

Strategies and Challenges Pertaining To 1890 Matching Funds

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Factors Impacting Matching Funds

- Economy is in a slow down.
- State budgets are tight.
- There are other state priorities.
- Federal funds are declining.
- Emphasis is on competitive funds at the federal level.
- University may not perceive matching as a major priority.

State Matching Funds Process



- Is there a separate agency within your university for research and Extension? (1890/1862)
- Do you have a line item budget for state funding?
- If not a separate agency, you should strive for a line item budget.



State Matching Funds Process Cont.

- Funding in the general university budget may be more difficult to secure and could create accountability issues.
- Line item budgeting process makes managing and allocating funding relative straight forward.
- It could create other challenges such as paying for more services.



Acquiring Matching Funds

- High correlation between acquiring matching funding and viable programs.
- Funds are allocated based on needs that are important to the state and constituents.
- Funding must be perceived as being a priority by legislators.
- Must document and share program impact.



Acquiring Matching Funds Cont.

- Must have a marketable program.
- Demonstrate that research and Extension programs are making a difference.
- Engage your stakeholders.
- Clients and stakeholders should do some of heavy lifting.
- Legislators don't want to hear from you.
- You want others saying that there is a need for funding for research and Extension.



Strategies for Matching Funds

- Develop a plan/request for acquiring funds
- Identify your funding priorities.
- Explain how funds will be used and benefit to clients.
 - Why should your request be funded
 - Keep in mind that it is not about you or your institution but the people being served



Strategies for Matching Funds Cont.

- Identify expected outcomes
- How will outcomes be assessed
- If funds are not acquired what are the consequences.
- Plan should conformed to the legislative process for your state and university.



Marketing Funding Request

- Brief your president and other university officials such as VP for finance and budget director.
 - They should become advocates
 - Your request should be included in the university's budget
- Brief elected officials and others as appropriate.
- Develop an executive summary of your request.
- Develop champions for your request/plan.
- Develop relationships with stakeholders and other groups.
 - Farm Bureau, Farm Credit and other agribusinesses
 - State Leadership and advisory councils
 - 1862 institution



Showcase Programs

- Invite officials to speak at your field days.
- Host meeting of agricultural organizations and legislative committees on campus.
- Take advantage of opportunities to erect displays.
 - Place a display in the capitol during the legislative session
 - Exhibit at the state fair or other state festivals
- Work with university officials to invite legislators and other state officials to meet on campus
 - Research or Extension building
 - Provide a tour of farm and other programs



Build Partnerships

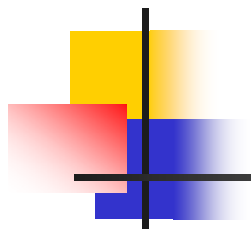
- Develop partnerships with other groups that share similar interests.
- Participate in their meetings and activities.
- Ensure that those groups understand your legislative and budget needs.
- If other organizations have governmental affairs representatives get them to include your priorities in their package.
- Attend hearings and/or briefing about budgets.



Summary

- In this type of climate, how do you proceed?
 - Develop a plan
 - Justify your needs
 - Show your value
 - Document that you are making a difference.
 - Engage stakeholders/legislators
 - Market your plan

Hopefully, this will lead to an increase in matching funds overtime.



QUESTIONS