

CFAES

Futuring Perspectives and Practices for Urban Extension

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THE OHIO STATE UNIVERSITY
EXTENSION



**National
Urban Extension
Conference 2022**
May 23-26, 2022
Camden, NJ

Presenter Introductions



Past Perspective and Current Context

National Urban Extension Timeline

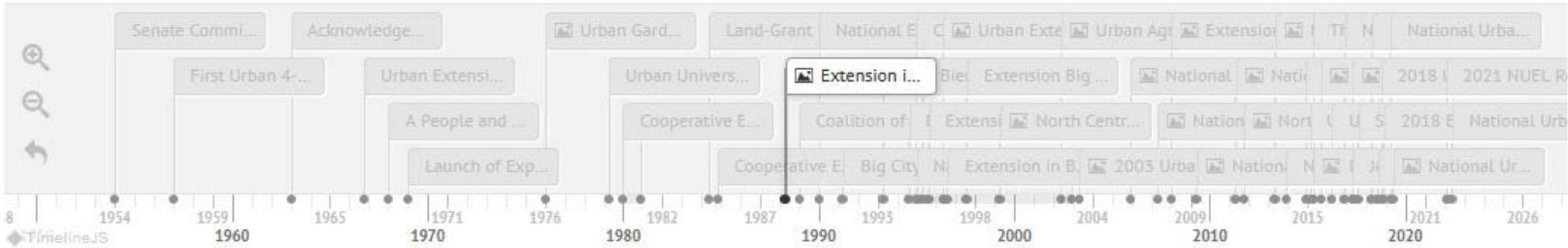
What
can we
learn?



APRIL 26, 1988 – APRIL 28, 1988

EXTENSION IN BIG CITIES

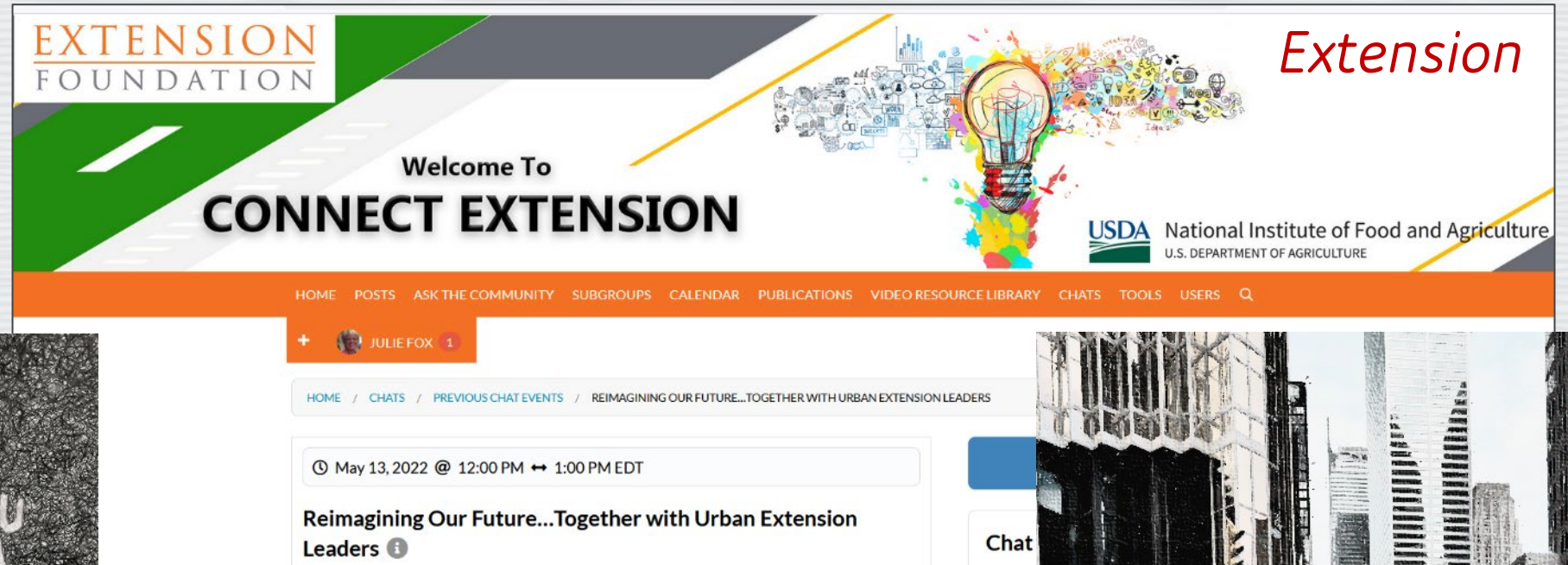
St. Paul, Minnesota. The Extension in Big Cities Conference, which was approved by the North Central Region Extension Directors, would become the National Urban Extension Conference. More information here: goo.gl/QzcFc1



