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

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

The Premise

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

Richness

Reach
The Premise

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

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
The Performance

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

Additional Communities of Practice

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

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

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
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