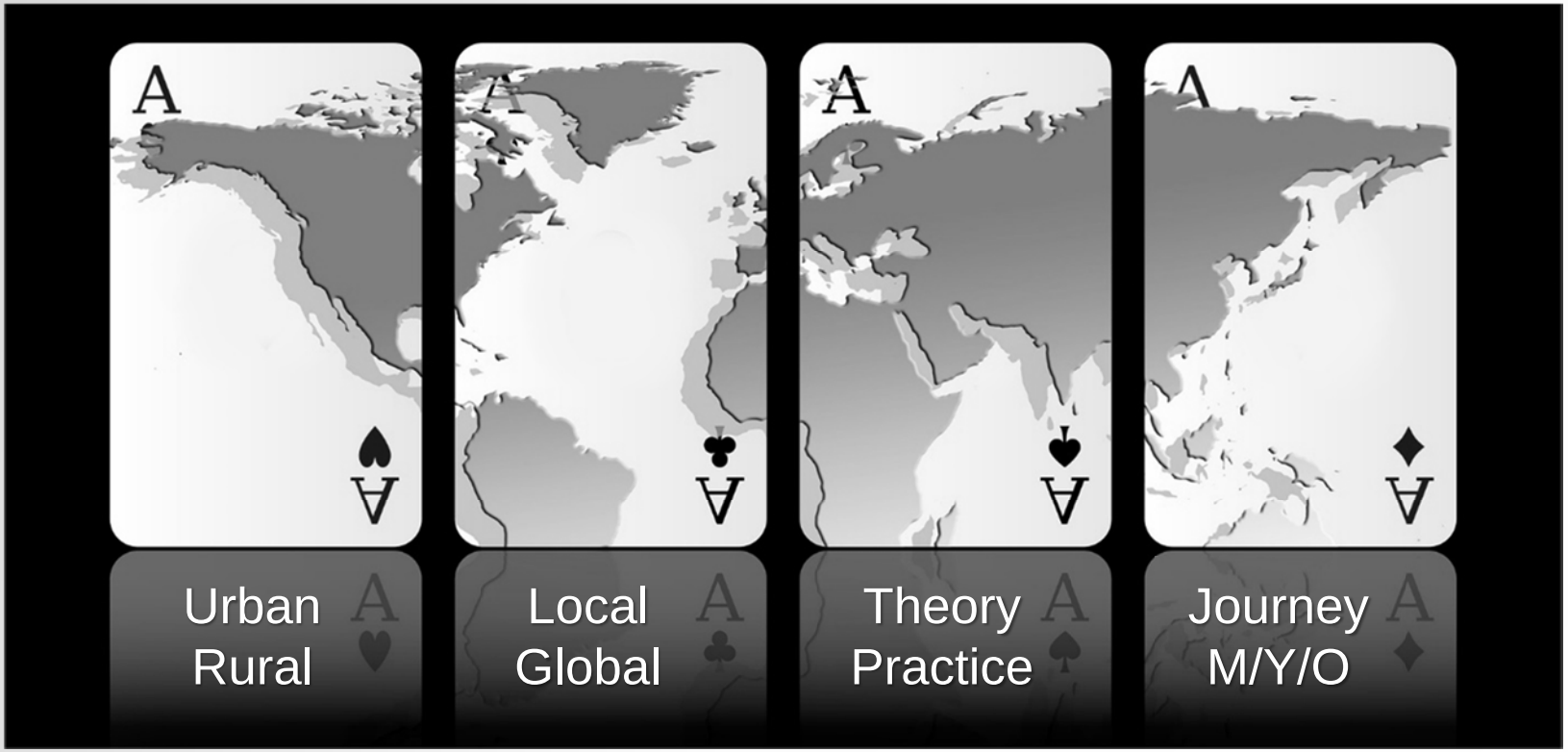
LAND GRANT UNIVERSITIES · COMMUNITIES · ACTION

