

OSU Extension in the City: Past and Future

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Introduction

Extension in a More Urbanized World

Today, more than 85 percent of the U.S. population lives in urban or metropolitan centers (Economic Research Service, 2015; US Census, 2015). If the Cooperative Extension Service (CES) is to achieve a level of success in the 21st century similar to 20th century accomplishments, it must have a substantial presence in metropolitan areas. Rural, suburban, and urban communities are mutually interdependent, and Extension should continue to reflect this fact.

In order to embrace an effective urban Extension model, the CES need not abandon historic rural agendas. Throughout its 100-year history, the CES has remained both a trusted and relevant source of science-based university outreach, developing many assets that position it to effectively embrace metropolitan communities (Beaulieu & Cordes, 2014; Henning et al., 2014; Urban TaskForce, 1996).

Through an assessment of national trends and a review of Extension literature, researchers identified three primary shifts influencing Extension's work in urban communities:

- **Demographic characteristics**
- **Community conditions**
- **Urban-suburban-rural interdependencies**

In addition, a content analysis of urban Extension conference proceedings, journal articles, and other historical documents resulted in identification of common urban Extension themes of positioning, programs, personnel, and partnerships. While there are many similarities to Extension's work in all geographic settings, dynamic situations in cities and large metropolitan areas present unique challenges and opportunities.

Personnel
Connected
Programs
Partnerships
Positioning
Connected
Metro
Urban-Suburban-Rural
Diversity
Complex
City

Historical Perspective

A Rich History of Innovation

To capture the rich history of urban Extension in Ohio and nationwide, the OSU Extension in the City Team created an online interactive timeline that links to historical events and documents. Thanks to national network connections, this compilation serves as a centralized resource with conference proceedings, reports, and other milestones.

A Few Fascinating Facts

- In 1954, the National Association of Land-Grant Colleges and Universities published a Senate Committee Report on urban Extension Education
- In 1966, the Ford Foundation commissioned a report on urban Extension.
- Ohio led what has become the National Urban Extension Conference, with a statewide urban Extension conference in Cleveland, which then became a North Central urban Extension Conference, first held in St. Paul, MN
- Themes incorporated into current developments and national efforts emerged through an analysis of documents now available on this timeline.



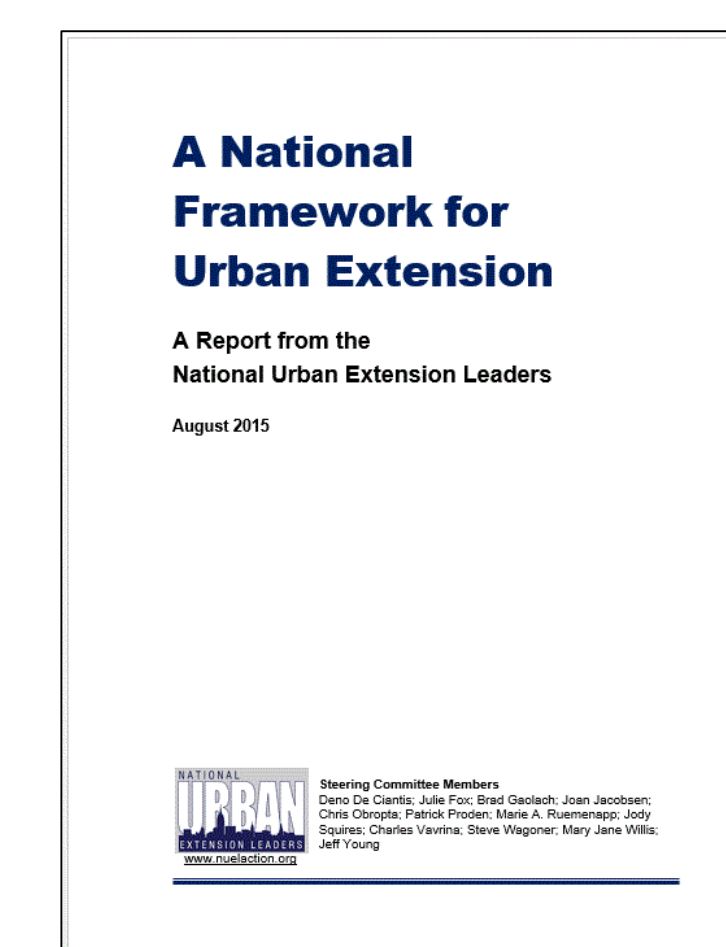
Click Through the Interactive Timeline

Have something to add?
Contact James at stiving.3@osu.edu

Current Developments

Indicators of Support

- The National Urban Extension Leaders (NUEL) formed in 2013 to advocate and advance the strategic importance and long-term value of urban Extension activities by being **relevant locally, responsive statewide, and recognized nationally.**
- In October 2015, the Extension Committee on Organization and Policy (ECOP) approved NUEL as a Director/Administrator-approved group and assigned an ECOP and NIFA representative to work with the NUEL Steering Committee.
- OSU Extension added an Administrative Cabinet member in 2014 to lead urban Extension.
- OSU convened a meeting of leaders from all 15 colleges to focus on the university's urban mission. This group meets again in Dec., 2015. In addition to being a Land-Grant University, OSU is an Urban Serving University, and is recognized as a Carnegie engaged university.



OSU Extension in the City Innovation

In alignment with national efforts, university priorities, college strategies, and community needs, OSU Extension strategically innovates in the key areas of:

- Positioning** - OSU Extension has a rich history in Ohio cities. Previously identified as urban and metro, OSU Extension in the City now involves a statewide team working in Ohio's most populated cities.
- Programs** - Current and emerging areas of focus involve interdisciplinary working groups to advance Food & Agriculture in the City, Health and Wellness in the City, 4-H Youth Development in the City, and Sustainable Cities.
- Personnel** - A new leadership position was created in 2014. A variety of innovations are being developed to attract, hire, develop, and retain talent in traditional and non-traditional positions.
- Partnerships** - Partnerships are being developed at many levels, including campus, local communities, state organizations, and national interest.

Future Innovations

Imagine OSU Extension in Ohio's Largest Cities

- **Positioning** improves recognition, relevance, and action
- **Programs** impact diverse audiences throughout the county
- **Personnel** reflects the diversity and needs of the city
- **Partnerships** advance co-discovery and collective impact

University-Community Linkages

The relevancy of urban Extension is not found solely in one unit, but across the greater landscape. Faculty and staff; interns, graduate research assistants, and service-oriented students; short-term community volunteers and long-term advocates; and other human resources collaborate with community-based Extension professionals who consistently develop political capital and navigate the complexity of the city.

Focus for the Future

- It's an exciting time for OSU Extension in the City as the:
- CFAES VP Conversation of the Future moves forward.
 - OSU Discovery Themes advance cross-campus initiatives.
 - Central State University establishes a Land-Grant presence in Ohio's largest cities.
 - A new OSU Extension Director leads a united effort.
 - The National Urban Extension Leaders (NUEL) create actions outlined in the "National Framework" report.
 - **Ohio is hosting the NUEL meeting May 24-26, 2016.**

Get Involved

To learn more about OSU Extension in the City, visit:
Website – cityextension.osu.edu
Facebook – [Facebook.com/cityextension](https://www.facebook.com/cityextension)
Twitter – [Twitter.com/cityextension](https://twitter.com/cityextension)
Bog – u.osu.edu/cityextension
If you would like to be a part of OSU Extension in the City, contact James Stiving at stiving.3@osu.edu.

Poster & References



Urban Extension Timeline



National Urban Extension Report