Futuring Literature & Practice



Futurists

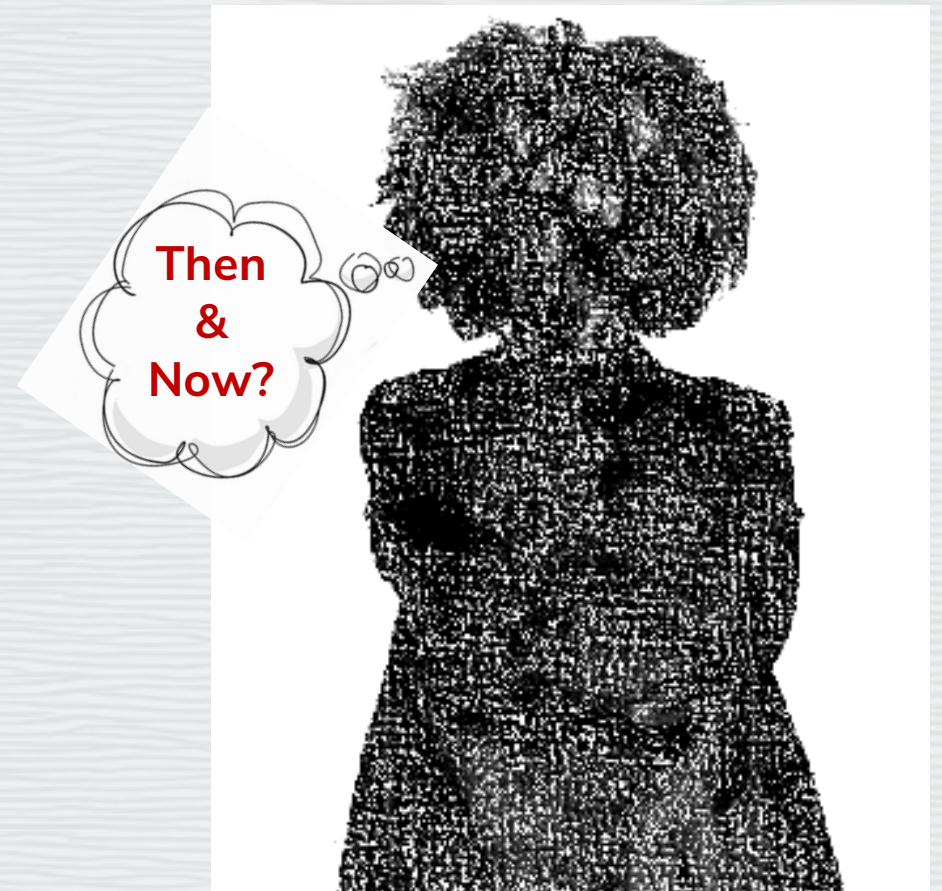


Urban

The Evolution of **Futuring**

- Early manifestos – **courage and audacity**
- Organizational **foresight**
- Overwhelming complexity
- The speed of change
- The value of **learning, unlearning, and relearning**
- The role of **Technology** in futuring