NATIONAL URBAN EXTENSION LEADERS

Trends & Possibilities
For Urban Extension

2017 Southern Urban Extension Summit
3 August 2017 * Chattanooga, TN
Julie Fox, Ph.D.

Brief Introduction



Uniquely Urban

#Voices

(Competing)
Perspectives &
Priorities

Diversity

Complexity

Ratio

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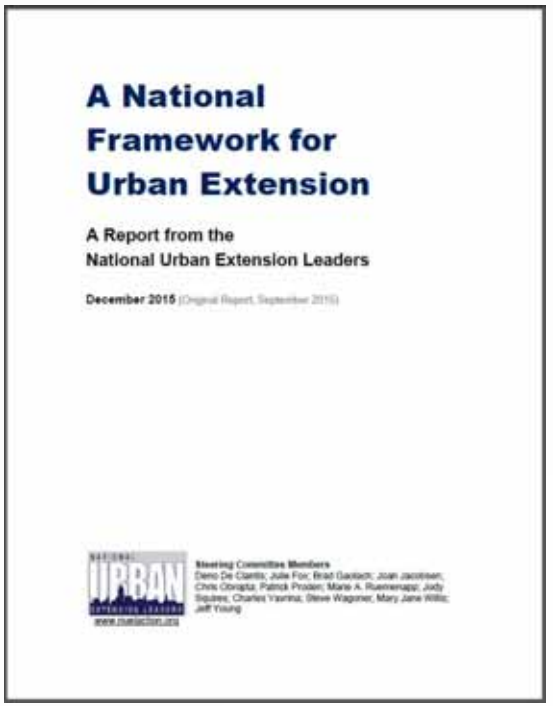
Urban Extension a Top ECOP Priority

- **Urban Programming**
  - While maintaining rural presence,
  - Provide support for *National Framework…*

Advocate and advance the strategic importance and long-term value of urban Extension by being:

- Relevant Locally
- Responsive Statewide
- Recognized Nationally



NIFA
USDA United States Department of Agriculture
National Institute of Food and Agriculture

Association of Public & Land-Grant Universities
Extension Committee on Organization and Policy (ECOP)

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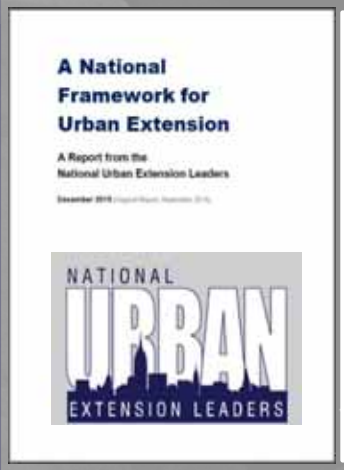
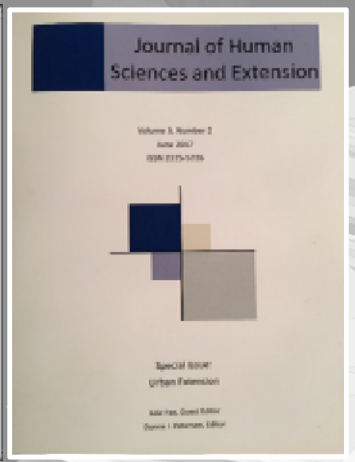
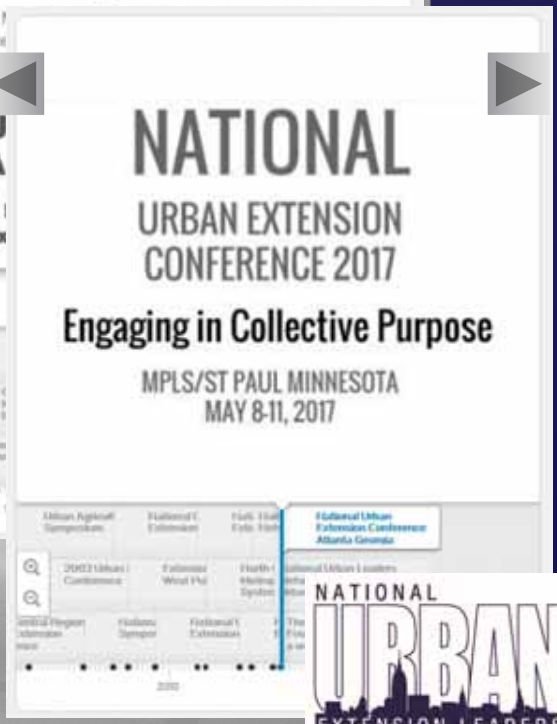
What we “know”





