

Challenges Facing Extension

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\$ - REALITY – at the Land Grant University

- **More attention to accountability and added value.**
- **Greater consideration for recovering program costs.**
- **Increased reliance on competitive grants and contracts.**
- **Pressures toward non-traditional funding sources.**
- **Creative approaches to partnerships (both programmatic and budgetary).**

The Land Grant University

Extending – Connecting – Integrating Our Expertise



Academic Education

Research

Extension

The Land Grant University

Extending – Connecting – Integrating Our Expertise



Academic Education
Preparing the next generation

Research
Addressing knowledge gap

Extension
Engagement and
applied problem solving

CNN/OPINION RESEARCH POLL

[2010]

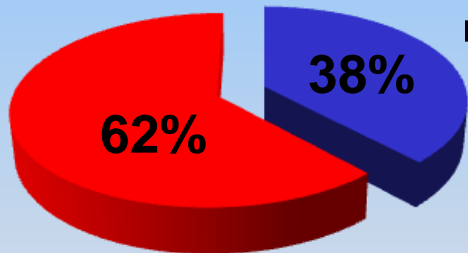
"Which of the following is the most important issue facing the country today?"

Most Important Issue	Percent
<i>The economy</i>	52
<i>The federal budget deficit</i>	8
<i>Education</i>	8
<i>Health care</i>	8
<i>The wars in Iraq and Afghanistan</i>	8
<i>Illegal immigration</i>	8
<i>Terrorism</i>	4
<i>Energy and environmental policies</i>	4

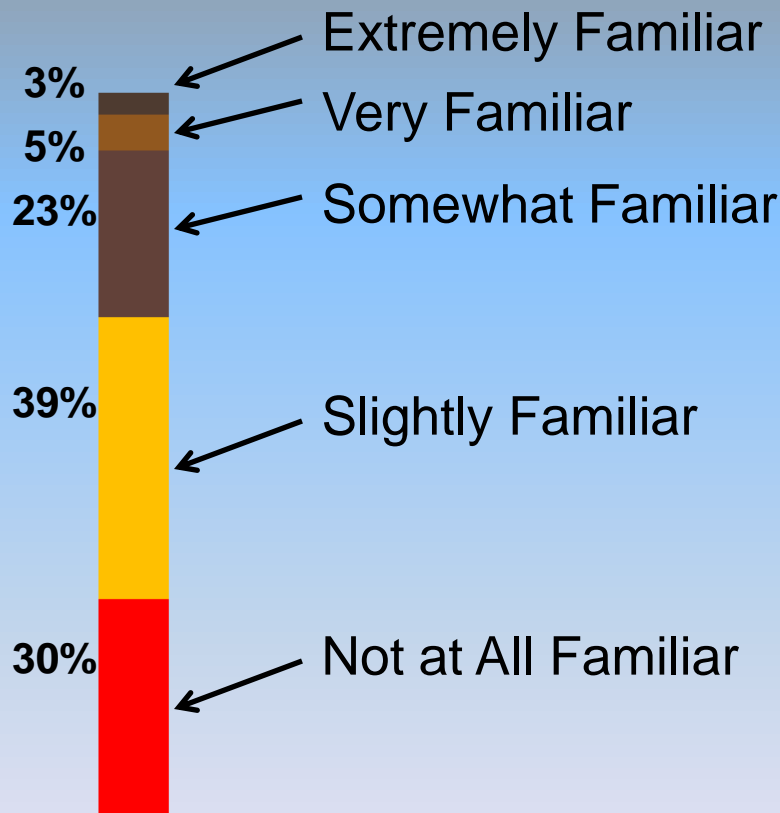
Major Challenge:

Very few people know about Extension and the service it provides.

Have **NOT** heard of their state Extension Program



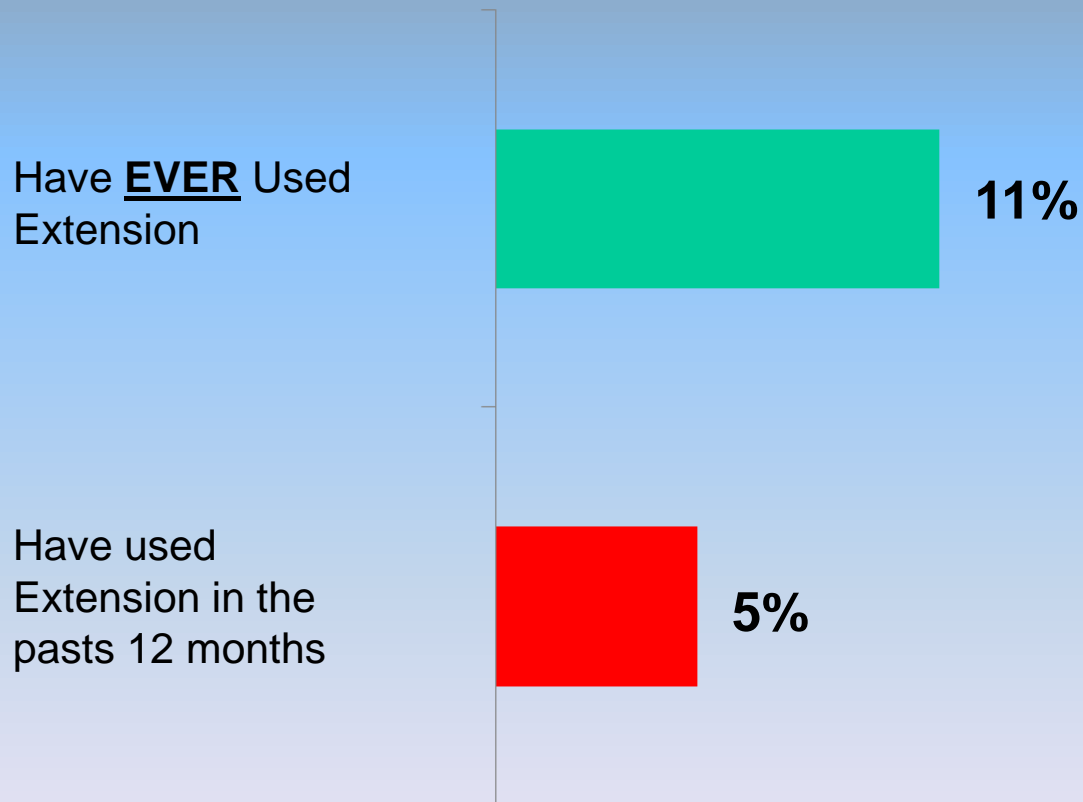
Have heard of their state Extension Program



Copernicus 2/9
N = 1260

Major Challenge:

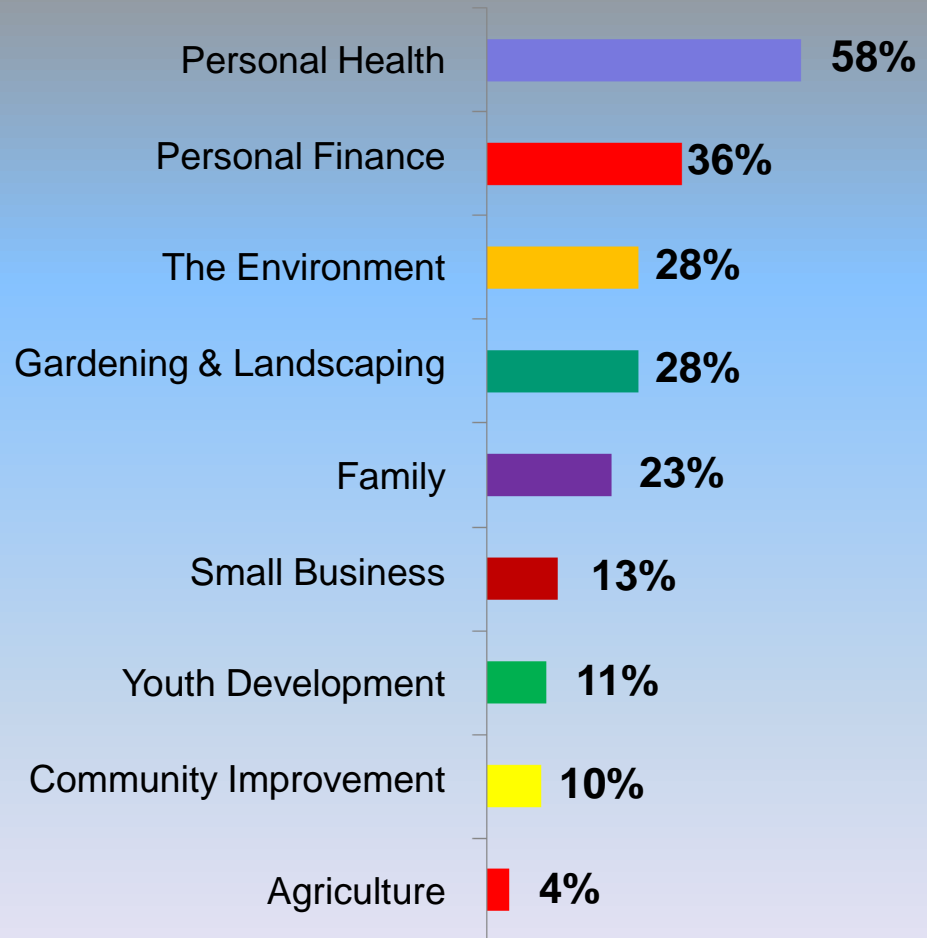
Given the low awareness and familiarity with Extension – few people have used Extension services



