

Ohio State University Extension 10-Year Urban Extension – Report, Reflections, Recommendations



This report provides a historical snapshot of Ohio State University (OSU) Extension's approach to Ohio's urban influence during the past 10 years, 2014-2023. Reflections and recommendations connect the past, present, and future. As OSU Extension continues to align strategy with the university, the college, Ohio communities, and national networks, this report provides guidance on integrating relevant strategy.

July 2023



*OSU Extension commits to a focused approach
to addressing Ohio’s urban influence and urban-rural connections.*

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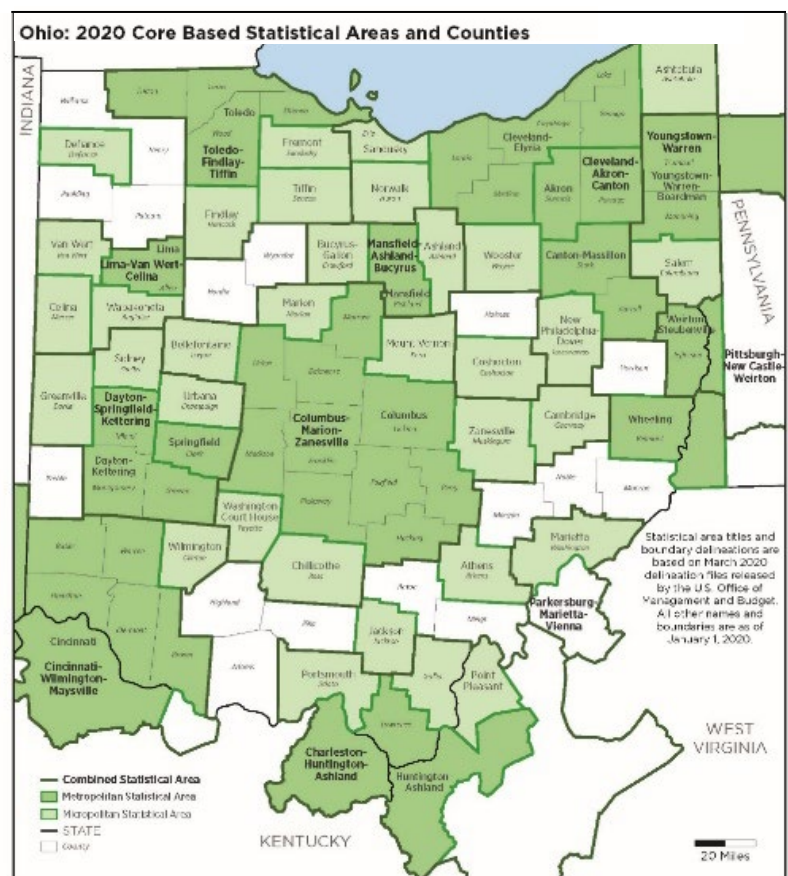
extension.osu.edu/urban-extension

I. Introduction

The size, diversity, and complexity of urban communities creates unique challenges and opportunities for Land-Grant University Extension. OSU Extension commits to a focused approach to addressing Ohio's urban influence and urban-rural connections. During the past 10 years, OSU Extension developed a strategic approach for Ohio that aligns with the college, university, Ohio's urban communities, and the national urban Extension framework. An Urban Extension Plan of Work emerged to focus on positioning, people, programs, and partners. This aligns with the national urban Extension framework.

A. Ohio's Urban Influence

With 11.8 million residents, Ohio is the seventh most populous state in the nation. More than 50% of Ohio residents live in 10 of the 88 counties. OSU Extension has a presence in all Ohio communities and continues to advance engagement with rural, suburban, and urban Ohioans. Ohio's largest counties and cities bring opportunities and challenges due to population density (scale), influence of multiple jurisdictions (complexity), Ohio's rural-urban interface, and the diversity of residents, workforce, community partners, and visitors. Various indicators in the state demonstrate a dynamic flow of people and other resources throughout all geographic areas along the urban and rural continuum. Many Ohioans live in one county, work in another, and enjoy recreation and tourism in other counties. Other flows are studied from several interrelated perspectives, such as land use, commerce, food, water, Internet access, waste, pollution, and the environment. Figure 1 shows the [statistical areas in Ohio](#), designated by the [Office of Management and Budget](#).