Organizational Reports & Dissertations



State Models

Program Specific & Topic Specific Documents

https://cityextension.osu.edu/Faculty-Staff

Common Threads

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#1 Entrepreneurial Lens

…pursuing opportunities without regard to resources currently controlled

(Stevenson and Jarillo, 1989)

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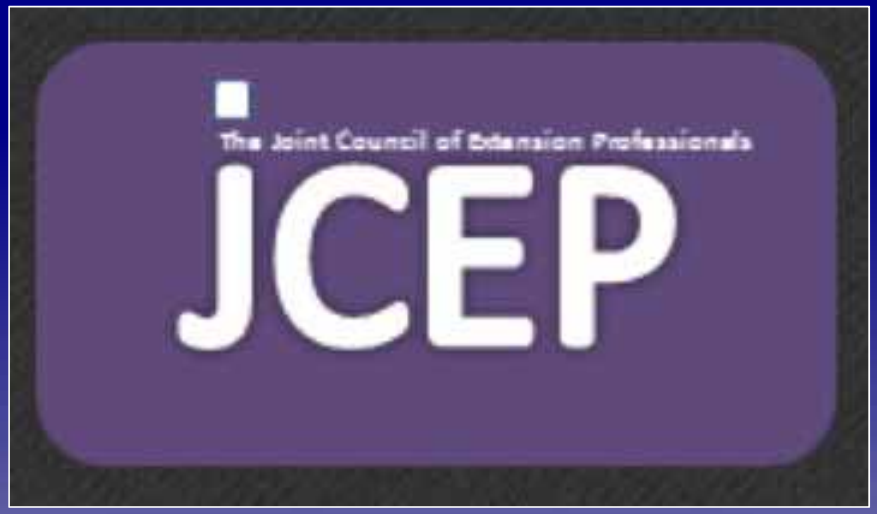
#2 Together