Copernicus 2/9
N = 1260

Major Challenge:

Consumers who have sought help



Copernicus 2/9
N = 1260

Drivers of Change

➤ **Institutional**

- Decentralization
- Downsizing
- Regionalization
- Privatization

➤ **Population Dynamics**

- Consumption
- Diversity
- Economic Regionalization

➤ **Leadership**

- Transitions and Capacity

Communicating The Value of Our Work

- Reinforce our program goals AND our core values.
- Build understanding and consensus for not just what we do – **but why we do it.**
- Extend the “store front” of science-based knowledge – we don’t just give answers we reach-out and apply problem solving with clients.
- Show the ‘chain of events’ from inputs to results.
- Reinforce professionalism by asking the “so what happened”

Extension Impact – Thinking Across States

North Central Region

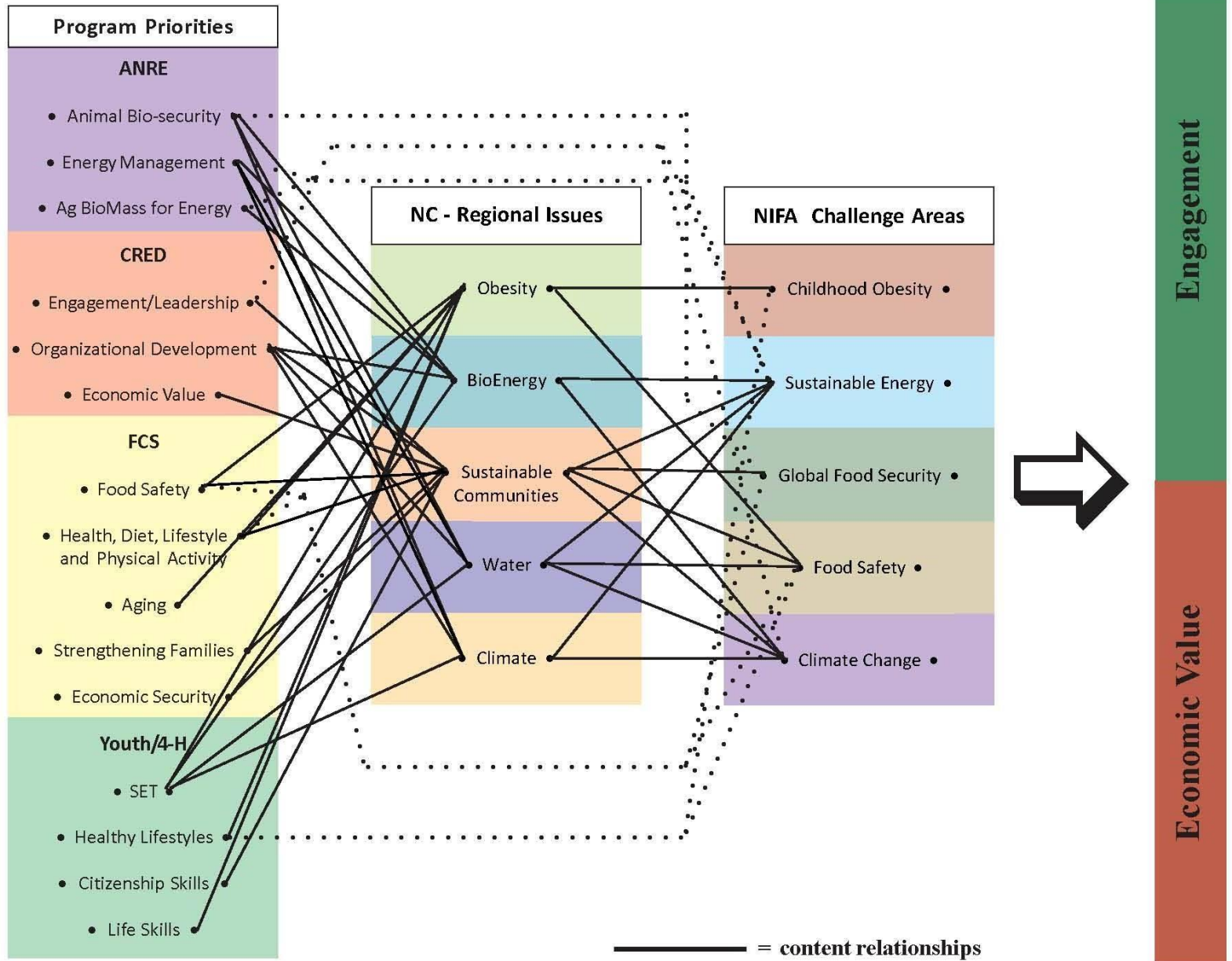
PURPOSE:

