

## Instructional Staff

Instructional staff are drawn from MSU Extension and MSU departmental faculties. Members of our training team have strong expertise and practical experiences in agricultural extension and outreach to local communities in rural and urban areas.

They have participated in and conducted several training programs in both local and international settings.



**Application Deadline  
July 31, 2020**

**Program Fees Per Participant: \$1200**

**Program Fee Includes:**  
Instruction fee, online training materials  
and program-related support

**For More Information and Registration  
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<https://www.canr.msu.edu/extensioninternational/>

**MICHIGAN STATE UNIVERSITY** | Extension



**Online International  
Short Course in  
Agricultural  
Extension  
2020**

**August 3 — 7, 2020**



**Organized by:**

**MICHIGAN STATE UNIVERSITY** | Extension

**extension.msu.edu**



## Program Rationale

With the growing global population, shrinking agricultural land base and emerging threats of climate change, agricultural transformation is a high priority globally. Along with research and education, extension/outreach remains a key pillar for global agricultural development and food systems. Despite efforts to strengthen agricultural research, extension and outreach systems in most developing countries remain weak, underfunded, and disconnected from research and education systems.

Useful technologies, innovative practices in farming and marketing, and reliable information sources are not efficiently reaching farmers and end users to create the desired impacts on farmers, ranchers and entrepreneurs. We must redefine the roles for agricultural extension and advisory services and other government-supported services to create a stronger and more efficient system of support for producers. Currently, agricultural extension is driven more by supply than by demand. Producers are expecting evidence-based knowledge, skills and solutions to produce and market quality agricultural products.



## Program Description

The land-grant university model of agricultural extension implemented by Michigan State University (MSU) is a unique, globally recognized model of outreach, community service and advocacy.

The MSU Extension team in collaboration with international programs in the College of Agriculture and Natural Resources at MSU will offer a five-day online course on the land-grant model of agricultural extension, to share best practices in the planning, design, implementation, management and evaluation of agricultural extension programs serving local farmers and communities in rural and urban areas.

This fee-based online course will provide training to extension specialists, innovative farmers, agricultural consultants, policy makers, regulators, scientists, and academicians as well as representatives from the private sector and international organizations.



The course will combine online self-access materials with online live presentations, in-depth discussion on selected topics, and questions and answer sessions using examples and case studies from MSU Extension context to examine various extension programming models.

Please expect to spend 4-5 hours of work completing online self-access materials before August 3<sup>rd</sup>, and approximately 3 hours of participation in live online presentations and discussions daily from August 3<sup>rd</sup> to August 7<sup>th</sup> from 7:00 a.m. – 10:00 a. m. EST (UTC-5). Participants will receive a certificate of participation upon completing this online course.



## Program Components

### Key Program Components

- History and evolution of Agricultural Extension systems in the United States and comparison to worldwide models.
- Design and management of the Michigan State University (MSU) Extension system.
- Current MSU Extension best practices and models for:
  - ◆ Providing advisory services in field crops and fruits and vegetable production
  - ◆ Research, extension, and farmers linkages
  - ◆ Linking farmers to markets
  - ◆ Reaching farmers using innovative information and communication tools (ICT) and models
  - ◆ Managing and diagnosing pests
  - ◆ Improving soil health
  - ◆ Managing animal health
  - ◆ Empowering youth
  - ◆ Supporting food and agriculture-related entrepreneurs and agribusinesses
  - ◆ Educating community leaders in water science fundamentals to support sound water management decisions