



**New Mexico
Cooperative Extension Service**

PROVIDE THE PEOPLE OF NEW MEXICO WITH PRACTICAL, RESEARCH-BASED
KNOWLEDGE AND PROGRAMS TO IMPROVE THEIR QUALITY OF LIFE

Legislative Finance Committee Hearing – May 15, 2025

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Cooperative Extension Service

- Community education arm of New Mexico State University
- Unique federal, state and county partnership enabled by the **Smith-Lever Act of 1914** and a **State Statutory Program** under Section 76
- **Mission of CES** is to *“provide the people of New Mexico with practical, research-based knowledge and programs to improve their quality of life”*
- **CES has evolved and adjusted to the changing needs** of New Mexico stakeholders, balancing the continuing need for updated information on traditional agricultural subjects as well as addressing innovations in newer subject areas including agricultural climate resiliency, technological advancements in agriculture, and behavioral health

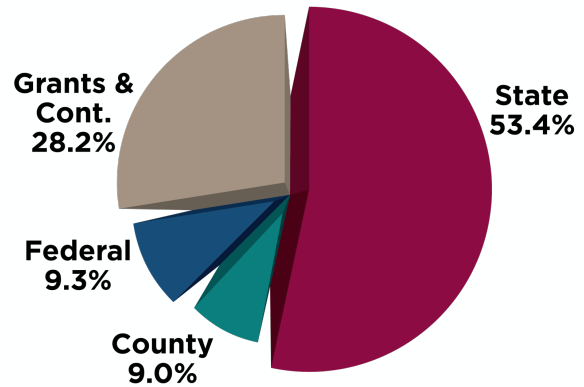


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CES Funding Sources

- Total FY24 CES budget \$33.4 million
- State appropriations constitute approximately 53% of the overall budget
- State’s investment in CES is matched nearly 1:1 through county appropriations, federal appropriations, and grants & contracts

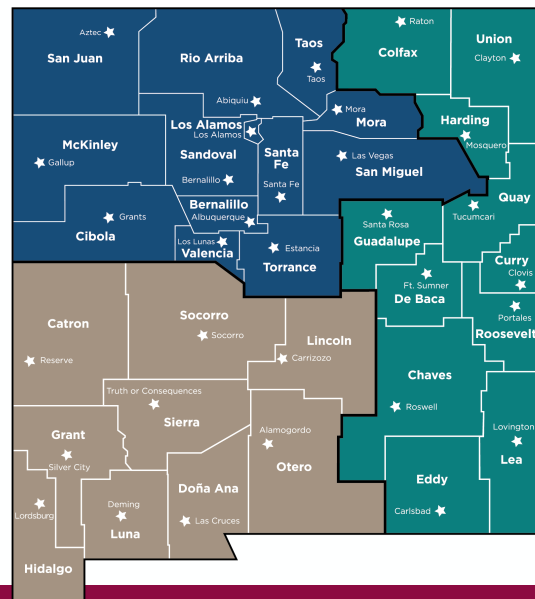


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CES Overview

- CES faculty are housed in offices in all 33 counties and 54 office locations
- CES faculty are integrated into 9 departments in the College of ACES



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CES Programs

- Best known CES programs include:
 - 4-H Youth Development
 - Agriculture and Natural Resources
 - Family and Consumer Sciences
 - Community Economic Development
- CES addresses emerging issues:
 - A host of natural resources issues, wildfires
 - Homeland Security
 - Financial Mediation
 - Public Officials Training
 - Workforce Readiness
 - Current health topics - Diabetes, Obesity, Food Safety, Mental Health



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Performance Metrics

Impact Metric	2021	2022	2023	2024
Clientele Contacts	497,062	552,213	666,762	622,445
Social Media Contacts	11,814,386	9,478,003	11,205,662	11,989,564
Refereed Journal Articles	45	38	49	52
Extension Publications	547	572	906	809
Presentations, Workshops, Trainings	2,573	3,380	3,881	4,773
Competitive Funding	\$6,010,902	\$7,182,068	\$8,447,565	\$9,676,727



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Cooperative Extension Highlights

- **NM 4-H program** prepares 43,000 young people annually for the workforce by teaching critical life skills
 - 4-H youth are: 2.5x engaged civic involvement, 2x participate in STEM programs, half as likely to use drugs, and 4.9x graduate from college
- **Forage Extension programs** have helped producers increase profitability by reducing fertilizer and seed costs by 25%, reducing water use by 30%, and increasing yields by 10%
- **Extension Animal Sciences and Natural Resources** assisted agricultural producers to implement virtual fencing technology to build resiliency of agriculture systems impacted by wildfire and subsequent flooding



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Cooperative Extension Highlights

- **CES Behavioral Health & Wellness Team** addresses mental health, suicide, opioid/substance abuse, etc.
- **Extension Family & Consumer Sciences programs** reach more than 200,000 citizens annually through workshops on nutrition, parenting, and physical fitness saving the state \$10 million in health-related expenses



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2018 LFC Review: “Strengthen relationships between CES and other colleges outside of ACES to improve outreach”