U.S. Census Bureau, Population Division

Figure 1. 2020 Core Based Statistical Areas and Counties in Ohio

B. OSU Extension with Urban Communities

[OSU Extension](#) addresses Ohio's urban influence and the unique aspects of Extension in and around Ohio's largest cities. Extension invests with urban communities and commits to equitable engagement for equitable opportunity. Current highlights feature dedicated personnel, loyal volunteers, valued partners, and accessible programs (Figure 2).



Figure 2. Ohio Urban Extension 2022 Highlights

Strategic elements align with the [National Urban Extension Leader's](#) (NUEL) framework.

- **Positioning (awareness and accessibility):**
Extension's engagement through relevant communications and accessible locations at the neighborhood, city, county, regional, and state levels.
- **Programs (relevance and impacts):**
How Extension leads, collaborates, and innovates to address the multitude of issues and priorities in the city. This includes the people OSU Extension reaches/doesn't reach through programs, products, events, projects, and services.
- **Personnel (capacity and alignment):**
How Extension attracts, develops, retains, and structures competent talent that reflects the diversity of audiences and issues in the city. This includes faculty, staff, and students for long-term and short-term priorities.
- **Partnerships (connections and resources):**
Extension's collaboration to leverage resources for collective impact.

C. Historical Snapshot for Perspective

OSU Extension served urban communities for more than 100 years. By 2013, focused investments ebbed and flowed through 2013. At one-point, urban marketing was emphasized and at another time urban programming was the priority. An urban and metropolitan advisory team connected Extension professionals from across the state. In 2014, Extension leadership established a cabinet-level position committed to addressing Ohio's urban influence. This leadership position was combined with other responsibilities. During this same time, national developments emerged, and a National Urban Extension Leaders (NULE) group was established (Figure 3).