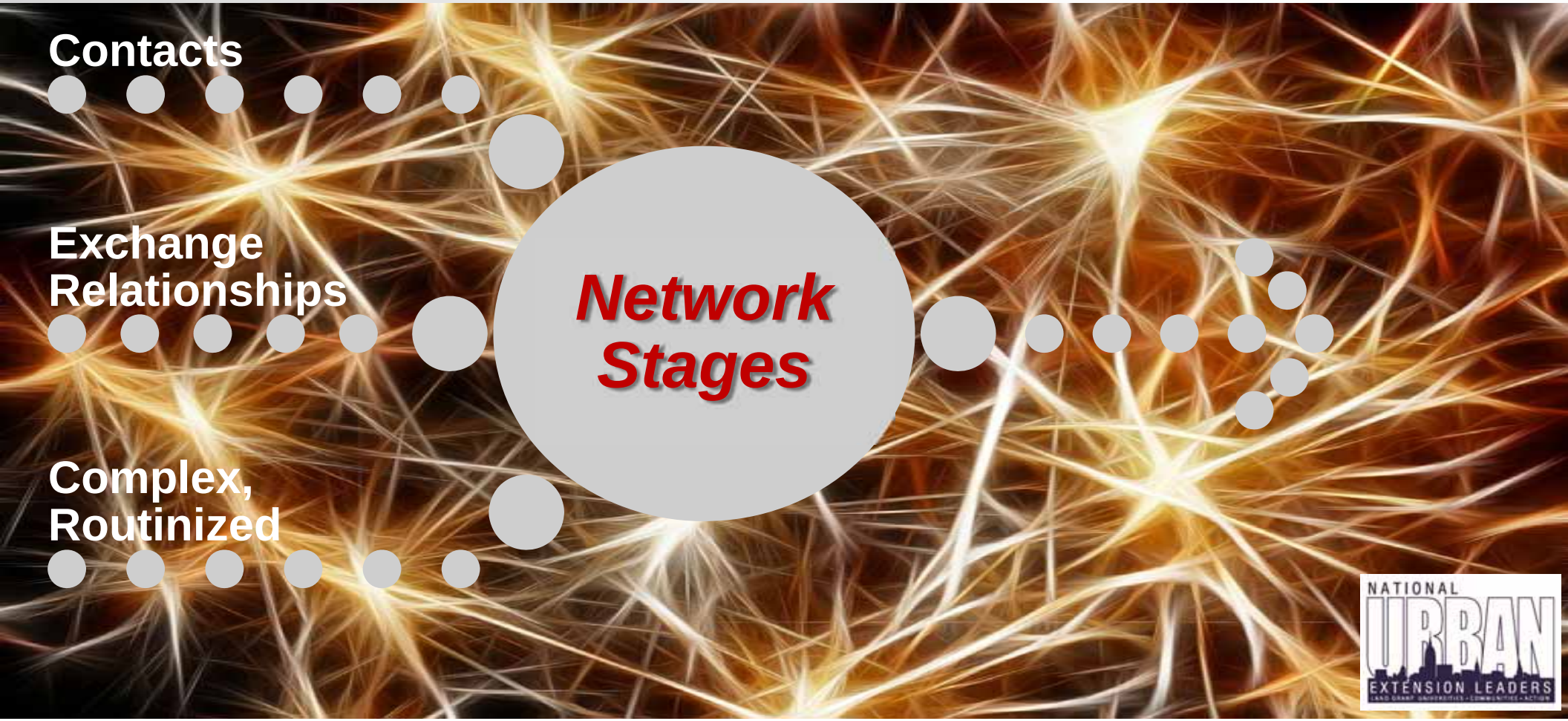
Urban Extension

#3 Integrated

Urban Extension



#4 Community Partners



#5 Programs
Paths of Engagement & Co-Discovery

Extension Logic Model	**Awareness**	Knowledge	Behavior	Social, Economic, Environment
Keller ARCS Learning Theory	**Awareness**	Relevance	Confidence	Satisfaction
Relationship Marketing	**Awareness**	Trial Experiences	Customer	Friend, Fan
Intentional Engagement	1st Impression, invite to trial… Public Good	Fact Sheets, Short Videos, Experience…	Invests time and money Ps, Services,	Influence Volunteers, Advisory,…

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#6 Positioning

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#7 People

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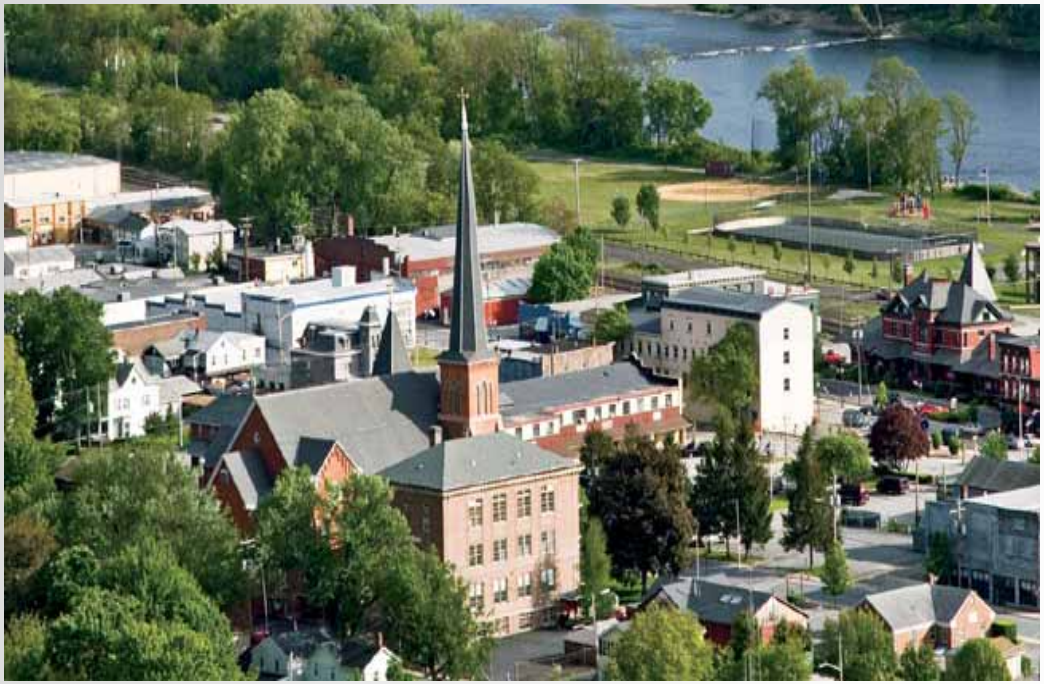
#8 Urban-Suburban-Rural

