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To: Extension Pesticide Safety Education Programs (PSEPs)
From: Tom Smith, Executive Director
RE: NPSEC Services and Revenue Sharing

I had the pleasure of providing a NPSEC update titled: **2 ½ Years Serving and Supporting Extension PSEPs** at the North Central Region Pesticide Applicator Certification and Training meeting in Duluth on July 23. I always enjoy these opportunities to explain and showcase what NPSEC is doing to meet our very important but simple and focused mission of **Serving and Supporting extension PSEPs**.

Everything we do at NPSEC is evaluated through the lens of this mission. These opportunities also give me a chance to provide specific examples of what NPSEC can do to serve and support your program in your state or territory. As importantly, I also try to be clear about what NPSEC will not do.

Even after 2 ½ years there still seems to be some confusion and misconception about what NPSEC's role and agenda is regarding pesticide safety education, so I'd like to try to add some clarity to what we do and what we don't do as part of our mission.

First and foremost, NPSEC does not compete with extension PSEPs, nor foster any situations that might create competition between PSEPs. NPSEC **does not** create any educational materials independently (manuals, online courses, videos, etc.). At the request of PSEPs who have ideas or existing content, NPSEC, in collaboration with the PSEP, will work to help them update, enhance, produce and distribute their products. PSEPs will always own and control the content and products – **NPSEC does not own or control any intellectual or proprietary property**. This is clearly established in our written service agreements.

NPSEC will provide these services (update, enhance, produce and distribute) for a fee if the PSEP has the funding to support this work. For PSEPs that do not have the financial resources to 'hire' NPSEC, we will provide these services using our own funds by negotiating a cost recovery agreement with the PSEP. NPSEC costs are recovered over time, and this recovery agreement includes an immediate revenue stream to benefit the PSEP.

In simpler terms, the PSEP does not need to wait for NPSEC to get our investment back before they receive money.

NPSEC does not have a standard revenue sharing formula. The original SWAT Team proposed a revenue sharing model that involved multiple PSEPs – this has **never** been adopted by NPSEC nor has it **ever** been considered. Revenue sharing is between the creating PSEP and NPSEC in order to compensate NPSEC for services provided. The PSEP, during discussions with NPSEC, determines if and what kind of revenue sharing agreement with NPSEC makes sense for their individual program. The PSEP controls this. NPSEC will suggest options to the PSEP that also make sense for NPSEC. It is the decision of the PSEP to determine how to proceed. Then a written service agreement is drafted for review and eventual execution. If a PSEP wishes to share revenue with other PSEPs, that is up to them and is controlled by the collaborating PSEPs, **not** NPSEC.

Services provided by NPSEC do not always include revenue sharing between the PSEP and NPSEC. In fact, most fee for service work does not include any revenue sharing. NPSEC also offers several services at no cost to PSEPs, including:

- quotes on printing
- putting online courses on the eXtension platform for those institutions that are members of eXtension
- promotion and marketing of events and products via our website, newsletter and social media sites
- advice on plans to improve PSEP sustainability

The bottom line is NPSEC works for PSEPs. Here are some of the ways we have been able to do that:

- NPSEC sells hard copy products on the NPSEC Store (www.npsecstore.com) produced by the Pesticide Educational Resources Collaborative (PERC) and Association of Farmworker Opportunity Programs (AFOP) – PSEPs get a 10% discount on any products they order by entering a PSEP-only discount code that you can obtain by e-mailing or calling Courtney Weatherbee or myself (contact info below). Sales of these products are also tracked state by state and PSEPs also receive a 10% share of net revenue of all sales in their state or territory as a gift from NPSEC to their program. To date almost \$10,000 has been gifted to PSEPs.
- NPSEC has coordinated sales, and in some cases covers the printing costs and manages inventory control, of certification manuals used in Colorado, Maryland, Michigan and Oregon. NPSEC also develops the webpage for the PSEP, as well as managing manual sales and distribution. Those manuals are for use by applicators in those states only – they are not promoted to applicators in other states nor are they approved for use in other states. The PSEPs in these states have seen an increase in revenue, in some cases significant, for their programs. These PSEPs have reported improved customer service. Their manual sales are now hassle-free because NPSEC handles everything including customer support and addressing any consumer questions.

- NPSEC develops robust online courses which are owned by PSEPs based on content provided by PSEPs. Our technical team is highly skilled and responsive to your needs, including your timelines. Idaho has just executed their fourth service agreement with NPSEC extending through June 2020 for online course development. New Hampshire was the first PSEP to work with NPSEC to develop online courses. You can see some of the tools we can embed into your online courses at www.npsec.us/demo - click on *E-Learning Portfolio*. This service can also be funded through a cost-recovery program (as described above) should a PSEP not have funds for this effort.
- NPSEC is responding to requests from PSEPs to help:
 - develop/upgrade a phone app for private applicator recordkeeping
 - produce innovative products to educate about IPM
 - produce a respirator fit-testing video to complement face-to-face trainings
 - establish better collaboration and training in the Pacific Island territories

Please contact PSEPs in the states where NPSEC continues to provide services to support their programs and get their opinions on what it is like working with NPSEC. Finally, please reach out to any of us at NPSEC with questions, concerns and especially for help in making your programs become more sustainable. We are here to support and serve you!

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