

OSU Extension In the City

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OSU Extension Annual Conference Presentation: Innovation in the City

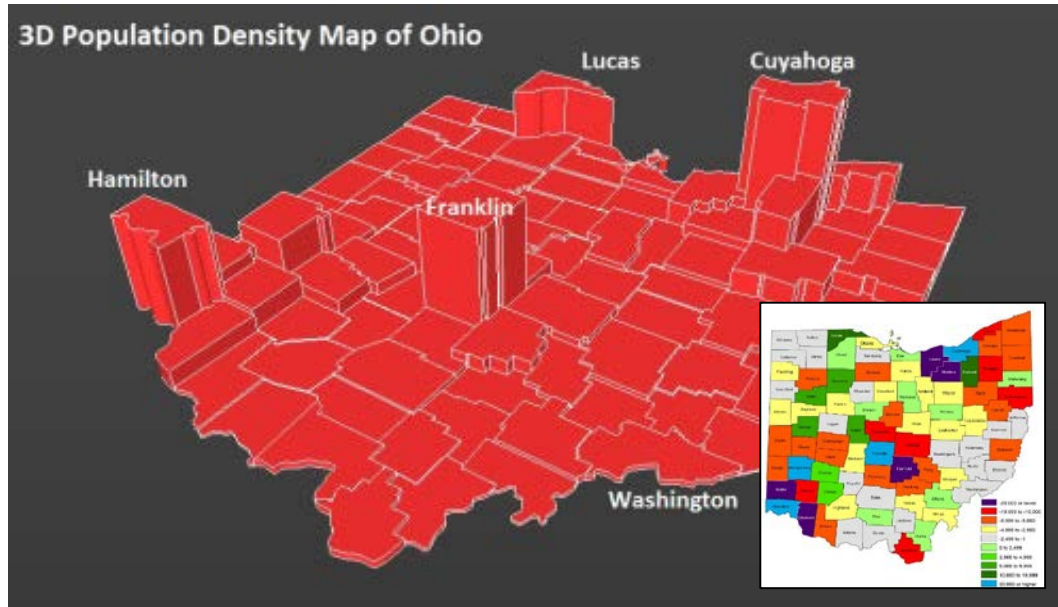


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Why? 7th most populated state



VP Conversation on the Future:
Talking about OSU Extension of 2035



United States Department of Agriculture
National Institute of Food and Agriculture



ASSOCIATION OF
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Extension Committee on Organization and Policy (ECOP)



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Innovation in the City

Personnel
Metro
Programs
Partnerships
Positioning
Urban-Suburban-Rural
Diversity
City
Complex
Connected



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Positioning (Presence and Place)

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

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		



Positioning (Presence and Place)

- Positioning

- City (Urban, Metro)
- Size & Scope
- Urban/Suburban/Rural

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Co-Discovery for Collective Impact



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In the City

- Place in the Community

- Offices / Centers / Neighborhoods

- Messaging

- Co-discovery & Collective Impact
- Locally Relevant, Responsive Statewide,
Recognized Nationally



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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



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Programs in the City

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- **Focus Areas**

- Food and Agriculture in the City
- 4-H Youth Development in the City
- Health and Wellness in the City
- Sustainable Cities



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Programs in the City: Food & Ag

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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).



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4-H Youth Development in the City

The 4-H Youth program is a widely recognized nationwide program offered by Extension. It is a nonformal educational, youth development program offered to children as young as age 5 and in kindergarten to older teens, up to age 19. Each member is involved in hands-on, experiential projects that permit "learning by doing." Cities represent unique options for both unique programming and diverse participants.



Programs in the City: Health & Wellness

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Health and Wellness in the City

With population density, diversity, and complexity, cities bring opportunities and challenges for better health. Cooperative Extension's health and wellness framework is "to increase the number of Americans who are healthy at every stage of life." Ohio State University brings health and wellness to Ohio cities through OSU Extension, Family and Consumer Sciences.



