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EXTENSION ADMINISTRATION PERSPECTIVE ON FUNDING ENERGY PROGRAMS
OVERVIEW

- Needs
- Capacity
- Program Design
- Funding Strategies
NEEDS ASSESSMENT

- Audience to be served
  - Energy users?
  - Energy providers?
    - Energy start-ups? Cooperatives? Utilities?
  - Energy input suppliers?
    - Energy crop producers? Wood products? Wind or water?

- Establish educational program objectives
  - Changes in knowledge, skills, behavior, economy.
  - What will success look like?
EVALUATION OF CAPACITY

- Research knowledge base?
  - Applied vs. Bench
  - Internal vs. External
  - Proprietary vs. Public

- Subject matter “home”
  - Academic department
  - Multi-disciplinary center
  - Other?
A component of existing programs, or a stand-alone new program area?

Delivery of programs
- County-based educational programs
- Area or geographic-based programs
- State lead programs, or multi-state programs

Staffing plan to match delivery

Support and overhead to implement delivery plans
- New staff requires office space, furniture, office staff, supervision, equipment, operating budget, etc.
Impacts

- Excellent Programs
- Practical Solutions
- Supported People
- Technology
FUNDING STRATEGIES

- Redirection of federal, state and local resources
  - Determine support by key local and state stakeholders for past and proposed programs
  - Justify discontinuation of past programs, reaching new audiences
  - Highlight positive outcomes from energy efforts
- Useful for building long term, broad-based energy program
- Reduces effort and impacts in existing programs
- Consider impacts on traditional stakeholders (positive or negative)
Development of new state and federal resources
  - USDA, DOE, other
  - Pilot programs for commercial production
  - Public/private partnerships

Consistent with USDA mission
  - Sustainable agriculture and natural resources energy production
  - Sustainable bioeconomies for rural communities
  - Efficient use of energy and energy conservation

Successful pursuit requires initial capacity to seek funds
FUNDING STRATEGIES

- Grants and Contracts
  - Presumes existing capacity to seek competitive funding
  - Timeframe determined by contract terms
  - Supports targeted needs through term staff, operating funds

- Useful for enhancing or expanding current programs

- Maintains support for existing programs

- Not appropriate for hiring tenure-track faculty, but can offer partial salary savings on existing faculty

- May allow resources to “buy” programming support at local level
FUNDING STRATEGIES

- **Fee-Based Programs**
  - Requires existing capacity to develop revenue generating programs
  - Requires well-defined audience with willingness to pay
  - Good tool if certification or training is required or mandated
- Provides incentives for state and local revenue sharing
- Maintains support for existing programs, adds responsibilities to current staff
- Unlikely to generate salary support for new hires
- May lead to perceptions of bias, competition with private sector
FUNDING STRATEGIES

- Industry Partnerships
  - Generally based on commitment to specific technology or process
  - Supports entrepreneurial incentives
  - Requires creativity and flexibility
- Public/private partnerships are effective, but both parties must be willing to give or invest
- Manage to avoid appearance of bias
- Provides source of cutting-edge proprietary technology
- Many intellectual property issues to consider
Extension energy programs must serve people

Don’t overlook youth audience; great complement to SET focus in youth development

Invest in focused effort (someone who wakes up thinking about energy programs)

Establish plans and targets for accountability
  - Common outcome indicators that can be aggregated across counties, departments, and program areas?

Are we funding energy, or sustainable development, or climate change, or ???
Thank You