Oregon State University Extension Urban Model and description



**Oregon State University Extension Metro Initiative**

***Extension Metro Model: A Work in Progress***

**OSU Extension Mission:**

The Oregon State University Extension Service engages the people of Oregon with research-based knowledge and education that strengthens communities and economies, sustains natural resources, and promotes healthy families and individuals.

**Metro Vision:**

OSU Extension partners in the Portland metropolitan region to strengthen the economic, environmental, and social wellbeing of urban residents and their communities. As a national urban Extension model, this effort is replicated in cities and metropolitan regions across the U.S. *(Note: In this case “Metro” is defined as the Oregon counties that make up and surround Portland.)*

**Elements of the Extension Metro Model:**

**Phase I: Build the Foundation**

1. *Context for Programs*—Addressing high priority metro area issues in which there is significant scholarship (i.e., University and other public and/or private research bases) and which is inclusive of community partners. Extension’s Metro programs:
   1. Engage the community in ongoing needs identification.
   2. Prioritize and focus community needs.
   3. Align with identified priorities, using market analysis to help set priorities.
   4. Address niche markets for Extension and avoid duplicating efforts.
   5. Respond to complex issues and seek expertise from multiple disciplines.
   6. Reflect the diverse cultural issues that are found in urban environments.
   7. Reflect scholarship and knowledge bases that exist at the University or with partners or that can be created.
   8. Position Extension as an integral part of the University’s metro vision—providing coordination, linkages, and leadership.
   9. Encourage broad University involvement from colleges and departments across the campus.
   10. Build on partnerships, utilizing comparative advantages of multiple institutions and organizations.
   11. Show potential for success and provide opportunity for achieving significant impact.
   12. Support risk-taking and encourage trying something different.
   13. Explore the non-traditional (e.g., audiences, methods, roles) while staying true to Extension’s values and mission.
   14. Tackle issues where Extension has capacity or can build capacity.
   15. Link to the Extension strategic plan.
2. *Partnerships*—New opportunities for internal and external partners which include funding, program delivery, geographic regions, content, etc. Extension’s metro partnerships:
   1. Include opportunities for both program development and delivery, bringing additional expertise to the table.
   2. Form funding alliances with governments, universities, community colleges, foundations, corporations/private businesses, and non-governmental organizations (NGOs) that share common goals and objectives.
   3. Include government entities such as universities, cities, counties, metro, state, and federal that prefer intergovernmental agreements to guide the work.
   4. Include corporate and NGOs that prefer contracts for service to guide the work.
   5. Involve multi-county, multidiscipline collaborations.
   6. Engage all colleges and units of the University.
   7. Share goals, desired outcomes, and credit among the partners.
   8. Target volunteers in multiple roles including episodic short-term and long-term roles.

**Phase II: Frame the Program**

1. *Civic Engagement*—Together with our partners we engage and empower the community to identify and solve its problems. Community members, partners, and faculty and staff, are actively involved in the solutions. Extension’s metro engagement commitment addresses:
   * + 1. How (instructional design):
2. Identify and assess needs.
3. Emphasizes co-learning and co-discovery.
4. Values multiple ways of knowing
5. Frames issues and ideas through many lenses.
6. Establishes learning environments for exchanging ideas.
7. Champions action research/discovery.
8. Acknowledges that learning is incremental.
   1. Who (target audiences and partners):
9. Professionals who provide direct service to the public.
10. Government staff—city, county, metro area, state, and federal.
11. Business and corporate managers and owners.
12. Community and non-governmental organizations.
13. Other higher education institutions.
14. *Program Delivery*—Audiences and delivery techniques differ in urban areas. The higher and more dense the population the greater the balance may shift from direct client service delivery to education for the direct service provider.
15. The urban audiences Extension serves are expected to pass their new knowledge and skills on to others within their community, work, or profession. While there are exceptions to this expectation, the emphasize is less on direct service delivery and more on:
16. Consulting services and technical assistance.
17. Training of direct service providers.
18. Tailored professional improvement and development.
19. Preparing Extension volunteer middle-managers.
    1. Instructional delivery and teaching enhanced learning and communication techniques are mixed and include:
       1. Multi-media.
       2. Mass media.
       3. On-line and other distance delivered instruction.
       4. Pod-casting.
       5. Vod-casting
       6. Contemporary technologies appropriate to the learners.
20. *Desired Outcomes and Evaluation*—Driven by the logic model framework, outcomes are based on the scholarship of engagement which is incorporated into teaching, research, and outreach work. Outcomes and evaluation methods (summative as well as formative) are shared with and by our partners. Desired outcomes and evaluation characteristics of Extension’s metro programs include:
    * + 1. Measurable objectives.
        2. Clearly defined outcomes.
    1. Plans for evaluating programs to capture outcomes.
    2. Tangible, attainable deliverables.
    3. A system for capturing and reporting impact from indirect delivery.
    4. Contributions to scholarship and knowledge base.
    5. Extension faculty and programs that are visible and are viewed as a valued resource.