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BIOENERGY, CLIMATE,  
AND ENVIRONMENT



FOOD PRODUCTION  
AND SUSTAINABILITY



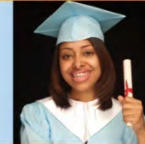
YOUTH, FAMILY,  
AND COMMUNITY



FOOD SAFETY  
AND NUTRITION



INTERNATIONAL  
PROGRAMS



# USDA NIFA

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# **Power of Extension: Energy Efficiency Education**

**National Extension Energy Summit  
April 9, 2015**



*Presented by Beverly C. Samuel, CFCS  
National Program Leader  
USDA National Institute of Food and Agriculture  
Division of Family and Consumer Sciences*



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# Overview

- Chart a course for engagement
- Facilitate connections
- Share ideas to Empower



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# Why is the Land-Grant System uniquely positioned to make a difference in Energy?



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# Association of Public Land-Grant University (APLU)

- [...Cooperative Extension exists in every state and territory of the country and has a presence in almost every county.... Utilization of the Cooperative Extension Systems' network of educators at the land-grant universities and distributed throughout the local environment could be a primary element on strategy for engaging individuals, businesses, and communities in energy efficiency and conservation education] (APLU Energy initiatives, 2011)



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United States Department of Agriculture  
Cooperative State Research, Education, and Extension Service

# Land-Grant Colleges and Universities





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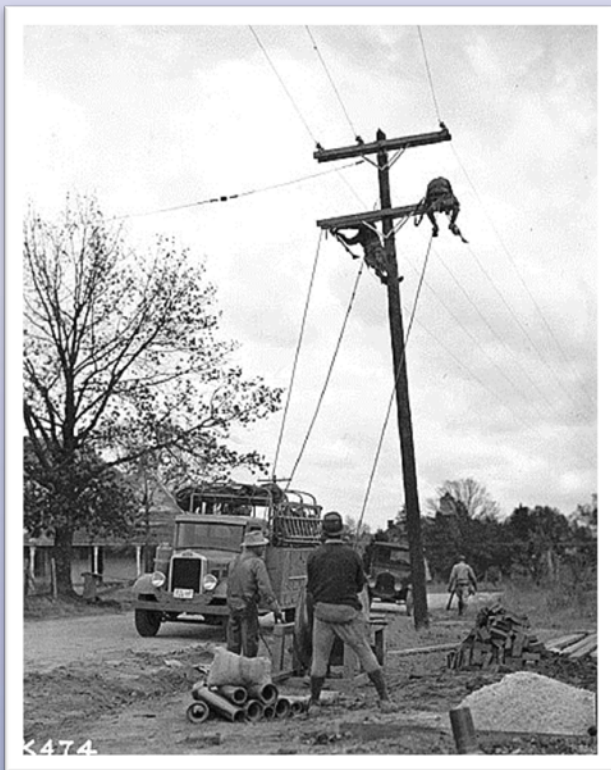
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## Historical perspective



- In 1930, 70% of the urban population had electricity
- In 1930, 10% of the rural population had electricity

**Extension published articles with hints about using the new power for farm work and house work.**

- electric milking machines
- electric stoves, washers, and water heaters
- electric pumps for indoor plumbing



# Themes from 2013

- Develop our workforce
- Increase society's energy literacy
- Embrace Regional Development
- Bring new discoveries to the market sooner
- Help inform a National Energy Policy

**2013 National Extension Energy Summit**

**Fort Collins, CO**

# Excerpt from 2013 NEES

“Strengthen the link between the Association of Public Land-Grant Universities (APLU) and Extension. Specifically, work with APLU on its legislative energy policy to support funding for energy education and outreach through Extension.”

**Proceedings from the 2013 National Extension  
Energy Summit, Fort Collins, CO**

# 21<sup>st</sup> Century Energy Challenges

- Engaging a Divided Public
- Building Strong Communities
- Preparing Youth for the Workforce
- Promoting Informed Decisions

2014 Energy Forum, Washington, DC



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# How can you further leverage the power of Extension today?



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# Identify unmet needs

- Your opinion counts.
- You bring the local and state connections.



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# Stakeholder Input

“ The National Institute of Food and Agriculture (NIFA) seeks your comments about this RFA. We will consider the comments when we develop the next RFA for the program, if applicable, and we’ll use them to meet the requirements of section 103(c)(2) of the Agricultural Research, Extension, and Education Reform Act of 1998 (7 U.S.C. 7613(c)(2)). Submit written stakeholder comments by the deadline set forth in the DATES portion of this Notice via e-mail to: [Policy@nifa.usda.gov](mailto:Policy@nifa.usda.gov).”

# RFAs with Energy Efficiency – USDA NIFA

- Form a committee to review NIFA RFAs to look for energy efficiency language.
- Provide input to NIFA about integration of new language that meet critical needs regarding energy around the work you do.



# Connect to USDA NIFA Leadership

- National Energy Leadership connect with USDA NIFA Leadership.
  - Host a forum at NIFA; work through NPLs to execute.
  - Invite NIFA's Leadership
  - Highlight successful Energy Efficiency programs.

# Power of Extension: Telling Our Story

- Land Grant Impacts:  
<http://landgrantimpacts.tamu.edu/>
- Are your programs represented in the data base?

# Informing Public Policy



# Informing Public Policy

- Seek ongoing opportunities to provide education at local, state, and national levels for decision makers.
- Connect with the Public Issues Leadership Development team – Congressional visits each year.

# State Energy Extension Partnership

- What is the State Energy Extension Partnership?
- SEEP is another avenue to work through for identifying emerging needs, gaps, and critical issues relating to energy efficiency.

# Memorandum of Understanding

- This federal partnership is intended to facilitate a nationwide state and community based education and outreach program to accelerate adoption of energy efficiency and renewable energy in the United States.

# Collaborate with Others

- USDA Rural Development
  - Energy Audit & Renewable Energy Development Assistance Program
  - Rural Energy for America
- Department of Energy
  - State Energy Offices
- APLU – Extension Committee on Organization & Policy

# President's Climate Action Plan 2013

- “...energy efficiency is one of the clearest and most cost-effective opportunities to save families money, make our businesses more competitive, and reduce greenhouse gas emissions.”



# Power of Extension

In 2014, 41% of total U.S. energy consumption was consumed in residential and commercial buildings, or about 40 quadrillion British thermal units.

**U.S. Energy Information Administration**

# Building on the Power of Extension

- Develop regional advisory stakeholder groups by states and regions
- Enhance partnerships to increase funding

# Utilize Energy Listserv to increase communication

- Started as a result of Energy Summit in 2013.
- Connection for communications among energy partners.
- [energy@lyris.nifa.usda.gov](mailto:energy@lyris.nifa.usda.gov)

# National Extension Energy Education Network

- An opportunity to support the strategies outlined for engagement, making connections, enhancing funding opportunities and informing public policy.

# Summary

- Stakeholder input for RFAs
- Committee to review current RFAs for energy efficiency language
- Participate in Listening Sessions
- Inform public policy
- Provide input to the State Energy Extension Partnership
- Connect with Federal Agencies
- National Energy Listserv – tool for communications



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