

# OSU Extension In the City

[cityextension.osu.edu](http://cityextension.osu.edu)

Western Center for Metropolitan Extension & Research  
National Urban Extension Leaders (NUEL): 27 August 2015



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES

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Associate Chair, Dept. of Extension



# OSU Extension's Emerging Model

- **Purpose**
  - Explore Strategic Options
  - Experimenting with Managed Risk
- **Perspective**
  - Local, State, National
- **Why** a new model?
- **What** is the model?
- **How** does the model work?



**Sustainable Cities**  
Sustainable communities seek to maintain and improve the economic, environmental and social characteristics of an area so its members can continue to lead healthy, productive, enjoyable lives there (Hart, 1999). Other frameworks contributing to this topic include thriving cities, community vitality, resilience, capacity, quality of life, and others. Extension engages public and private leaders in community vitality connections and development throughout the rural-urban continuum.



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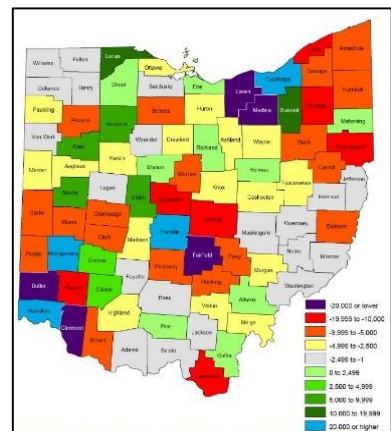
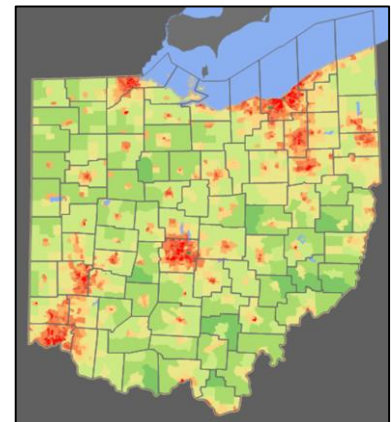
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# Ohio Context: 7<sup>th</sup> most populated state

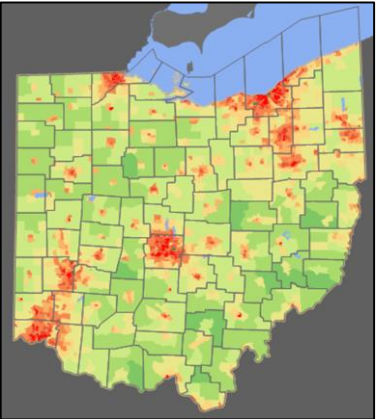
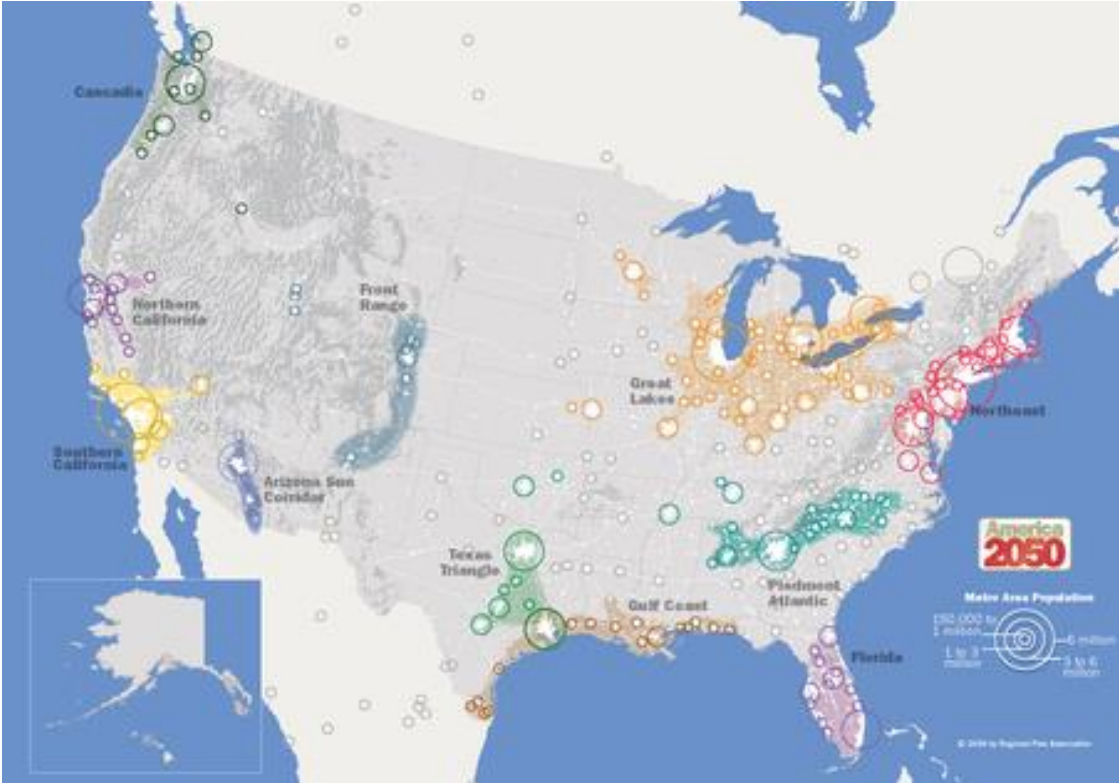
- Metropolitan Areas
- Rural-Urban Continuum
- Net Commuter Flow

