

**The Joint Council of Extension Professionals (JCEP)
February 8-10, 2011, San Antonio, TX**

JCEP was started in 1989 is a partnership of professional Extension organizations that focuses on strengthening the efforts of the member organizations and does what each cannot do individually. Member organizations include National Association of County Ag Agents (NACAA), National Association of Extension 4-H Agents (NAE 4-H), Epsilon Sigma Phi (ESP), National Extension Association of Family Consumer Sciences (NEAFCS), & National Association of Community Development Extension Professionals (NACDEP). A total of 216 members attended the 2011 meeting in San Antonio TX. JCEP is composed of the president, past-president and president-elect of the member associations, a representative from the Association of Public and Land-grant Universities (APLU), a representative of the Extension Committee on Organization and Policy (ECOP), and a representative of the National Institute of Food and Agriculture (NIFA) -- U.S. Department of Agriculture (USDA).

The theme for this conference was on Extension moving forward, new structures, and new opportunities. The whole conference theme was geared towards seeking new revenue streams especially grant funding and seeking new partners.

NIFA director Dr. Roger Beachy provided information on how NIFA allocates grant funds. He stressed that NIFA is now funding team based grant requests that address local needs while fulfilling regional & national needs rather than individual or local based requests. A big portion of successful grants are integrative which means they include education, research and extension. With the current cuts being proposed in congress, these funds will continue to be tighter and tighter. Only about 18% of total requests get funded, but they are big grants. Currently categories being funded are in climate change, biodiversity, food safety, nutrition and child obesity and global food security. For more information, see NIFA site <http://www.nifa.usda.gov/> and the JCEP site with presentation summaries at <http://www.jcep.org/pastpresentations.htm>

Application process is very specific and must be followed to the letter. The following top ten tips for successful grant writing were provided

1. Submit on time at least 72 hours before the deadline
2. Have a colleague review your proposal
3. Write a meaningful and engaging project summary
4. Write a proposal for reviewers – who will be reading between 15-20 proposals
5. Define roles for each team member documenting specific responsibilities and timeline
6. Use the logic model
7. Completely define goals and objectives of your project
8. Assemble an effective team and develop the proposal together not separately
9. Serve as a peer reviewer (you cannot serve same year you submit a proposal)
10. Read the RFA in detail before you start and after you finish your proposal

NACAA meeting

At the brief NACAA meeting, states shared several kinds of innovative programming going on in their states. Looks like more and more field faculty are engaging clientele in social media networking and have been very successful in getting acceptance. Some of these include: use of text messages that go to all clientele (who have signed up), email to text program, using twitter to get people to come meetings, using Craig's list for advertising programs, YouTube short video series, webinars, Extension Apps for iphones, digital filing of documents and in-service training for faculty on fundraising.

More information was provided about the online NACAA journal. Two advantages for us are that there is fast turnaround of six months with deadline submissions in March and October. Also any Extension work is welcome, it does not have to be research only e.g. case studies, putting up a new conference etc – it has to pass “why do I care” test.