Similar to the Great Explorers

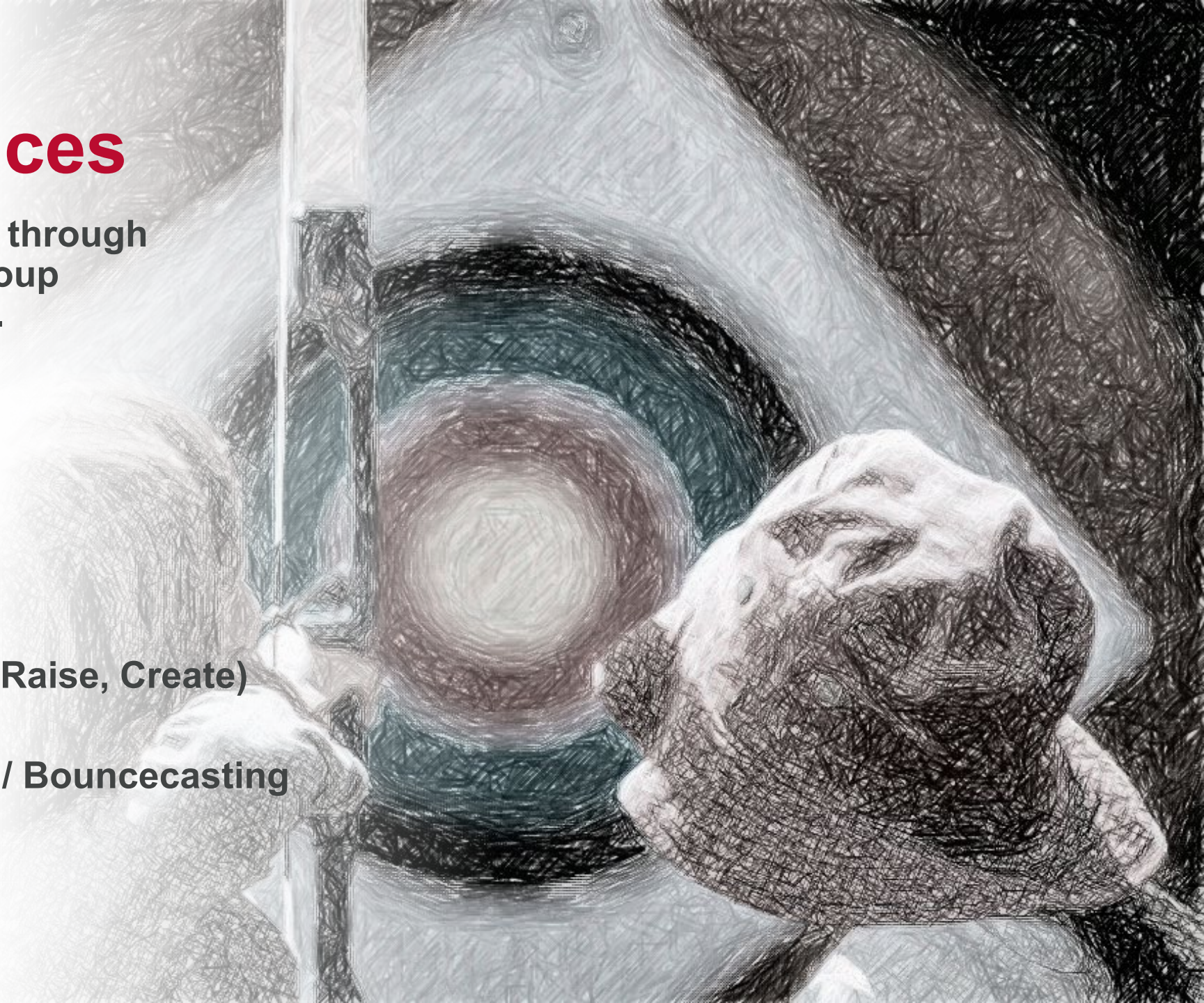


Futuring Practices

Imagine and shape the future through analytical, generative, and group decision-making approaches.