Regions:

<http://www.america2050.org/content/megaregions.html#more>

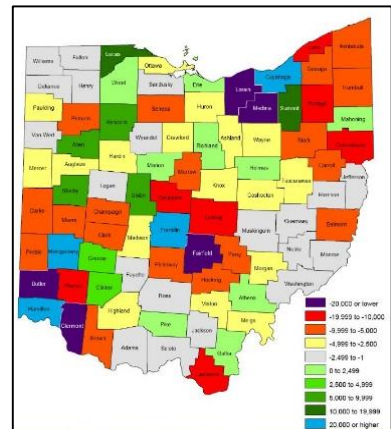
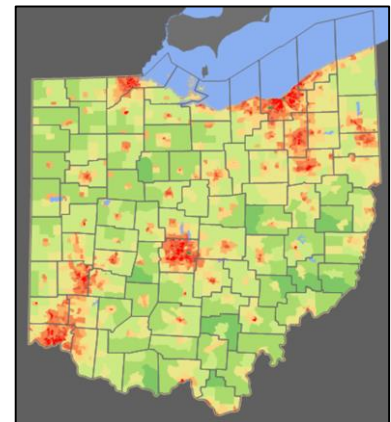


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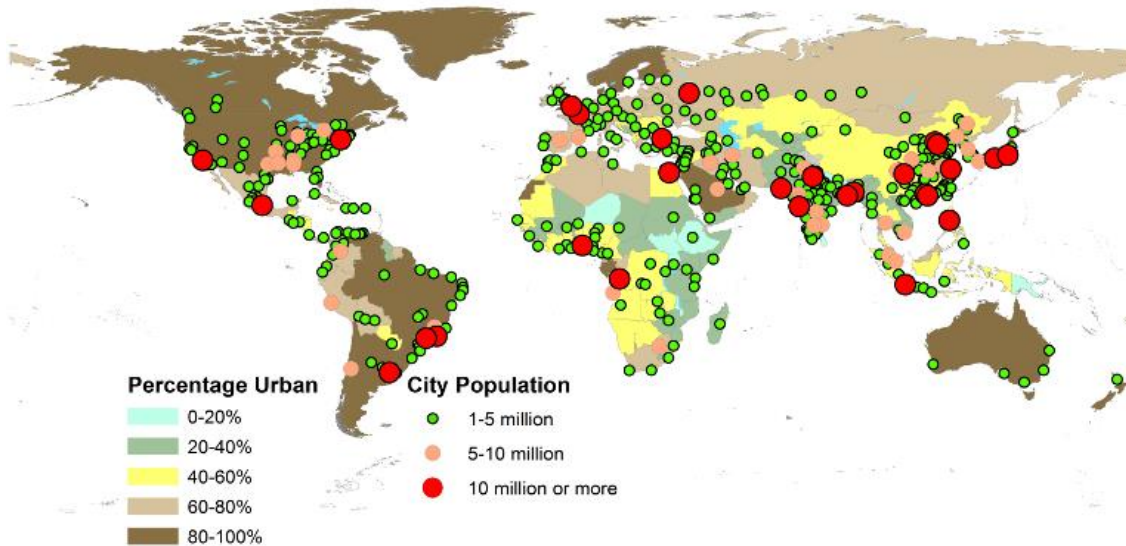
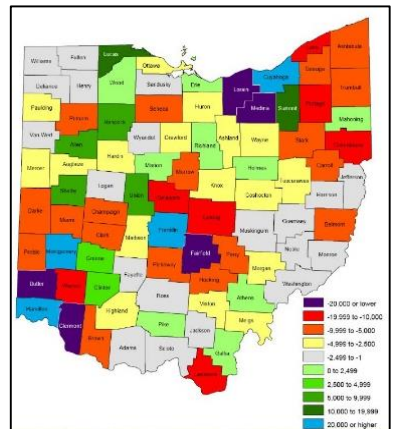
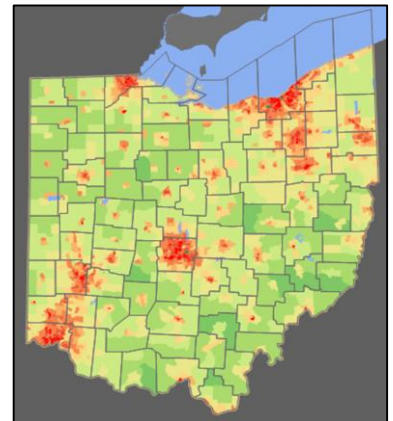
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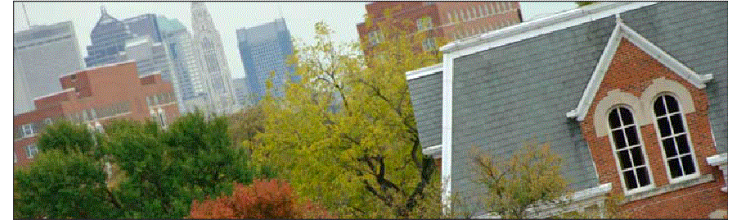
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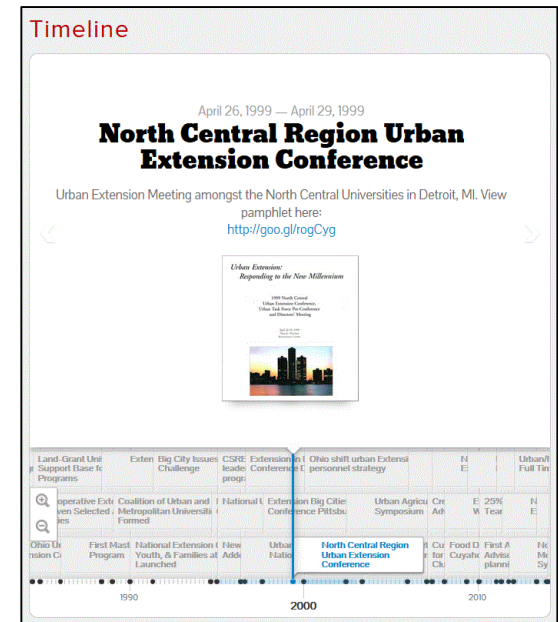
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# University Context



- **The Ohio State University (OSU)**
  - Urban Mission (LGU, Urban-Serving, Carnegie)
  - 15 Colleges: Outreach & Engagement
  - Discovery Themes (Food, Health, Sustainability, ...)
- **College of Food, Agricultural, and Environmental Sciences +**
  - Future Trends & Visions
- **Department of Extension**
  - Positioning (Place)
  - Programs in the City
  - Personnel/Operations
  - Partnerships/Funding



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# Positioning (Presence and Place)

- Positioning
  - City (Urban, Metro)
  - Size & Scope
  - Urban/Suburban/Rural
- Place in the Community
  - Offices / Centers / Neighborhoods
- Messaging
  - Co-discovery & Collective Impact
  - Locally Relevant, Responsive Statewide, Recognized Nationally

