

Perspectives on the CSREES and Land-Grant University Partnership



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Research, Extension and Education for Water
Quality and Quantity

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Lessons learned

- **Make new friends:** Form new partnerships
- **Let your light shine:** Communicate, market
- **Be creative:** Take an entrepreneurial approach



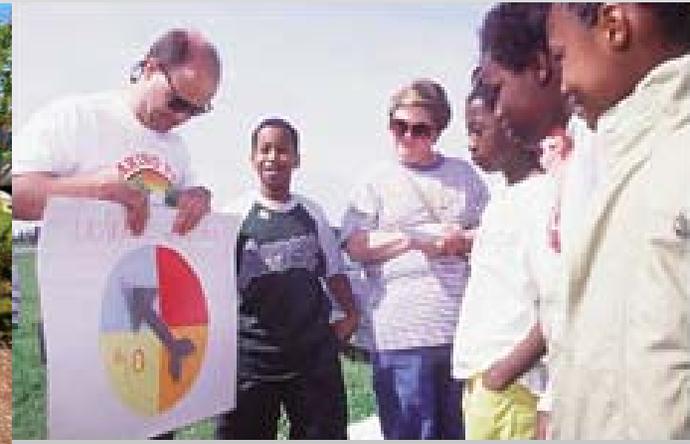
Powerful Partnerships

- Local, state, federal
- Government, education, industry, non-profits
- Teaching, research, extension
- 1862s, 1890s, 1994s



Neuse Education Team

- Mandated 5-year, 30% nitrogen reduction
- Gifts, grants and government support
- Multidisciplinary team working
- Basinwide, multi-audience approach



NET Impact with Farmers

- Nutrient, weed IPM 100,000+ acres
- 40% reduction in soil-applied herbicides
- 23% reduction in nitrogen application
- \$20 to \$40/acre savings from nutrient management



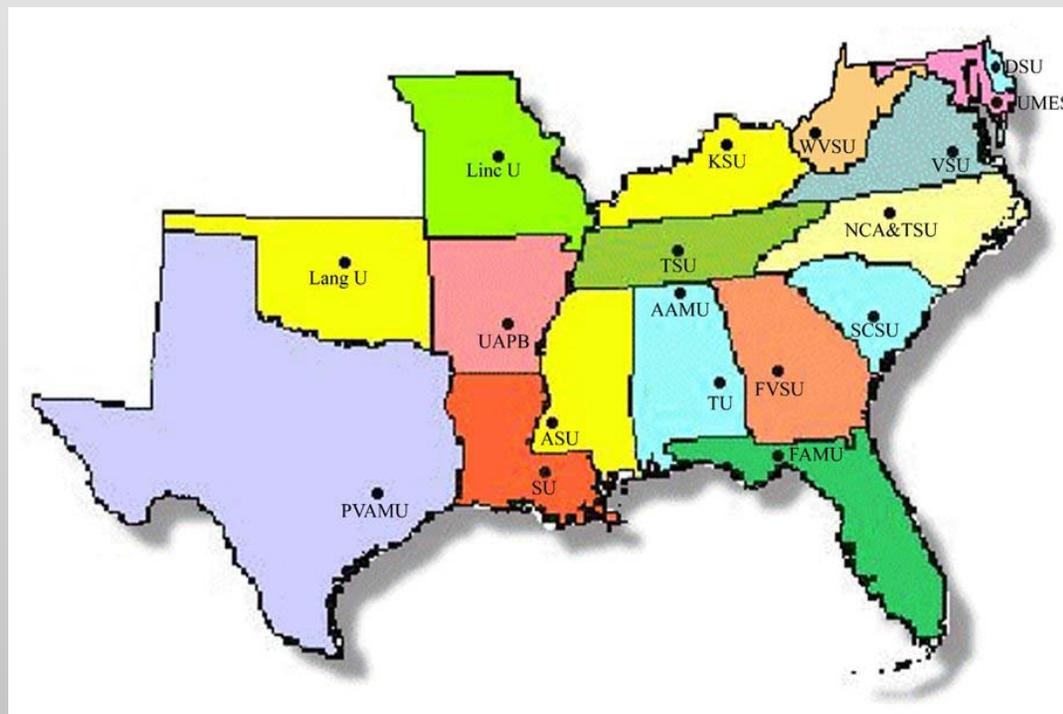
NET: Reaching other audiences

- Homeowners
- News media
- City, county workers
- K-12
- Home gardeners
- Green industry



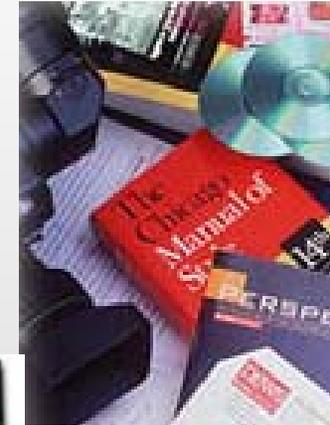
1862 | 1890 | 1994

Southern Region Watershed Resources Project



Tell your story

- Marketing: a national priority
- Increased competition for audience attention
- Mass media
- Targeted stakeholder message
- Data on impact



“Of all the things we started in 1996 to help the Neuse River, I think the Neuse Education Team has been one of the most successful.” *NC Senator B. Perdue*

Be creative:

Innovation and entrepreneurship

- Formula funding flat
- State support increased, but not equally
- Local support inconsistent



ECOP Task Force:

Managing a Changing Portfolio

Greater emphasis on:

- Grants
- Gifts
- User fees



ECOP Task Force: Managing a Changing Portfolio

Funding source consideration:

- Purpose of program
- Target audience
- Policies, procedures
- Ethical dimensions



We can succeed!

