

# UC Cooperative Extension Centennial



ANR Statewide Conference  
April 10, 2013



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Agriculture and Natural Resources

# Land-Grant Tradition

- 1862 Morrill Act
  - “agriculture and mechanic arts”
- Accelerating events
  - Homestead Act
  - Railroad Act
  - USDA
- Framed as “public justice” by Morrill
- Believed ag colleges would allow the U.S. to compete with foreign nations
- Foster innovation and experimentation

# Land Grant Tradition



## 1887 Hatch Act

- Mandates creation of agricultural experiment stations for agricultural research
- Money to land grants
- Focus on soil minerals and plant growth: ag productivity

# Smith-Lever Act

President Woodrow Wilson signed the Smith-Lever Act on May 8, 1914, providing funding to the nation's land-grant universities to develop and deliver "practical applications of research knowledge." This provided the foundation for Cooperative Extension.



BH Crocheron

# Smith-Lever Act

- Created Cooperative Extension Service
- Ag, home economics, 4-H youth work
- Broadened over time
- Home instruction
- Some vocational intention
- Was already occurring – model preceded legislation - but legislation formalized county, state, federal partnership
- Farmers organized under the Farm Bureau structure by county



# Planning committee

## Co-chairs

**Rose Hayden-Smith**, UCCE advisor in Ventura County & leader of the Sustainable Food Systems Strategic Initiative

**Yana Valachovic**, UCCE county director and advisor in Humboldt–Del Norte

# Planning committee members

- Connie Schneider, Youth, Families and Communities Statewide Program
- Jim Sullins, UCCE director for Tulare and Kings counties
- Rachel Surls, UCCE advisor in Los Angeles County
- Steve Vasquez, UCCE co-director and advisor in Fresno County
- Cindy Barber, Development Services
- Sherrell Cline-Richmond, Communication Services and Information Technology
- Ann King Filmer, UC Davis College of Agricultural and Environmental Sciences
- Pam Kan-Rice, News and Information Outreach
- Cynthia Kintigh, Communication Services and Information Technology
- Annette Leeland, California 4-H Foundation
- Jennifer Rindahl, Advocacy Communications
- Jeannette Warnert, News and Information Outreach

# VP's charge to the committee

- Establish a **theme** and identify core messages and communications goals
- Identify target audiences
- **Plan events and activities to engage the public**
- Guide the development of a communications plan
- Guide the development of materials and campaigns
- Involve academics, staff, stakeholders, decision-makers and retirees
- **Incorporate local advocacy with community leaders, clientele, elected officials and policymakers**
- Recommend appropriate resources



# We need your photos & stories!



Submit your vintage photos and 2 or 3 major local CE success stories to [ucanr.edu/history](http://ucanr.edu/history).



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# May 8, 2013

- Plan a local activity on May 8 (Smith-Lever anniversary) for media coverage



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# Celebrate Your Anniversary

Plan one major CE centennial event in your community with VIP guests and invite elected officials



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# Update on Planning

- A UCCE Centennial toolkit is being created with special logos, the tagline and templates at [ucanr.edu/100brand](http://ucanr.edu/100brand).
- An external website with links to the existing oral history projects is being created.
- UCD College of Ag & Environmental Sciences is collecting impact stories for Spring 2014 story on UCCE in Outlook magazine.
- An event list has been created with statewide and local 2014 events, including World Ag Expo (Feb.) and Ag Day (March).
- Many, many more activities still to come!



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# Questions?



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