

## **A 5G NACEB Network**

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When I think about 2021 and my term serving as NACEB President, three words come to mind as we strive for a 5G NACEB Network. The three words are: **CONNECTION – COLLABORATION – COMMUNICATION**

I would like you to imagine the Extension Board you serve on as a cell phone tower; what signal does your Board have within your County? Is it 5G? Is it a 3G network that needs updating? Are you, as Extension advocates providing the best 'service' possible to those around you?

Would you expect a tower in the next county to provide you and your neighbors with strong service? Although we are fortunate to have Educators serve several counties, it is our responsibility to reach out to those within our county and let them know of those opportunities the regional educator can bring in. Imagine Nebraska Extension having 5G service in all 93 counties. What impact would that make on Nebraska and beyond?

One of NACEB's purposes is to make sure that EVERY Extension Board in the state has the proper equipment per say, to provide that 5G coverage, that 5G connection. We come together twice a year to network, build our leadership skills, and learn what Extension has to offer to us – and to those we know. Attending NACEB events, provides you as board members ways to improve connection, so you can update your local extension board to 5G connectivity.

Once we form those connections – we are able to collaborate. Collaborate between Extension Boards, between NACEB Directors, between Research Centers, the University, and my big challenge to you is collaboration with, other organizations.

What other organizations can benefit from what Extension has to offer? Is it the new childcare center that needs assistance from a Learning Child Educator? Is it the Fairboard who is wanting to expand its knowledge on what Extension can offer at the County Fair? Maybe it is the local economic development office that could benefit from connecting with a Community Vitality Initiative Educator.

The more we grow our leadership and ability in our Extension Board role as advocates, the more we can assist with the growth of our communities, with our counties, and with the growth of Extension education as a whole.

Now that you and I have established connections and formed collaborations, the final C is... communication.

I bet there are some fantastic stories and learning experiences that come from the relationships you build while serving on your county Extension Board. The most important part of these stories and experiences is sharing them with others. What purpose does an untold story serve? Let me ask that again – What purpose does an untold story serve?

My challenge to all of you, is to write and publish your "Extension" story. Share it with those that may want to hear it. Share it with those who may not have known they needed to hear it. By sharing your why story, you will connect! By sharing your why story, collaborations will be opened up to benefit your county! By sharing your why story, rich communication will happen! By Sharing your why story you have just upgraded Extension to a 5G network that residents in your county can now realize the benefit of.

Thank you for the opportunity to serve as your President of NACEB and I look forward to being on YOUR NACEB team in 2021.