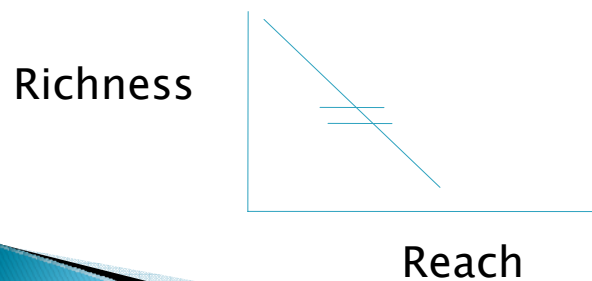


E–eXtension: The Premise, The Potential, The Performance

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The Premise

- ▶ The internet impact – blown to bits
- ▶ The traditional richness – reach trade-off in communication



The Premise

- ▶ The internet severs this trade-off as evidenced by
 - e-commerce–Amazon
 - Edwards political campaign
 - My Space and YouTube

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The Potential

- ▶ Expand the audience (beyond ag and rural communities and decision makers)
- ▶ Engage the entire academic enterprise
- ▶ Collaborate with the private sector/business community
- ▶ Engage the NGO's
- ▶ Become more customer centric
- ▶ Increase the depth of the content through broad collaboration

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The Performance

- ▶ The potential has not yet been capture by eXtension
- ▶ Operational addresses
 - Wildlife damage management
 - HorseQuest
 - Personal finance
 - Fire ants

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Additional Communities of Practice

- ▶ Beef Cattle Clearinghouse
- ▶ Consumer Horticulture
- ▶ Cotton Update
- ▶ Corn and Soybean Production
- ▶ DaireXnet
- ▶ Diversity Across Higher Education
- ▶ Entrepreneurs and Their Communities

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Additional Communities of Practice

- ▶ eOrganic
- ▶ Extension Disaster Education Network
- ▶ Family Caregiving
- ▶ Financial Security for All
- ▶ HorseQuest
- ▶ Imported Fire Ants
- ▶ Just in Time Parenting

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Additional Communities of Practice

- ▶ Livestock and Poultry Environmental Learning Center
- ▶ Map@syst
- ▶ Pesticide Environmental Stewardship
- ▶ Pork Information Gateway
- ▶ Urban IPM
- ▶ Wildlife Damage Management
- ▶ Youth SET for Life

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The Performance

▶ Alternatives

- Farmdoc.com (UI)
- Departmental/agency websites (USDA, INVenture, King Corn-Purdue)
- Blogs
- Ag Marketing Resource Center (agmrc.org)
- FarmPolicy.com (Keith Good)
- The Bottom Line – eXtension needs to move more quickly to be a key player in the information market