A few examples

- Game theory
- Drama theory
- Delphi model
- ERRC (Eliminate, Reduce, Raise, Create)
Blue Ocean Shift
- Forecasting / Backcasting / Bouncecasting



Emerging **Urban** Perspective on the **Future**

Diverse Sources

Common Themes

- Addressing complex challenges
- Improving quality of life
- Understanding diversity
- Innovating for social equity and environmental sustainability
- Fostering conditions for a healthy community



Futuring **Practices** for Urban **Extension**

- Developing futuring literacy and capacity
- Experimenting with contemporary futuring methods
- Managing decision-making as Extension creates the future
- Entrepreneurially addressing change throughout the futuring process



Futuring **Literacy**

| | | | |
|-------------------|--|---|-------------------|
| Innovation | FL makes it easier to innovate and to take advantage of innovations | FL enhances the speed with which changes are perceived and choices are made | Agility |
| Discovery | FL Makes it easier to detect and make-sense of novelty, shocks and surprises | FL makes change easier because it makes change more comprehensible | Confidence |
| Choice | FL makes it easier to build choice menus that are more diverse | FL empowers exploration and invention that take advantage of uncertainty and complexity | Capability |
| Leadership | FL diffuses initiative and experimentation throughout the community | FL embraces multiple ways of knowing the world around us, including emotions and contextual specifics | Knowing |
| Strategy | FL makes it easier to see genuinely distinct strategic alternatives | FL makes it easier to take diversification approaches to both risk and uncertainty | Resilience |

Futures Literacy (**UNESCO**) [<https://en.unesco.org/futuresliteracy/about>]