OSU EXTENSION IN THE CITY

Co-Discovery for Collective Impact



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OSU Extension  
**In the City**



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# Positioning (Presence and Place)

Largest Counties	Population	Largest Cities	Population
Cuyahoga (+ Parma 81+)	1,278,024	Cleveland +	396,815
Franklin	1,167,484	Columbus	787,033
Hamilton	801,350	Cincinnati	296,943
Summit	541,788	Akron	198,402
Montgomery	535,626	Dayton	141,527
Lucas	441,198	Toledo	287,208
Stark	375,593	Canton	73,007
Butler	368,029		
Lorain	301,108	Lorain	64,097
Mahoning	238,352	Youngstown	66,982
	6,048,552		



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# Positioning (Presence and Place)

- **What is Unique in the City?**
  - Population Density & Diversity
  - Community Complexity





# Positioning **Example**

- **OSU Extension in the City**
  - Criteria/Population
  - Place/s
    - University District
  - Considerations
    - Proximity to Columbus
- Urban-Suburban-Rural Connection



***“Ohio State University Extension has been an incredible opportunity for residents in Weinland Park,” said Joyce Hughes, president of the Weinland Park Community Civic Association.***

OSU Extension Educator, Susan Colbert (right), with Joyce Hughes

# Programs in the City

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### OSU Extension in the City

Co-discover for Collective Impact in Ohio's most populated cities.

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# Programs in the City

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## Food and Agriculture in the City

Urban agriculture has been defined as the growing, processing, and distribution of food and other agricultural products in and around cities (Brown and Carter 2003).

Agriculture is a critical part of any movement towards sustainability because it can have profound effects on the environment, human health, and the social order (Horrigan et al., 2002).









# Programs in the City

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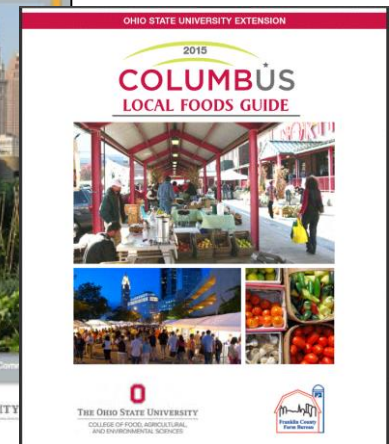
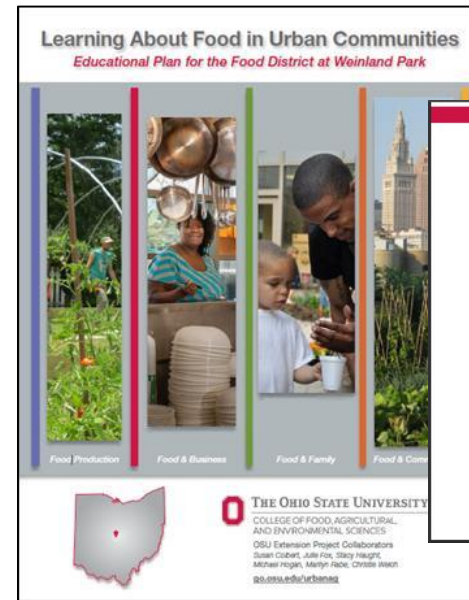
- **What is Unique in the City?**
  - Research and Learning Priorities
  - Delivery/Engagement Options
  - Program/Product/Project Development (not adaptation)





# Program Example

- Local Food in the City
- Food Policy
- Urban Food & Agriculture
- Local Foods Week
- Food Security
- Interdisciplinary



# Personnel/Operations

- **Professional Development – Competency Development**  
interactive digital delivery and hands-on active learning
- **Extension in the City Orientation**
  - Brief video introduction on the unique aspects of working in the city
- **Leadership in the City**
  - Comprehensive 10-module course for Extension educators & directors
- **Just-In-Time Learning in the City**
  - Independent learning modules address specific knowledge needs for rapid response to opportunities in the city
- **Advanced Learning in the City**
  - Hands-on experiences and guided learning
- **Technology-Enhanced Learning Network**
  - Ongoing peer support and development