Programs in the City: Sustainable Cities

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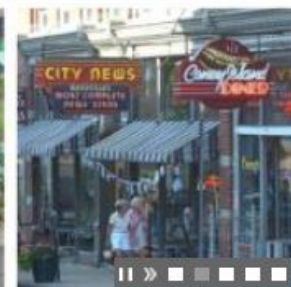
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Sustainable Communities

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.



Personnel/Operations

Recruiting and Hiring

Types of positions for full-time, project, and volunteer positions

Professional Development

Same core set of **competencies** as Extension professionals in other geographic settings +

Intensifies the degree to which personnel apply related competencies

- Cultural competence

- Managing multiple resources and stakeholder agendas

- Marketing and communication competencies - Positioning to a larger and more diverse audience in a more competitive, complex

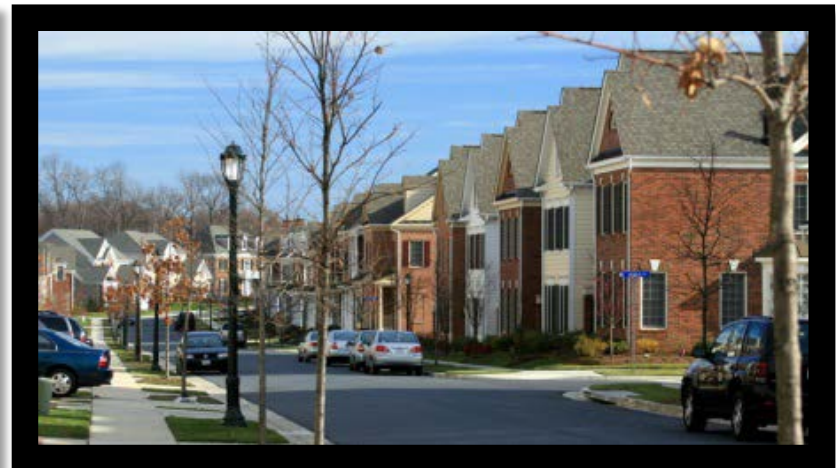
- Methods

Recognition and Retention

Personnel/Operations - Example

- **Know Your County**

- Understand how county is changing
- Keep all informed
- Recognize how to reach new audiences
 - Cultural diversity
 - Income diversity
 - lower/ moderate income cities
 - Moderate/higher suburbs
 - Tremendously varied rural areas



Personnel/Operations

- **Suburbanizing County Perceptions and Hiring**
 - **Make sure audiences are served**
 - **What is the marketing angle**
 - Elected officials
 - Traditional Cliental
 - New Audiences
 - **Audiences can not be mutually exclusive but programs can**
 - Rural
 - Suburban
 - Urban
 - **Hire the right person**
 - Diverse skill set
 - Understands traditional Extension
 - Non-traditional experiences.



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Personnel/Operations

- **Looking to the Future**
 - **Every hire is important**
 - sets a direction for the office
 - how needs of the county are met
 - **How does this position work with others?**
 - professional associations
 - program areas



Partnerships/Funding and other resources

- Traditional Extension Funding
 - Federal/State/County +
- Other
 - City
 - Public/Private
 - Campus/es



Partnerships/Funding and other resources



What is Unique in the City?

- Wealth & Diversity of Local Community Based Organizations
- Collaboration Rich Environment
- Multi-stakeholder Agendas & Similar Missions
- **Well Positioned to Leverage OSU and Other Educational Institutions a Resource**



Partnership **Example**

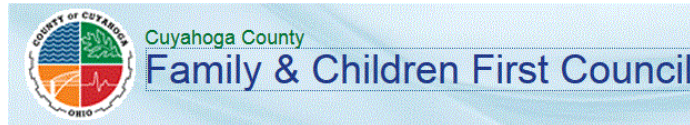
- **Preparing Youth for Success**

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

A partnership between



- Youth Leadership



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Next: VP Conversation...

	Positioning	Programs	Personnel	Partnerships
Locally Relevant	Creative Campaigns = Trial Experiences	Innovation in Action	<i>Collective Impact</i>	
Responsive Statewide				Innovation Challenge Fund = Resources
Recognized Nationally				



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