



# Land-Grant Vision of Extension's Future

American Agricultural Economics Association  
Annual Meeting

**Edward G. Smith**

Director  
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Improving Lives. Improving Texas.



## Legal Foundation for 1862 Land-Grant University System

1862 Morrill Act	Original Land-Grant Act Land-Grant Universities Each State
1887 Hatch Act	Research at Land-Grant Universities
1914 Smith-Lever Act	Cooperative Extension Services at Land-Grant Universities

Improving Lives. Improving Texas.



# Mission

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***Improving the lives of people,  
businesses, and communities  
across Texas and beyond  
through high-quality, relevant  
education.***

Improving Lives. Improving Texas.



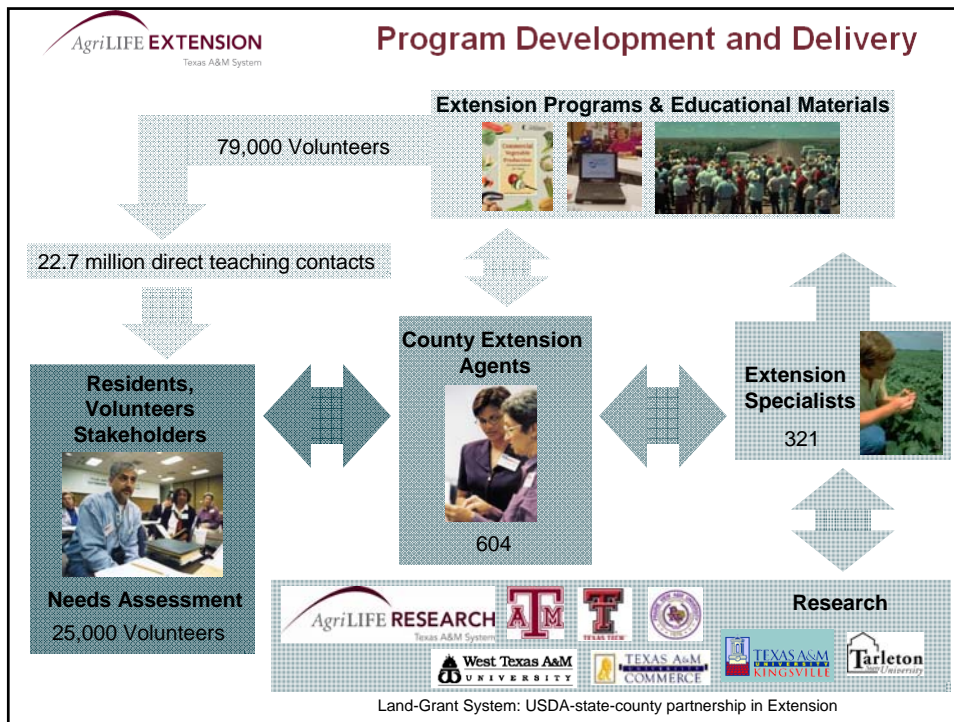
## Leading Texas in the 21<sup>st</sup> Century

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- Agriculture (Food, Fiber, Fuel and Green System)
- Natural Resources
- Health and Human Sciences
- Youth Development
- Community Economic Development

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## Our Future Will Rival Our Past If:

- We continue to listen to our clientele/stakeholders
  - strong external partnerships
  - strong community leadership
- We focus on issues where we are competitively positioned to succeed and that adds significant value to our constituents
- We take calculated risk
- Our leaders recognize the unique roles & responsibilities inherent in the Land-Grant System, Teaching, Research, Extension
- We must market "Extension"
  - not engagement or outreach or service
  - not the university
  - must insist that "Extension" is prominent internally and externally
- We tell our story in a way that decision makers can understand and value

Improving Lives. Improving Texas. **AgriLIFE EXTENSION**  
Texas A&M System



*Agri*LIFE **EXTENSION**

Texas A&M System

*Improving Lives. Improving Texas.*