# Personnel/Operations

- #, Types of Positions, Ratio, Structure, How \$
  - Position Descriptions & Reporting Structure
    - Dean / Extension Director / OSUE in the City (N)
    - Integrated with regions, programs, support units (S)
    - County Extension Directors, Program & Support (L)
  - 'Team' Structure
  - Campus-based Content Experts/Engaged Scholars
  - Community-engaged resources
- Diversity of Personnel (Attract & Retain)
  - Inclusion Resources: University, College, Community +
- Professional Development – Competency Development



# Personnel/Operations

- **What is Unique in the City?**
  - #, Types of Positions, Ratio, Structure, How Funded?
  - Diversity of Personnel (Attract & Retain)
  - Competencies (Develop)



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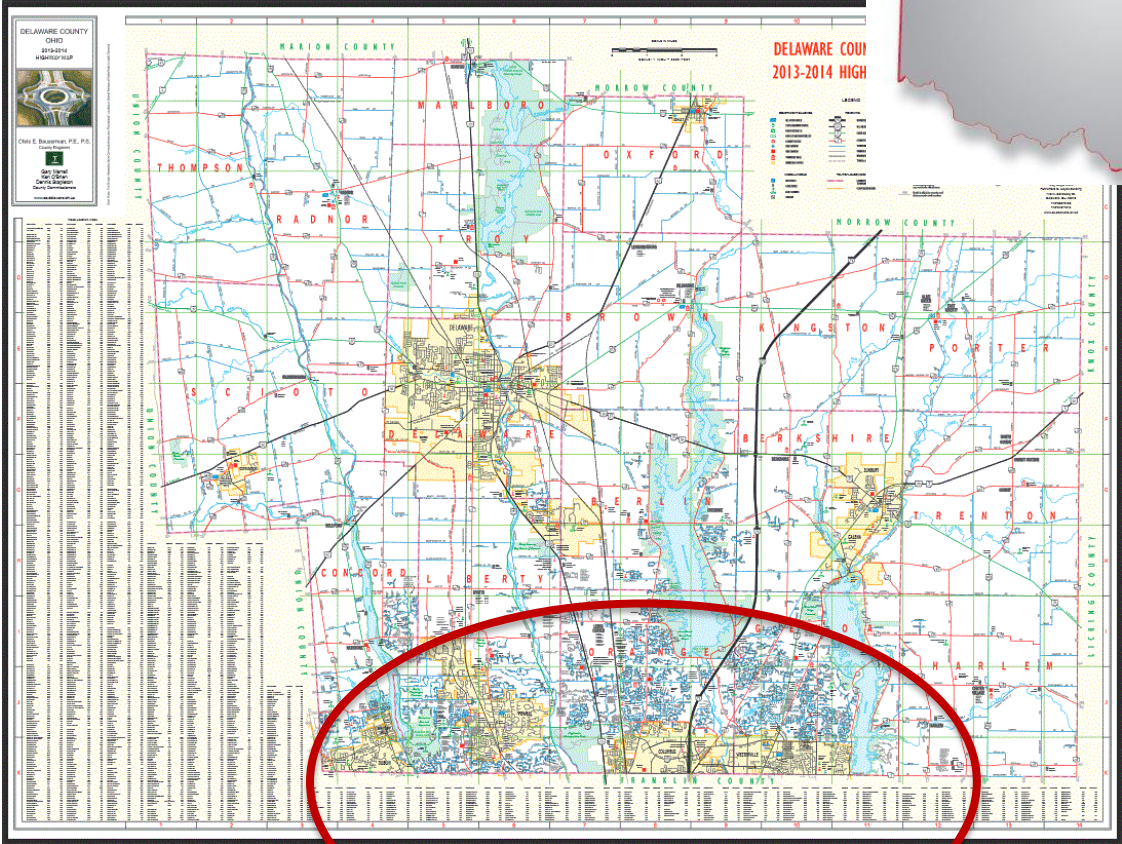