CONNECTED



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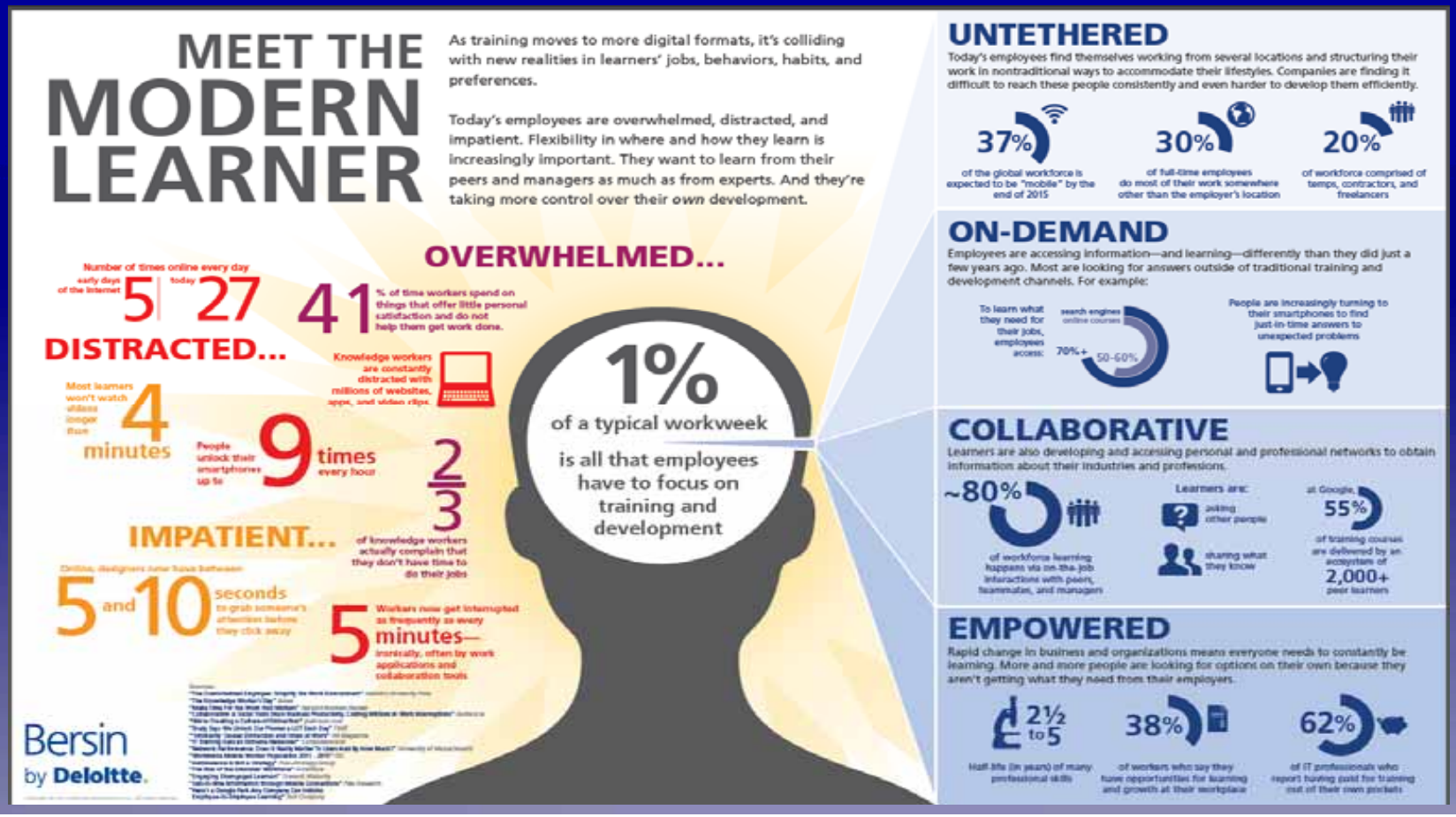
#9 Technology