Experiment with Contemporary Futuring Approaches

Urban Context

- Scale
- Diversity
- Complexity

Urban Strategy

- Positioning
- Programs
- Personnel
- Partnerships



Positioning



Programs



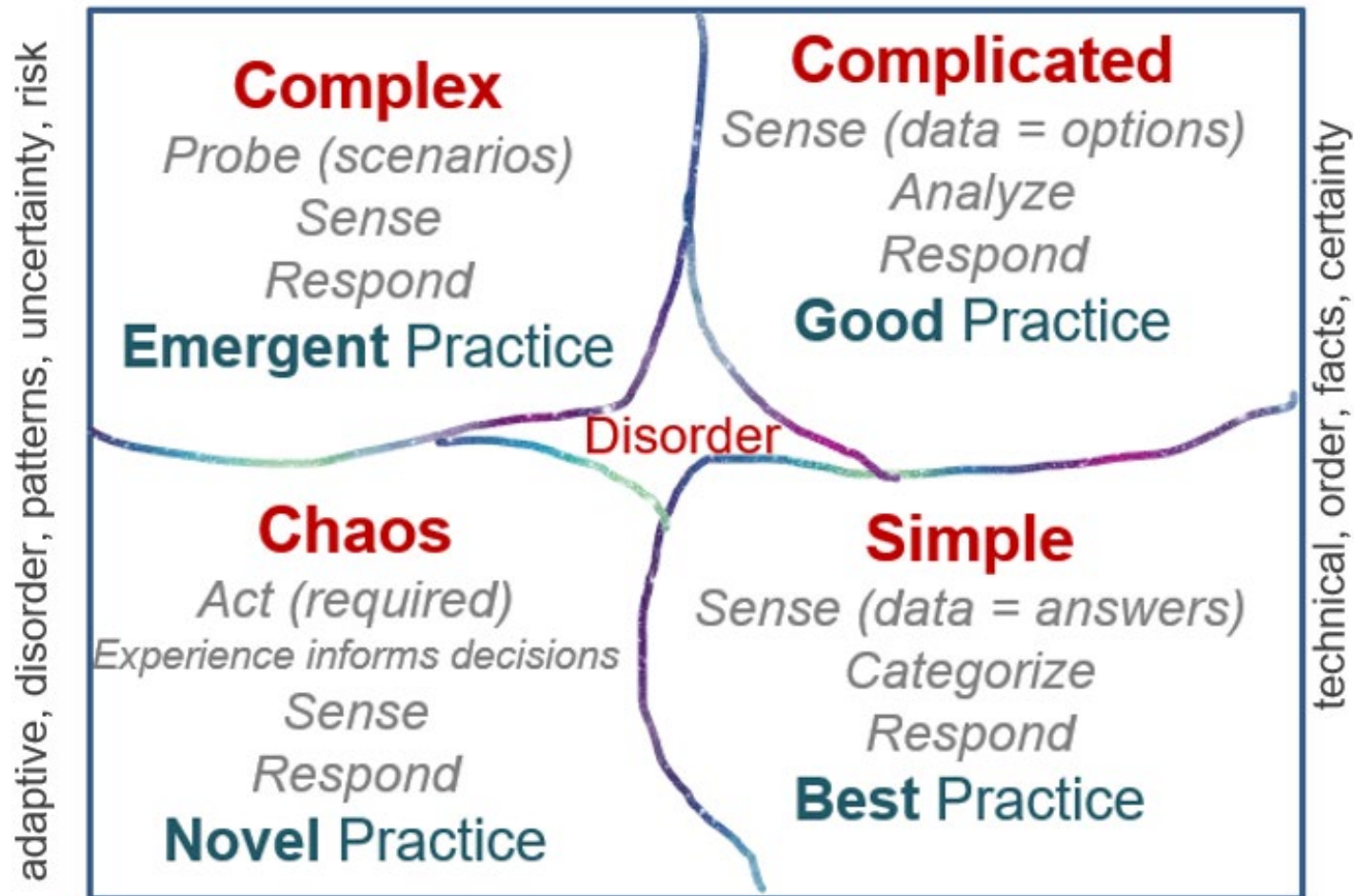
Personnel



Partnerships



Manage **Decision-Making** as **Extension Creates the Future**



Cynefin Framework for Situational Awareness and Decision Making

<https://thecynefin.co> (Snowden, 2021)

**Entrepreneurially
Address **Change**
Throughout the
Futuring **Process****



Conclusion & Discussion



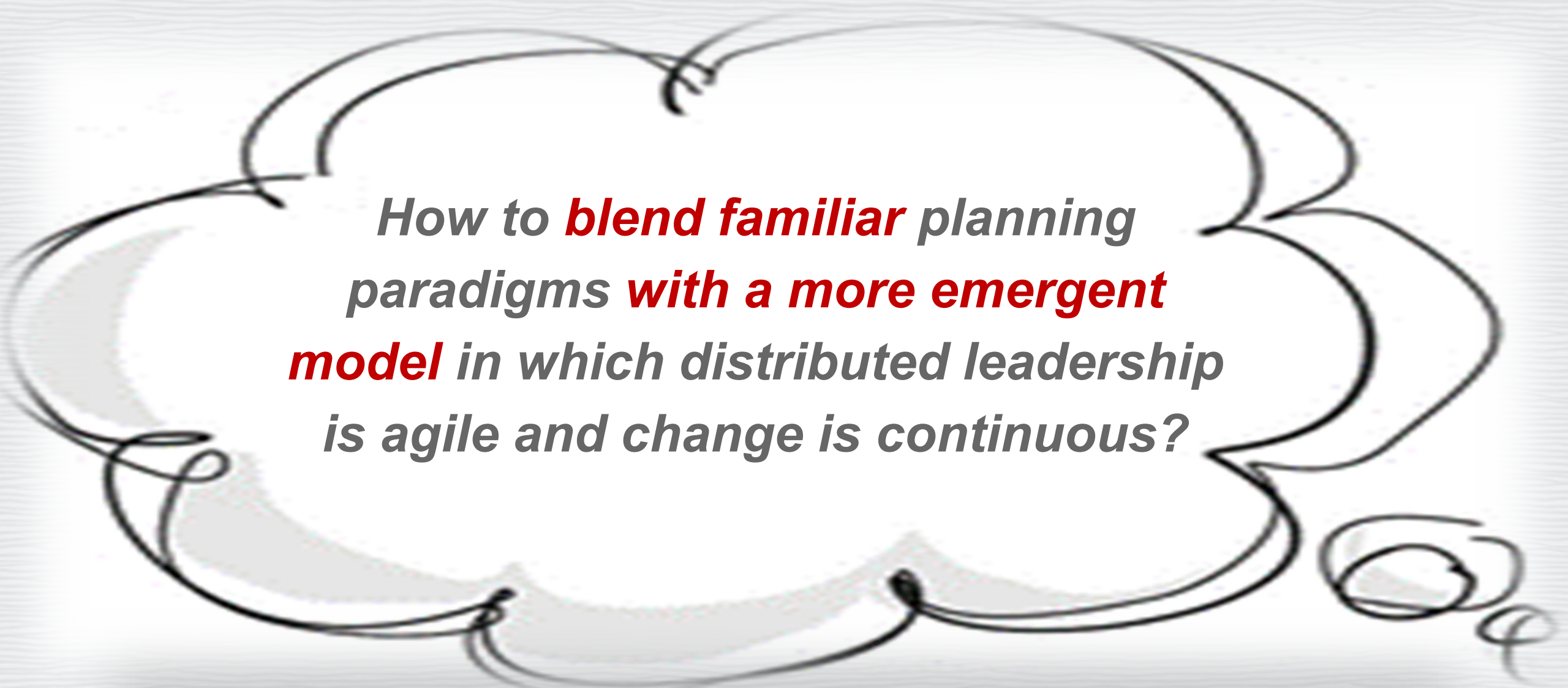
*How to **continuously**
co-align university
Extension with the dynamic
urban environment using
A National Framework for
Urban Extension?*