# Personnel Example

- Personnel in the City

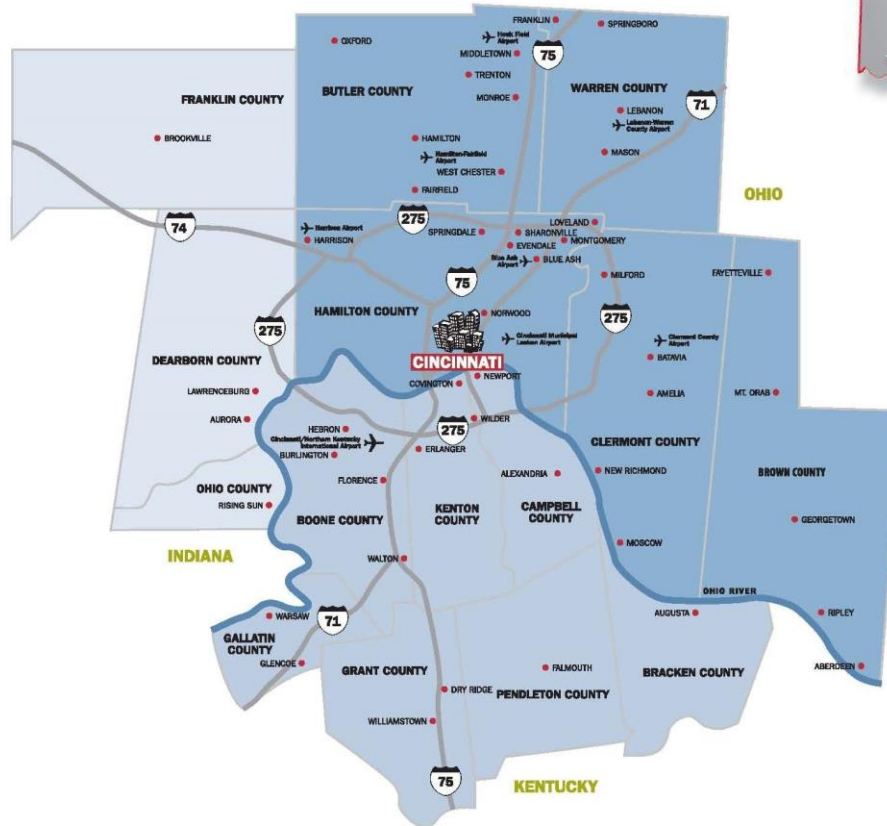
Franklin County  
15 cities

Delaware County  
Fastest growing



# Personnel Example

- Cincinnati



# Partnerships/Funding and other resources

- Traditional Extension Funding
  - Federal/State/County +
- Other
  - City
  - Public/Private
  - Grants
  - Contracts
  - Gifts
  - Fees



# Partnerships/Funding and other resources

- **What is Unique in the City?**
  - # and Diversity of Partners
  - Multi-stakeholder Agendas



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# Partnership **Example**

- **Preparing Youth for Success**

- 4-H Clubs and Groups
- AgriScience in the City
  - House Bill 59 (ag science careers)
- Youth Outdoors

A partnership between



- Youth Leadership



Cuyahoga County  
Family & Children First Council



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# Partnership **Example**

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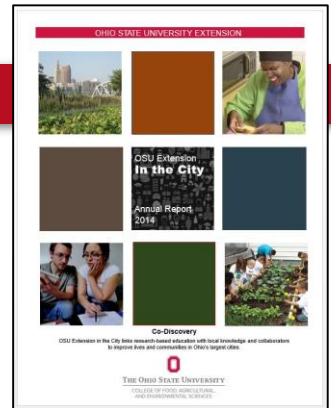
the careers)

County  
& Children First Council



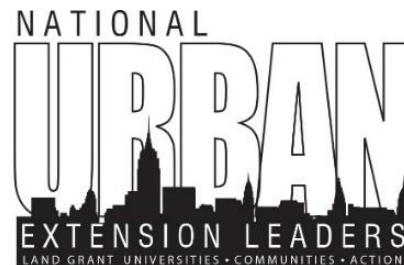
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# Next

- Content Analysis
- Conversation (Advisory, New Extension Director)
- Context (internal and external)
- Central State University
- Connections ... Opportunity ... Capacity
  - Positioning
  - Programs
  - Personnel
  - Partnerships



