

*Extension Innovation -
Adapting the Extension
Program Planning Model
through Engagement to Meet
Emerging Complex Local Needs*

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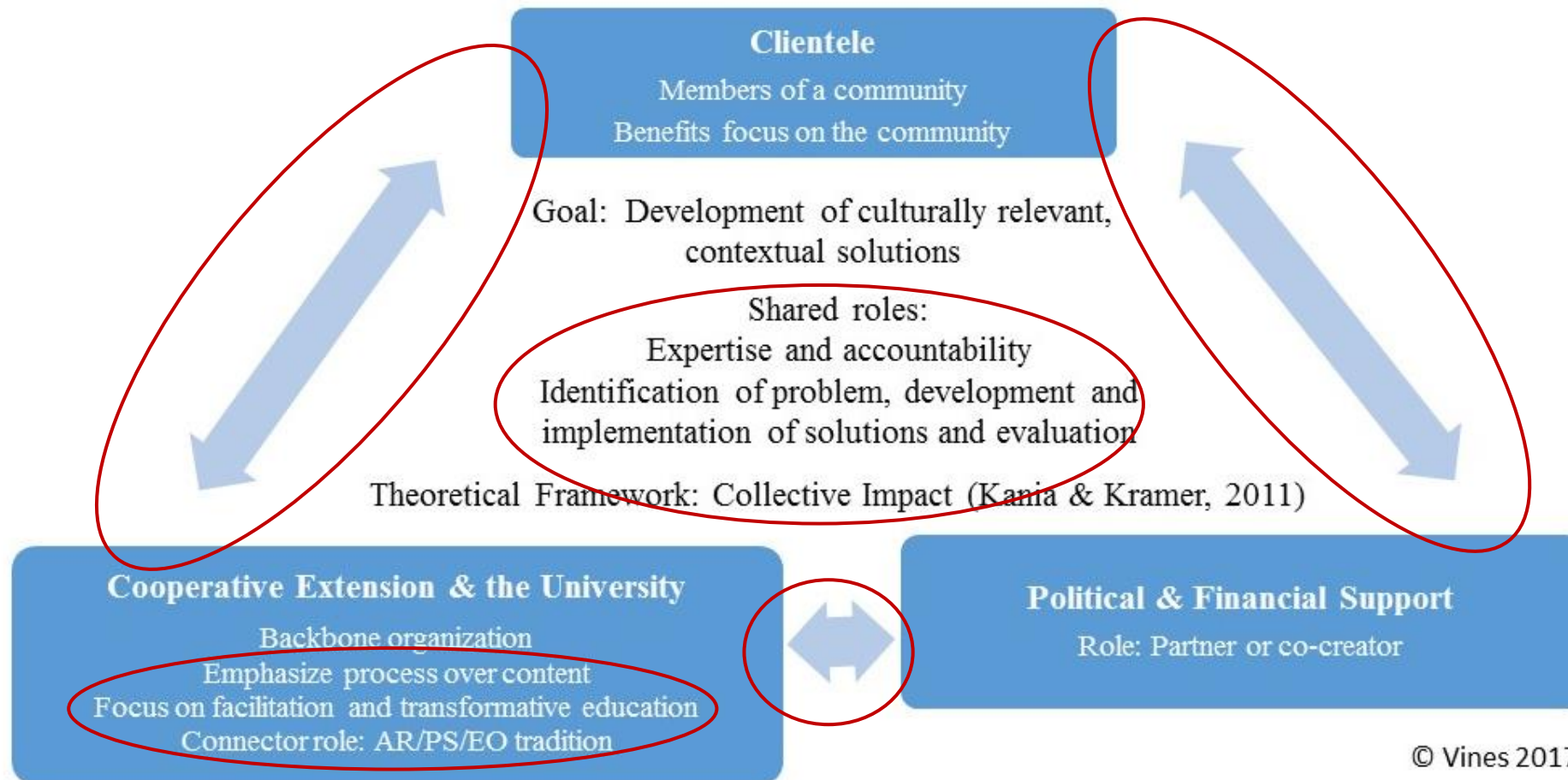