To identify strategies and actions that would enhance regional synergism in reporting and evaluation.

APPROACH:

1. Reviewed existing issues and existing Logic Models that have emerged within the North Central Region's Extension systems.
2. Reviewed current regional priorities (e.g., multistate/cross-program area) issues of obesity, bioenergy, sustainable communities, water and climate.
3. Reviewed federal priorities (NIFA Challenge Areas): Childhood Obesity, Climate Change, Global Food Security, Food Safety, and Sustainable Energy.

Program Content Cross-walking and Banner Outcomes.



Banner Outcome Priorities

North Central Region

Outcomes Related to Specific Program Impacts

Economic Value

- ✓ jobs created and/or retained
- ✓ workforce preparedness/development
- ✓ efficiencies (dollars saved, cost reduced)
- ✓ community and business readiness (pertaining to economic development)
- ✓ the role of volunteers (pertaining to economic value)

Engagement in Public Issues

- ✓ public involvement in community decision-making
- ✓ inclusiveness and representativeness in civic decisions
- ✓ organizational development (supporting groups and organizations)
- ✓ supporting coalitions and collaborations (in the interests of the public good)
- ✓ facilitation and group “process” support
- ✓ finding and mobilizing resources in the community (the implementation of community decisions)
- ✓ the role of volunteers (pertaining to supporting communities and civic engagement)

Impact Tracking

Program Area
[Applies to All]

BANNER OUTCOME
Economic Value

BANNER OUTCOME
Engagement

BANNER OUTCOME
Environmental Quality

BANNER OUTCOME
Public Health

BANNER OUTCOME
Emergency Preparedness

BANNER OUTCOME
Collaboration and Leveraging

BANNER OUTCOME
Local Delivery

Program "X"

Which Program Area are you reporting to?

ANRE CRED FCS Youth/4H

Knowledge Area/Code

Reporting Year

Narrative Description

(NOTE: Your description should include: program name, short description, the program intent, its target audience, and most relevant short impact statements. Also, please include names of partners who may also be reporting these impacts).

A. Jobs

NOTE: Full and part-time Jobs of a permanent nature, not temporary positions.

Jobs Created

Average Salary

Jobs Retained

Average Salary

Jobs Projected (created and/or retained)

Average Salary

Narrative (optional): Please, explain secondary jobs created/retained.