# Next: Strategic Options - Priorities

	Positioning	Programs	Personnel	Partnerships
Locally Relevant				
Responsive Statewide		<i>Collective Impact</i>		
Recognized Nationally				

# Summary: **Key Points**

- **Extension is About People**  
*Extension in the 21st Century*
- **Co-Discovery for Collective Impact**  
*Community & Campus*
- **Urban-Suburban-Rural Connection**  
*Not 'We – They'*
- **Locally Relevant**
- **Responsive Statewide**
- **Recognized Nationally**



## **A National Framework for Urban Extension**

A Report from the  
National Urban Extension Leaders

August 2015

NATIONAL  
**URBAN**  
EXTENSION LEADERS  
[www.nuelc.org](http://www.nuelc.org)

Steering Committee Members  
Deno De Clerck, Julie Fox, Brad Goolishian, Joan Jacobson,  
Chris George, Patrick Proden, Mark A. Ruemmergo, Jody  
Squires, Charles Vavrina, Steve Wagener, Mary Jane Willis,  
Jeff Young

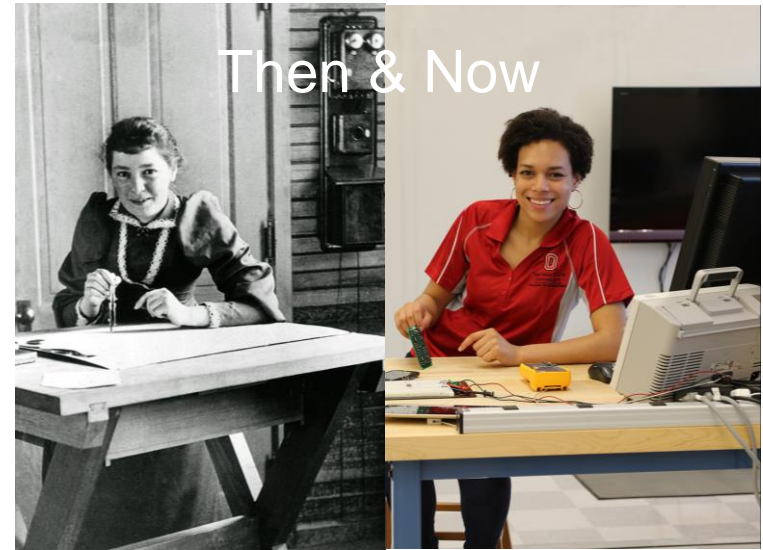


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# Summary

- **Why** a new/emerging model?
  - Ohio Readiness
  - Sustainable
- **What** is the model?
  - Integrated ...
    - Regions, Programs, Admin, University, National, ...
- **How** does the model work?
  - Respect for multiple perspectives
  - Experiment with managed risk
  - Mission

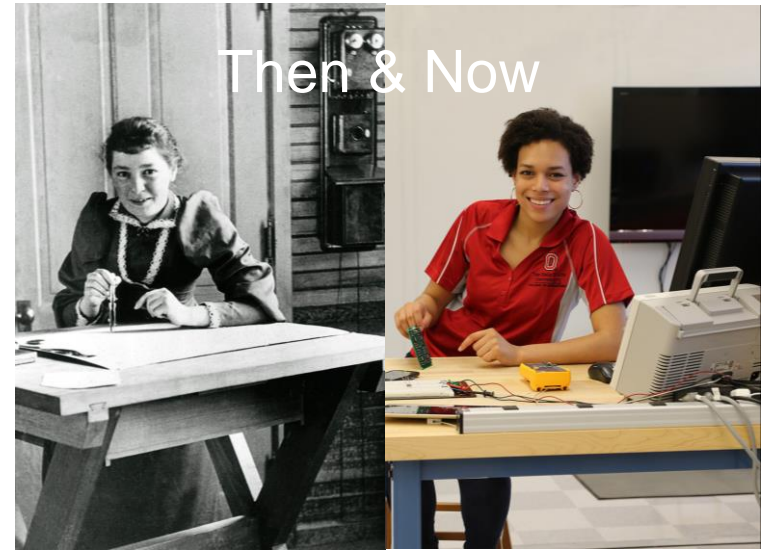


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