Conclusion & Discussion



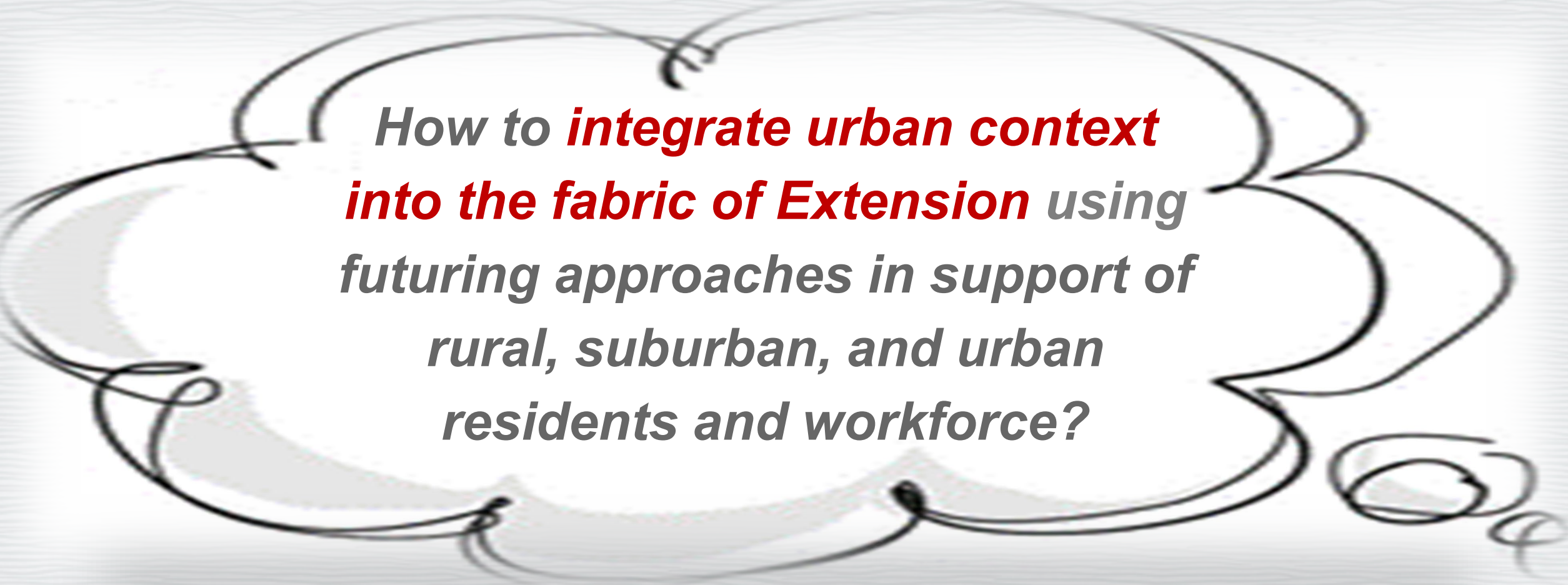
*How to **invest** financial, social, and political **capital** in urban communities to fulfill the *Extension mission*?*

Conclusion & Discussion



*How to **blend familiar** planning paradigms **with a more emergent model** in which distributed leadership is agile and change is continuous?*

Conclusion & Discussion



*How to **integrate urban context**
into the fabric of Extension using
futuring approaches in support of
rural, suburban, and urban
residents and workforce?*