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#10 Intentional

	Positioning	Programs	Personnel	Partnerships
Relevant Locally				
Responsive Statewide				
Recognized Nationally				

The U in Urban

#1 Entrepreneurial Lens

#2 Together

#3 Integrated

#4 Partners

#5 Programs

#6 Positioning

#7 People

#8 Urban-Suburban-Rural Interdependencies

#9 Technology

#10 Intentional

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Professional Development Sept-Oct, 2017

https://cityextension.osu.edu/leadership

Entrepreneurial Leadership in the City

- A. Your Personal Context as a Leader
- B. City Context: Engagement in the City?
- C. University Context

Entrepreneurial Networks in the City

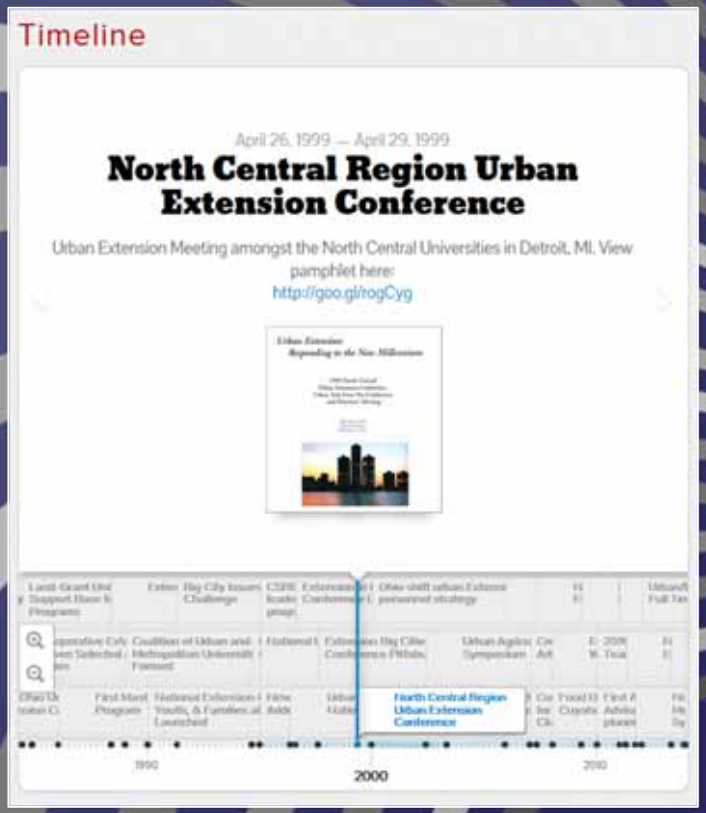
- A. Partnerships
- B. Diversity, Inclusion & Cultural Competency
- C. Communication in the City

Entrepreneurial Innovation in the City

Entrepreneurial Management in the City

Leadership in Action

Further Research & Practice



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Comments & Questions?

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THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES