

LAND GRANT UNIVERSITIES · COMMUNITIES · ACTION

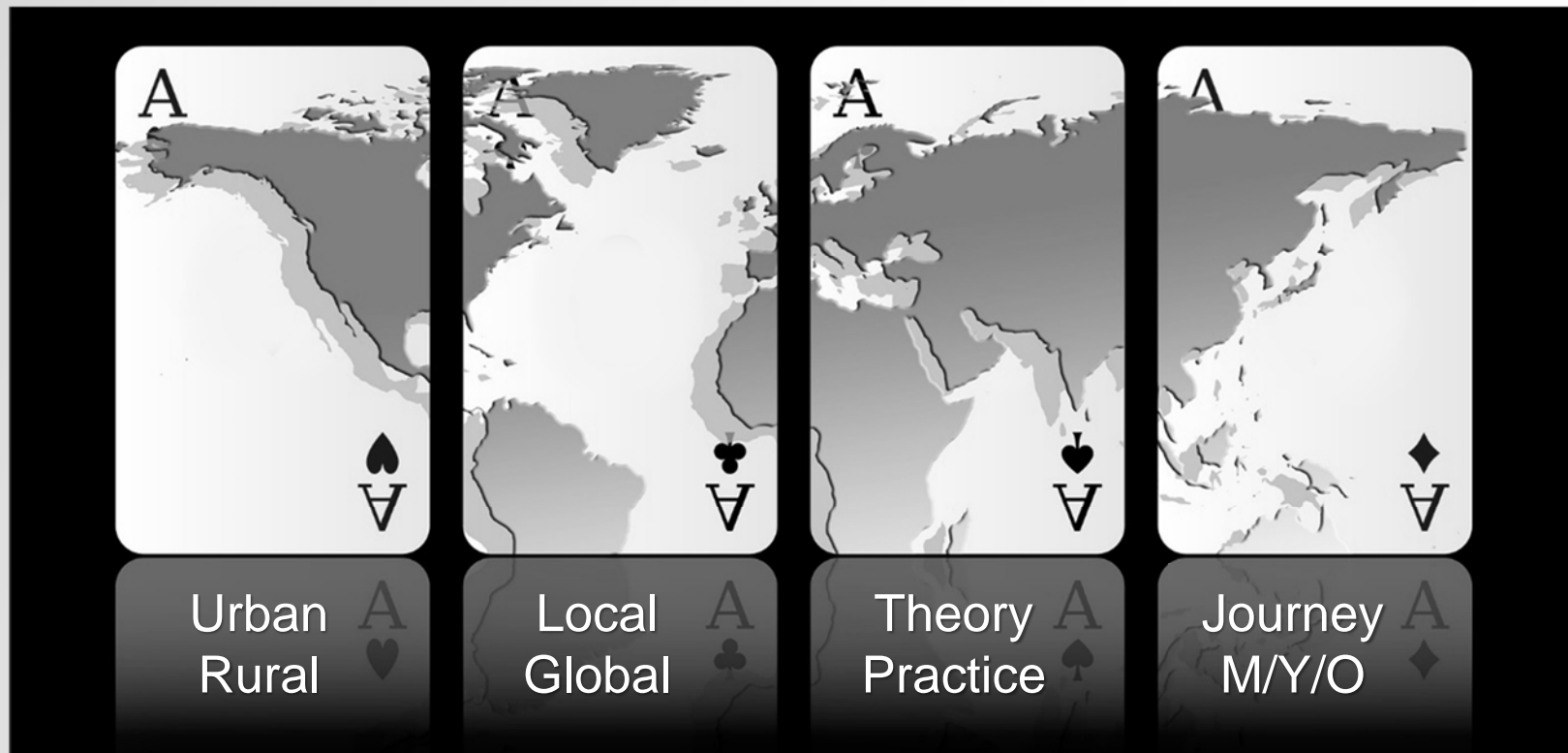
NATIONAL

Trends & Possibilities For Urban Extension

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

EXTENSION LEADERS

Brief Introduction



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES



#Voices

(Competing)
Perspectives &
Priorities

Diversity

Complexity

Ratio



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

A National Framework for Urban Extension

A Report from the
National Urban Extension Leaders

December 2015 (Original Report, September 2015)



Steering Committee Members:
Dana De Cantis, Julie Fox, Brad Garsick, Joan Jacobson,
Chris Gonzales, Patrick Prosen, Marie A. Rasmussen, Jody
Squires, Charles Yarnall, Steve Waggoner, Mary Jane White,
Jeff Young

NIFA

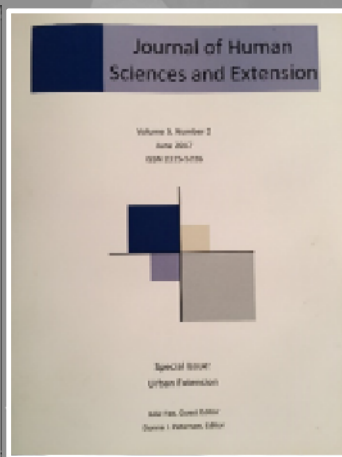
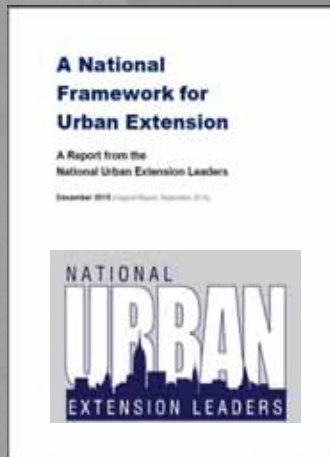
USDA United States Department of Agriculture
National Institute of Food and Agriculture



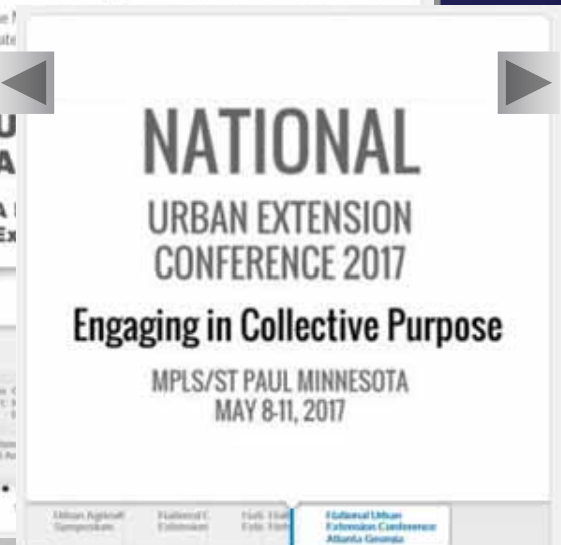
Extension Committee on Organization and Policy (ECOP)



What we “know”



Organizational Reports & Dissertations



State Models

Program Specific & Topic Specific Documents

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



Common Threads

An abstract image showing several thin, translucent threads or ribbons interwoven and draped across a light background, creating a complex, web-like pattern. The threads are in shades of light blue and white, with some darker blue shadows where they overlap.

Urban Extension

#1 Entrepreneurial Lens

...pursuing opportunities without regard to resources currently controlled

(Stevenson and Jarillo, 1989)



Urban Extension

#2 Together

Urban Extension



#3 Integrated

Urban Extension



ASSOCIATION OF
PUBLIC &
LAND-GRANT
UNIVERSITIES

Extension Committee on Organization and Policy (ECOP)

NIFA



United States Department of Agriculture
National Institute of Food and Agriculture

**COOPERATIVE
EXTENSION**
Extending Knowledge, Changing Lives



Journal of Extension
Sharing Knowledge, Enriching Extension



Issues • Innovation • Impact

A Part of the Cooperative Extension System

The Joint Council of Extension Professionals
JCEP

Journal of Human
Sciences and Extension



#4 Community Partners

Contacts

Exchange
Relationships

Complex,
Routinized

***Network
Stages***

#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	1 st Impression, invite to trial... Public Good	Fact Sheets, Short Videos, Experience...	Invests time and money Ps, Services,	Influence Volunteers, Advisory,...

Urban
Extension



#6 Positioning



Urban Extension



#7 People

Urban

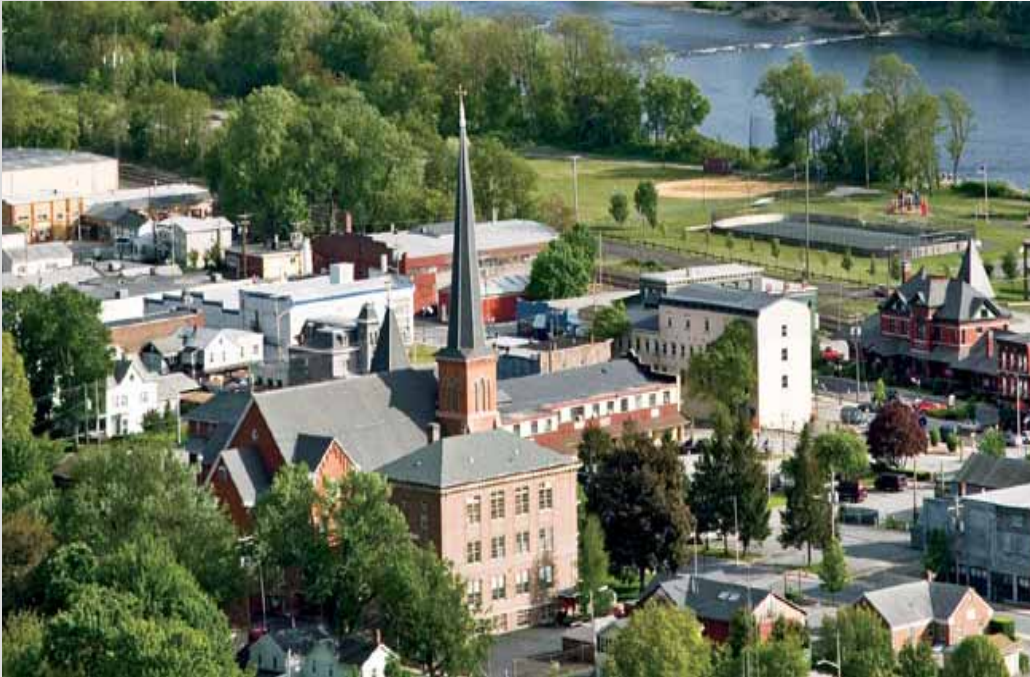


Extension



#8 Urban-Suburban-Rural

C^{ONNECTED}



#9 Technology

MEET THE MODERN LEARNER

As training moves to more digital formats, it's colliding with new realities in learners' jobs, behaviors, habits, and preferences.

Today's employees are overwhelmed, distracted, and impatient. Flexibility in where and how they learn is increasingly important. They want to learn from their peers and managers as much as from experts. And they're taking more control over their own development.

OVERWHELMED...

Number of times online every day
early days of the Internet 5 | today 27
DISTRACTED...

41 % of time workers spend on things that offer little personal satisfaction and do not help them get work done.

Most learners won't watch videos longer than **4 minutes**

People unlock their smartphones up to **9 times** every hour

Knowledge workers are constantly distracted with millions of websites, apps, and video clips.

1%
of a typical workweek
is all that employees
have to focus on
training and
development

IMPATIENT...

5 and 10 seconds to grab someone's attention before they click away

5 Workers now get interrupted as frequently as every **minutes**—ironically, often by work applications and collaboration tools.

[The International Engineer: Is the World Engineer?](#) University of Illinois
[The Knowledge Worker's Day](#) Google
[What Is the New Role of the Engineer?](#) MIT Technology Review
[A Career in the 21st Century: Mastering Learning Skills in the Workplace](#) Quora
[How to Succeed in a Post-Industrial World?](#) Publicis
[Think Smart: The Smartest Way to Make a Profit Is to Stay Out](#) Forbes
["Industry" Issues: Critical and Creative Thinking](#) MIT
["Learning Skills in the Workplace"](#) LinkedIn
[Success for Graduate: Don't Really Want to Learn-Is It Your Fault?](#) University of Missouri
[The Future of the Engineer](#) MIT Technology Review
[The Role of the Engineer: What's Next?](#)
[Engineering Management Learning](#)
[Industry 4.0: Information Through Machine Learning](#) McGraw Hill
[What's a Google Park Any Computer Job Initiative](#)

Bersin
by Deloitte

UNTETHERED

Today's employees find themselves working from several locations and structuring their work in nontraditional ways to accommodate their lifestyles. Companies are finding it difficult to reach these people consistently and even harder to develop them efficiently.



37%

of the global workforce is expected to be "mobile" by the end of 2015.

30% of full-time employees most of their work somewhere other than the employer's location

20% of workforce comprised of temps, contractors, and freelancers

ON-DEMAND

Employees are accessing information—and learning—differently than they did just a few years ago. Most are looking for answers outside of traditional training and development channels. For example:

To learn what they need for their jobs, employees access:

search engines
online courses

70%+ 50-60%

People are increasingly turning to their smartphones to find just-in-time answers to unexpected problems



COLLABORATIVE

Learners are also developing and accessing personal and professional networks to obtain information about their industries and professions.

~80% of workforce learning happens via on-the-job interactions with peers, teammates, and managers.

Learners are:

- asking other people
- sharing what they know

at Google,
55%
of training courses
are delivered by an
ecosystem of
2,000+
peer learners

EMPOWERED

Rapid change in business and organizations means everyone needs to constantly be learning. More and more people are looking for options on their own because they aren't getting what they need from their employers.



Half-life (in years) of many professional skills

38% of workers who say they have opportunities for learning and growth at their companies

62%
of IT professionals who
report having paid for training



NATIONAL
URBAN
EXTENSION LEADERS

#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



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

Timeline

April 26, 1999 — April 29, 1999


North Central Region Urban Extension Conference

Urban Extension Meeting amongst the North Central Universities in Detroit, MI. View pamphlet here:
<http://goo.gl/r0gCyg>



*Urban Extension
Responding to the New Millennium*

Urban Extension
Responding to the New Millennium
A North Central
Urban Extension
Pamphlet



Land Grant Unit Support House & Programs	Enter Big City Issues Challenges	C2000 Academic Group	Extension Conferences (Pittsburgh)	Ohio shift urban Extension partnership strategy	II E	Urban Full Tax	
Operative Early Interurbans Plan	Coalition of Urban and Metropolitan University Partners	National S Extension	Extension Big Cities Conferences (Pittsburgh)	Urban Agriculture Symposium	Civ Aust	E-2000 W. Texas E	
Ohio Extension Unit	First Meeting Program	National Extension & Home Youth, & Families of Adult Leadschool	Urban Extension	North Central Region Urban Extension Conference	Civ. Food U. Inter. Cdn.	First & Cynopsis Advisory panel	III Mid Day

1990 2000 2010





Comments & Questions?

fox.264@osu.edu
cityextension.osu.edu



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