OSU Extension in Urban Communities: Plan of Work 2020-2025

Summary of Priority Goals. This condensed summary of priorities presents an initial plan to be further developed through iterative innovation, leadership guidance, and ongoing strategic alignment. Priorities and related impacts are further detailed in a plan of work with an anticipated timeline, internal partner support, and urban-suburban-rural considerations. The following interrelated goals are not necessarily sequential or in priority order, they have been numbered as a point of reference.

A. Positioning Goals (Awareness and Accessibility)
Create meaningful messaging and expand the presence of OSU Extension with key existing and new audiences in Ohio's metropolitan areas.
1. Leverage existing resources to diversify and improve accessibility to photos, videos, and other digital assets to reflect diversity of people and environments in urban communities.
2. Identify specific audiences and develop grassroots marketing messaging.
3. Design measurable campaigns and communication calendar for specific internal and external stakeholders.
4. Consider Extension engagement locations – physical and virtual.

B. Programs Goals (Relevance and Impacts)
Engage diverse audiences through strategic approaches to programming and related products, events, services, and projects.
1. Assess existing program planning processes, programs, and impacts in Ohio's urban communities. This includes data on audiences served through programs and related products, events, services, and projects.
2. Establish strategy sub-groups and intentional approaches to address OSU Extension program areas and priorities (e.g. urban agriculture).
3. Connect internal expertise with local issues by refining systems to support connections among personnel at the statewide, Columbus, and Wooster campuses for innovative transdisciplinary solutions.
4. Explore inclusive engagement models and create a diverse group of grassroot and grass top organizers that can promote, co-facilitate, and connect with residents in urban communities, including historically neglected populations.
5. Integrate community assessments and impact reporting into program plans of work that are relevant locally, responsive statewide, and recognized nationally.

C. Personnel Goals (Capacity and Alignment)
Attract, hire, develop, and retain talent for long-term and short-term priorities.
1. Increase prioritization of diversity, equity, and inclusion efforts.
2. Build capacity by increasing the number, types, and diversity of personnel.
3. Provide relevant and innovative professional development resources and experiences based on types of positions and learning readiness.
4. Launch systems to support networking and communications among personnel working with urban communities.
5. Initiate recognition in ways that support promotion. Address career pathing with different types of positions.

D. Partnership Goals (Connections and Resources)
Expand the types and degrees of partnerships, funding and other resources leveraged.
1. Create and share an inventory of urban partnerships to include type, purpose, duration, relationship exchange, etc. Include points of pride and lessons learned.
2. Expand partnerships through strategic portfolio development that builds on inventory analysis and local, state, and national strategy.
3. Support a functional structure for connecting local issues and partnership opportunities.
4. Improve external partner capacity by building urban advocates.