B. Economic Return

Increase Net Income (in dollars)

Increase Savings (in dollars)

Narrative (optional): Please, explain/identify models, datasets coefficients or multipliers that may lend to extrapolation of the economic impact, including secondary impacts.

C. Workforce/Business/Professional Development

Number of Participants

Narrative (optional): Please, explain how this effort supports a business and/or industry, the economic value of the acquired skills, and/or the program's role in retaining or creating jobs.

Draft: Discussion Document
Ad Hoc Impact Indicators – NCR Working Group (May 13, 2011)



Impact Tracking

Program Area
[Applies to All]

BANNER OUTCOME

Economic Value

BANNER OUTCOME

Engagement In Public Issues

BANNER OUTCOME

Environmental Quality

BANNER OUTCOME

Public Health

BANNER OUTCOME

Emergency Preparedness

BANNER OUTCOME

Collaboration and Leveraging

BANNER OUTCOME

Local Delivery

Program "X"

Which Program Area are you reporting to?

ANRE CRED FCS Youth/4H

Knowledge Area/Code

Reporting Year

Narrative Description

(NOTE: Please provide a 1-2 paragraph description of this Cooperative Extension programming that is focused on "engaging" citizens and/or non-governmental organizations in community based decision-making, about:

- a. public policy or community priorities, and/or
- b. the implementation of a governmental response to an issue of public good/interest.

This short description should explain (1) the issue/policy/program, (2) the audience(s) that participated in this engagement, (3) the programming or techniques used by Extension to enhance citizen and/or non-governmental organization engagement in community based decisions, and (4) why/how Cooperative Extension uniquely influenced the public and/or organization engagement.

Please provide short impact-oriented statements about the following:

1. How did Extension programming increase participant numbers and/or participant diversity in this type of community decision-making process?

2. How did the programming increase knowledge or skills needed by the target audience to engage in this specific type of community based decision-making?

3. What actions did the "engaged" take (e.g., policy creation or modification, the setting of community priorities, implementation of public programs, etc.)?

4. What (direct or indirect) impacts occurred from this enhanced engagement (e.g., increases in collaborations, leveraged funding, expertise, community satisfaction, etc.)?

5. What happened, that would not have otherwise happened, if Cooperative Extension did not provide programming resulting in enhanced public engagement on this issue or public need?

Banner Outcome Priorities

North Central Region

Outcomes Related to Specific Program Impacts

Public Health

- ✓ improving diet and nutrition
- ✓ reducing illness through preventative action
- ✓ lower rates of obesity

Environmental Quality

- ✓ changes in the environmental conditions of soil and water
- ✓ human actions/behaviors that improve and/or protection and management of natural resources

Banner Outcome Priorities

North Central Region

Outcomes Related to the Responsiveness of Cooperative Extension

Emergency Preparedness and the Rapid Responsiveness

- ✓ the immediate, collective, multidisciplinary response to an emergency
- ✓ access to additional expertise (national LGU network and/or other partners)
- ✓ multistate leveraging (expertise, knowledge, financial resources)
- ✓ the sustained responsiveness (CES remains after the immediacy of a disaster passes)

Banner Outcome Priorities

North Central Region

Outcomes Related to the Value of Extension

Collaboration and Leveraging the Expertise of the Land Grant University

- ✓ increased access to the expertise of the LGU
- ✓ increased access to other organizations
- ✓ collaboration and facilitation of partnerships that address critical problems/priorities
- ✓ leveraging expertise and funding (beyond LGUs)

Local Delivery and Community-based Educators and Problem Solving

- ✓ integrated problem solving that links research with community education
- ✓ regional and/or statewide mobilization of Cooperative Extension expertise on an issue
- ✓ the role of long-standing trust and credibility (distinctively different from consultation services)

The Challenge

1. How does Extension impact the citizens of Missouri in ways that are so valuable that the public should support it, even in the face of compelling, and competing issues for the public dollars?
2. How do we articulate the value of our work in a convincing manner for the public – and their elected representatives who make future funding decisions that affect Extension (and the University of Missouri)?

The Challenge

“Wild ducks make a lot of noise, but they also have the sense to benefit from occasionally flying in formation.”



Author: unknown

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