Trends & Possibilities for Urban Extension

2017 Southern Urban Extension Summit
3 August 2017 * Chattanooga, TN
Julie Fox, Ph.D.
Brief Introduction

Urban  
Rural  

Local  
Global  

Theory  
Practice  

Journey  
M/Y/O  

THE OHIO STATE UNIVERSITY  
COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES
Uniquely Urban

Complexity

Diversity

#Voices

(Competing) Perspectives & Priorities

Ratio
Urban Extension a Top ECOP Priority

- Urban Programming
  - While maintaining rural presence,
  - Provide support for National Framework…

Advocate and advance the strategic importance and long-term value of urban Extension by being:
- Relevant Locally
- Responsive Statewide
- Recognized Nationally
What we “know”

Organizational Reports & Dissertations

Program Specific & Topic Specific Documents

State Models

https://cityextension.osu.edu/Faculty-Staff
#1 Entrepreneurial Lens

...pursuing opportunities without regard to resources currently controlled

(Stevenson and Jarillo, 1989)
#2 Together

Urban Extension
#3 Integrated

Urban Extension

Extension Committee on Organization and Policy (ECOP)

NIFA
United States Department of Agriculture
National Institute of Food and Agriculture

Cooperative Extension
Extending Knowledge, Changing Lives

Journal of Extension
Sharing Knowledge, Enriching Extension

JCEP

The Joint Council of Extension Professionals

Journal of Human Sciences and Extension
#4 Community Partners

Contacts

Exchange Relationships

Complex, Routinized

Network Stages
#5 Programs
Paths of Engagement & Co-Discovery

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<tr>
<th>Extension Logic Model</th>
<th>Awareness</th>
<th>Knowledge</th>
<th>Behavior</th>
<th>Social, Economic, Environment</th>
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<tbody>
<tr>
<td>Keller ARCS Learning Theory</td>
<td>Awareness</td>
<td>Relevance</td>
<td>Confidence</td>
<td>Satisfaction</td>
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<tr>
<td>Relationship Marketing</td>
<td>Awareness</td>
<td>Trial Experiences</td>
<td>Customer</td>
<td>Friend, Fan</td>
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<td>Intentional Engagement</td>
<td>1st Impression, invite to trial… Public Good</td>
<td>Fact Sheets, Short Videos, Experience…</td>
<td>Invests time and money Ps, Services,</td>
<td>Influence Volunteers, Advisory,…</td>
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Urban Extension
#6 Positioning

Urban Extension
#7 People

Urban Extension
#8 Urban-Suburban-Rural
#9 Technology

**MEET THE MODERN LEARNER**

As training moves to more digital formats, it's colliding with new realities in learners' jobs, behaviors, habits, and preferences.

Today's employees are overwhelmed, distracted, and impatient. Flexibility in where and how they learn is increasingly important. They want to learn from their peers and managers as much as from experts. And they're taking more control over their own development.

**OVERWHELMED...**

1% of a typical workweek is all that employees have to focus on training and development.

**DISTRACTED...**

- 44% of workers are distracted with millions of websites, apps, and online offers.
- 9 times every hour people look at their smartphones.
- 3% of knowledge workers actually complain that they don't have time to do their jobs.

**IMPATIENT...**

- 5 and 10 seconds to grab someone's attention works, but it-click away.
- 4 minutes it takes for knowledge workers to get something started.

**UNTETHERED**

37% of the global workforce is expected to be "mobile" by the end of 2015.

**ON-DEMAND**

Employees are accessing information—and learning—differently than they did just a few years ago. Most are looking for answers outside of traditional training and development channels. For example:

- 70-90% of workers report that they search engines online resources.
- 60-80% of workers are increasingly turning to their smartphones to find just-in-time answers to unexpected problems.

**COLLABORATIVE**

Learners are also developing and accessing personal and professional networks to obtain information about their industries and professions. For example:

- 80% of events were shared with peers.
- 55% of learners were asking other learners.

**EMPOWERED**

Rapid change in business and organizations means everyone needs to constantly be learning. More and more people are looking for options on their own because they aren't getting what they need from their employers. For example:

- 38% of learners who say they have opportunities to learn and grow at their workplace.
- 62% of professionals who say training is fun and not something they have to do.
#10 Intentional

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## The U in Urban

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Professional Development Sept-Oct, 2017
https://cityextension.osu.edu/leadership

Entrepreneurial Leadership in the City
A. Your Personal Context as a Leader
B. City Context: Engagement in the City?
C. University Context

Entrepreneurial Networks in the City
A. Partnerships
B. Diversity, Inclusion & Cultural Competency
C. Communication in the City

Entrepreneurial Innovation in the City

Entrepreneurial Management in the City

Leadership in Action
Further Research & Practice
Comments & Questions?

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