is required or mandated
- ❑ Provides incentives for state and local revenue sharing
- ❑ Maintains support for existing programs, adds responsibilities to current staff
- ❑ Unlikely to generate salary support for new hires
- ❑ May lead to perceptions of bias, competition with private sector

FUNDING STRATEGIES

- ❑ Industry Partnerships
 - ❑ Generally based on commitment to specific technology or process
 - ❑ Supports entrepreneurial incentives
 - ❑ Requires creativity and flexibility
- ❑ Public/private partnerships are effective, but both parties must be willing to give or invest
- ❑ Manage to avoid appearance of bias
- ❑ Provides source of cutting-edge proprietary technology
- ❑ Many intellectual property issues to consider

OTHER CONSIDERATIONS

- ❑ Extension energy programs must serve people
- ❑ Don't overlook youth audience; great complement to SET focus in youth development
- ❑ Invest in focused effort (someone who wakes up thinking about energy programs)
- ❑ Establish plans and targets for accountability
 - ❑ Common outcome indicators that can be aggregated across counties, departments, and program areas?
- ❑ Are we funding energy, or sustainable development, or climate change, or ???

Thank You