

Urban Extension Plan of Work Goal Progress, October 2021

Overview

The plan of work continued to emerge through 2020 and 2021, despite the COVID-19 pandemic. The Urban Extension Steering Council engaged with internal partners for dialogue regarding how the urban context (scale, diversity, complexity, urban-rural interface) influences strategy for Extension in metropolitan areas. The Steering Council hosted a virtual Think Tank series and met with teams from the most populated counties to share draft goals and listen to local priorities. The Council continues to advance goals in alignment with OSU Extension efforts.

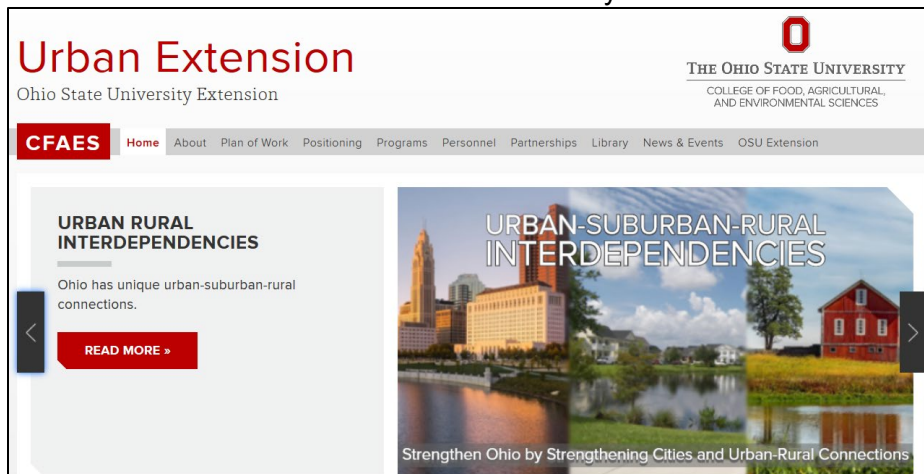
Demographics

With nearly 11.8 million residents, Ohio remains the seventh most populous state in the nation. More than 50% of Ohio residents live in 10 of the 88 counties. [Follow this link for 2020 Ohio Census data.](#)

Positioning (Awareness and Accessibility)

Create meaningful messaging and expand the presence of OSU Extension with key existing and new audiences in Ohio's metropolitan areas.

- Shifted website from OSU Extension in the City to Urban Extension



- Launched [Urban October: Celebrating Ohio Cities – Where We Live, Work, Play, Learn, and Serve](#) – Includes plans for Annual Urban Extension Summit, Be Kind Food Distribution, hype video, and campaign to promote urban Extension (including collection of new video/photos to reflect diversity of urban Extension activities)
- Leveraged resources to increase marketing capacity with an Extension specific video employee and a marketing assistant on the Director's team.

Programs (Relevance and Impacts)

Engage diverse audiences in Extension experiences through strategic approaches to programs and related products, events, services, and projects.

- Supported OSU Extension Urban Ag Team – engaging faculty, staff, and students
- Aligned programs with national urban efforts (such as USDA, National Urban Extension Leaders, Farm Bureau, Extension Foundation, 4-H, ESP, Western Center for Metropolitan Extension and Research, etc.)
- County teams offered online courses during the pandemic to reach additional clientele

Personnel (Capacity and Alignment)

Attract, hire, develop, and retain talent for long-term, and short-term priorities.

- Aligned with OSU Extension diversity, equity, and inclusion (DEI) task force
- Worked with HR to suggest language for urban job positions and posting locations
- Moved urban blog from u.osu.edu to better integrate with the urban Extension website and connect personnel with one another and resources.
- Initiated conversations about urban area leader career pathing – to continue in 2022
- Met with OSU Student Life to explore engagement opportunities
- Hosted an [OSU Extension Annual Urban Summit](#) for professional development and networking
- Created a [brief video](#) for onboarding new Extension personnel

Partnerships (Connections and Resources)

Expand the types and degrees of partnerships, funding, and other resources leveraged.

- Strengthened partnerships and urban awareness with the Grant Development Support Unit, Advancement, and Government Affairs
- Linked urban partnership goals with Extension's plan of work through the Extension Leadership Team (ELT) working groups

Relevant Locally, Responsive Statewide, Recognized Nationally

- Nicole Debose was awarded the National Urban Extension North Central Region Leadership Award
- Sue Hogan, 4-H Franklin County was awarded the 4-H Urban Programming award
- Featured some of Ohio's urban engagement in a book chapter and an urban-themed issue of the Journal of Human Sciences and Extension – publication date 2022