- CES has strengthened partnerships with many academic colleges at NMSU
 - College of Engineering, College of HEST, College of Arts & Sciences, College of Business, Arrowhead Center, and NMSU Global
- NMSU LEADS 2025 Strategic Plan (2019) includes Goal 3: to Amplify Extension and Outreach across the institution
 - As chair for Goal 3, many efforts have been put in place to allow faculty and programs across the NMSU System better utilize the statewide Extension Network
- Intentionally focusing on integrating the CES across the University System
 - CES is now formally participating in NMSU recruiting and enrollment activities



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2018 LFC Review: “Consider centralizing administrative functions, at a regional or statewide level to bring administrative ratios closer to university average”

- Continue to evaluate staffing needs and efficiencies to ensure we meet the mission of the CES and better integrate Extension across the NMSU system
- Similar structure to peer institutions (i.e., USU, U of I, UW, MSU, WSU, and OSU)
- County CES Faculty and Administrative Assistants are funded two-thirds by federal and county appropriations
- Many Extension programs are conducted regionally or statewide (Farm Safety Programs, Wildfire Preparedness, Master Gardeners Program, ICAN Program)



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2018 LFC Review: “Increase use of web-based learning and other tools to extend the reach of extension programming”

- Beginning in March 2020, the CES made a pivot to online educational programs to continue meeting the mission during COVID
 - As a result, many Extension programs are now offered both face-to-face and online
- Since 2023, the CES utilizes NMSU Global Campus for asynchronous online Extension programs (i.e., Master Gardeners) and Extension microlearning courses



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2018 LFC Review: “Develop more rigorous needs assessment tools to gauge current and emerging county needs and ensure assessment includes a representative sample of county residents”

- Thanks to legislative support, hired a Program Development and Evaluation Specialist in 2019 to develop needs assessment and program development tools utilized by county agents and statewide specialists
- County Extension advisory board structure/bylaws were revised in 2022
 - Ensure broad community representation from traditional and non-traditional clientele members
 - Membership on county advisory boards rotates to ensure diverse community representation



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2018 LFC Review: “Develop outreach strategies to reach under-represented groups”

- In 2024 statewide workshops were provided to all county Extension agents and state specialists to develop best management practices with the goal of reaching all New Mexicans
- Total clientele contacts increased from 334,759 in 2020 (32% Hispanic, 58% White, 5% Native American, and 1% Black) to 622,445 in 2024 (39% Hispanic, 48% White, 7% Native American, and 2% Black), an 86% increase
- As a Hispanic-Serving Institution and with 23 federally recognized tribes in New Mexico, CES has diversified outreach programs to better meet the needs of our tribal communities and Hispanic agricultural producers



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2018 LFC Review: “Consider hiring agents with expertise in community and economic development”

- Thanks to new legislative funding in 2022, the CES hired three new Statewide Extension Economic and Community Development Agents
 - Provide support to county faculty across the state in implementing economic and community development programs
- In 2023, the College of ACES Dean also created a new Assistant Dean for Economic Development, to support both AES and CES economic development efforts



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2018 LFC Review: "College of ACES administrators should provide new, outcome-based metrics in their annual funding request"

- AES and CES are funded through the RPSP process and follow funding request protocol
- Since 2018, CES requires the inclusion of impact statements in all faculty annual evaluations to assess the effectiveness of their Extension programs
- Steps have been taken to improve impact reporting
 - Many New Mexico Extension impacts are recognized nationally through the National Impact Database
 - In 2020, the College of ACES started producing an Annual College Report to illustrate program impacts across the teaching, research, and Extension mission of the College to stakeholders, policy makers, and the general public



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2018 LFC Review: "Conduct a feasibility study on potential fees for 4-H and other programming and develop clear guidelines for county offices on charging fees"

- CES has grown and diversified annual revenues through fees for specific Extension programs to offset operational costs (travel & other costs with delivering programs)
 - Examples include Master Gardeners Program, Pesticide Applicator Training, Food Handlers/Food Managers Programs, Master Food Preserver Program, EDGE Program, and Extension microlearning courses
- However, we do not plan to implement a fee for 4-H or other base Extension Programs because of the importance of equal access



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2018 LFC Review: "Consider rebalancing specialist levels over time to better align with needs of state population and county extension activities"

- We are continuing to build capacity across all Extension subject areas and promoting innovations in emerging areas of need for New Mexicans
 - In the last several years we have prioritized and seen growth in areas such as:
 - Mental health
 - Rural Economic Development
 - STEM Education Programming
 - Artificial Intelligence in Agriculture
 - Workforce Development (EDGE, Aggie Next Step, Student Internships)



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2018 LFC Review: "Consider removing the requirement for agents to have a master's degree, where appropriate"

- Tenure-track and non-tenure-track county faculty positions require agents to have a terminal master's degree
 - Expectation for county faculty to be experts in their fields
- However, in 2020 CES developed an "underfill" process allowing to hire non-tenure-track county faculty with a bachelor's degree and allowing employees five years to complete their master's degree



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