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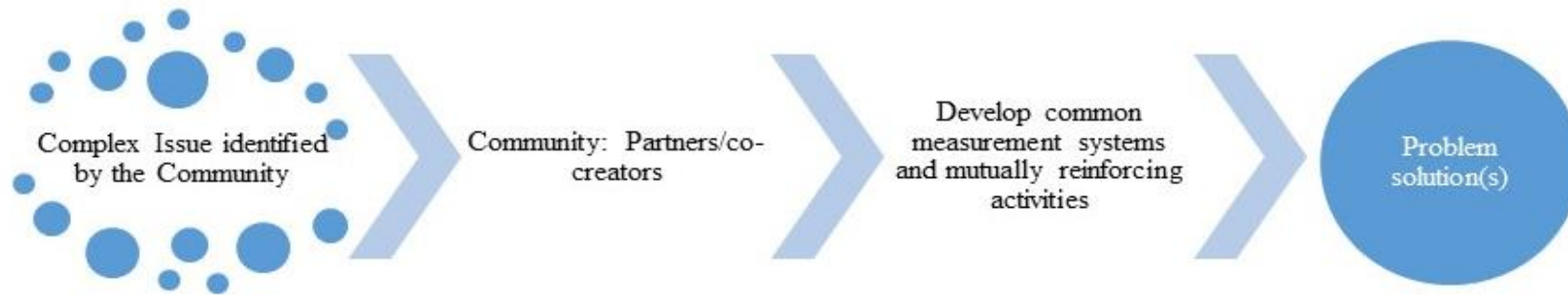
An Engaged Model of Program Delivery for Cooperative Extension



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Collective Impact

Conceptualization of Collective Impact (Kania & Kramer, 2011)



Shared progress as a result of continuous communication among partners operating through support of a backbone organization. Includes multiple sources of expertise. The funder is also a partner.

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Engagement through Cooperative Extension: Meaning & Practice - Purpose

To explore:

- **how engagement is operationalized in Cooperative Extension,**
- **opportunities for greater engagement for Cooperative Extension, and**
- how Extension can contribute to greater institutional engagement.

Program planning and the engaged model

- Community involvement in all aspects of program development,
 - sharing in the identification of issues to be addressed,
 - developing a process for implementation and
 - development of knowledge,
 - securing funding, and
 - evaluation



Why engage?

- To develop solutions in complex situations
- To address specific types of topics
- To build and strengthen social networks
- To provide a customized learning experience
- To develop and improve program support
- To achieve better learning outcomes and sustainable solutions
- To meet needs based on Extension's role

Why expert?

- To provide education for specific purposes – mandated programs
- To meet specific audience/community needs
- To provide an introduction to other Extension programming
- To provide an introduction to engaged programming
- Because of educator attributes

Barriers & Drivers Associated with Engagement

Barriers

- Time
- Coordination & timeliness
- Existing expertise
- Unwilling collaborators
- Control
- Expert knows best
- Clientele that just want answers
- Organizational change
- Environmental limitations

Drivers

- Local program support
- Organizational support
- Stronger program
- Better outcomes
- Future of Extension

Where is community involved in planning your Program?

- Community involvement in all aspects of program development,
 - sharing in the identification of issues to be addressed,
 - developing a process for implementation and
 - development of knowledge,
 - securing funding, and
 - evaluation

Who is included in the community involved in planning your Program?

The Process

1. Team development – possibly a subset of your existing advisory groups + other collaborator (roles/representation)
2. Problem/issue identification – needs assessment – what part of the problem are you trying to solve?
3. Identification of program objectives
4. Identification of target audience
5. Anticipated program outcomes (short, intermediate, and long term)
6. Program inputs – What expertise does the team have? What expertise is missing?
7. Identification of educational activities and programs (use multiple delivery methods) – match to objectives
8. Identify outputs
9. Program marketing and communication
10. Program implementation
11. Evaluation & Communication of results to the community
12. Return to item #1 & 2



Small group discussion

- What is a complex, emerging issue in your community?

Small group discussion

- What partners/roles beyond traditional advisory groups might be involved in developing solutions to the issue?

Small group discussion

- What expertise can contribute to understanding and solving the issue from the following spheres?

- Community
- Extension
- University



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Small group discussion

- How do you anticipate the following may change if your community is involved in their development?
 - Programs/activities
 - Implementation
 - Evaluation methods and processes
 - Marketing
 - Funding



Further Discussion

Thank you!

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