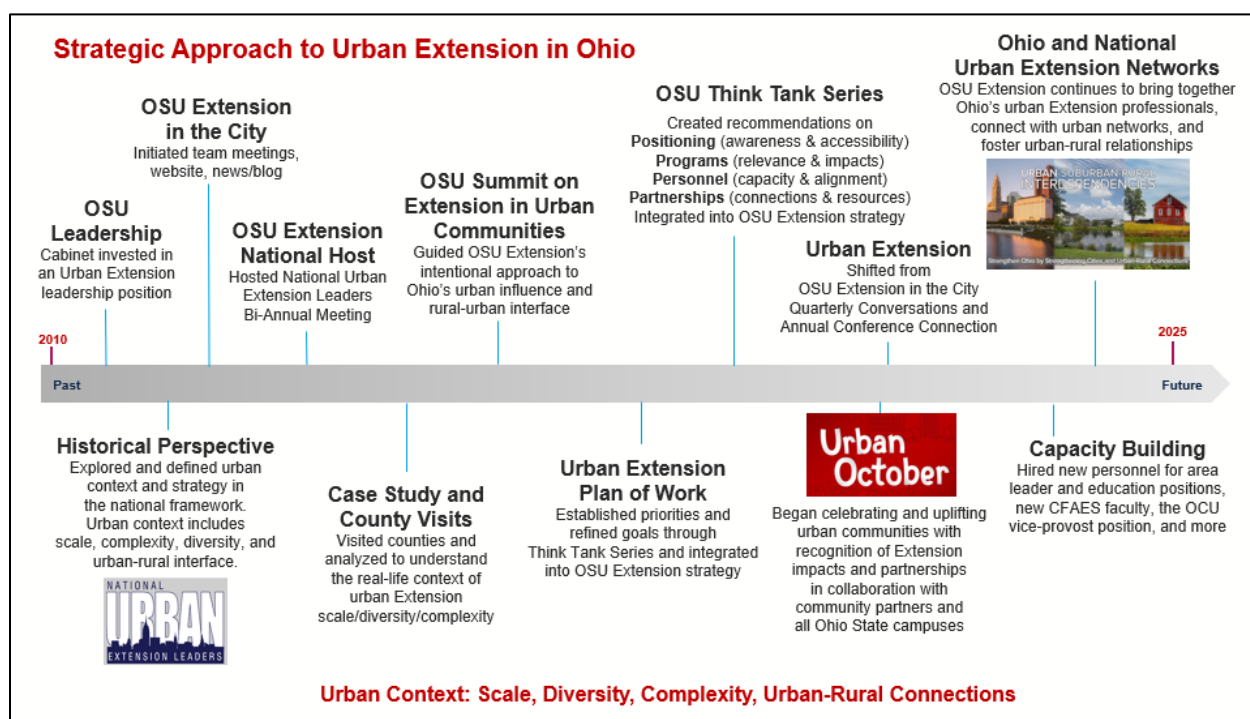


Figure 3. Summary of Urban Extension Developments 2014-2023

During the next decade (2014–2023), OSU Extension developed a strategic approach to strengthen Extension's ability to be relevant locally, responsive statewide, and recognized nationally. Faculty, staff, and students engaged with one another to establish OSU Extension in the City in 2014, which shifted to Urban Extension in 2020. To provide a foundation of resources, a web presence was established. To highlight urban developments and exchange ideas, a newsletter was published and later transitioned to a blog. Listservs and events supported the connection and collaboration of urban colleagues. Strategic planning and evaluation advanced priorities aligned with the national urban Extension framework. Additional information on OSU Extension's urban positioning, programming, personnel, and partnerships is shared on the following pages.

II. Urban Extension Strategy

OSU Extension's strategy for urban priorities reflects key elements of the national urban Extension framework. OSU's urban Extension's leader served on the NUEL steering committee when urban context and strategy came into focus. She co-authored the [national urban Extension framework report](#) released in 2015 and co-published a related [journal article](#) in 2017. This framework guided OSU Extension in a holistic strategic approach, rather than projects with singular or disjointed efforts.

OSU Extension faculty, staff, and students collaborated to explore urban Ohio and create strategy to address the real-life context of Extension work in urban communities (scale, diversity, complexity, urban-rural interface). Strategy aligns with the college, university, partners, communities, and the national framework. Guided by the [Equitable Futures Toolkit](#), the strategic plan of work incorporates a shared understanding of the weight of the past, push of the present, and pull of the future. The planning process included case study research, a collaboratively designed Summit on Extension in Ohio's Urban Communities, a series of strategy group sessions, and a "reality check" with OSU Extension leadership and OSU Extension teams serving in Ohio's urban communities. The urban plan was created for 2020-2025 and continues to be updated and incorporated into OSU Extension's strategic alignment.

A. Positioning (Awareness and Accessibility)

Positioning Goals Established in 2020

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.

Positioning Goal Progress and Examples

- Shifted website from OSU Extension in the City to Urban Extension.
 - Website traffic has steadily increased from 1,549 users in 2017 to 5,180 users during 2022. The top visited page on the website is Ohio's Urban, Suburban, and Rural Connection.
- Leveraged resources to increase marketing reach through Urban October campaign.
 - In 2021, OSU Extension launched [Urban October: Celebrating Ohio Cities – Where We Live, Work, Play, Learn, and Serve](#) – included a virtual Urban

Extension Summit, Be Kind Food Distribution (northeast Ohio), creative video, and campaign to promote urban Extension (including collection of new video/photos to reflect diversity of urban Extension activities).

- In 2022, OSU Extension celebrated [Urban October](#), creating meaningful urban-rural connections and generating significant media coverage. 600 volunteers packed 175,000 meals (27,000 pounds of shelf-stable food) to distribute to 35 agencies in southeast Ohio. Extension partnered with the Office of Student Life, Health Sciences, and OSU's Audience Engagement team, as well as West Virginia University.
- In 2023, in addition to the Food Kindness project, Grow Kindness shares 10,000 succulents in hands-on planting stations across the Columbus and regional campuses.

B. Programs (Relevance and Impacts)

Programs Goals Established in 2020

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 grassroots 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.

Programs Goal Progress and Examples

- The Urban Ag Team engaged faculty, staff, and students through networking, collaborative projects, and shared resources. The team attracts a variety of funding.
- Since 2014, the Master Urban Farmer program has been taught in Columbus, Toledo, Dayton, and Akron.
- 4-H SPIN Clubs, SPecial INterest clubs are reaching urban audiences through 6- to 8-week youth development experiences, including workforce and pathway programs.
- Expanded Food and Nutrition Education Program (EFNEP) and SNAP-Ed Extension professionals work with the community to meet families and youth where they live, work, and play to teach about nutrition education.

- Ohio's urban engagement and programs were highlighted at National Urban Extension Conferences, featured in urban-themed issues of the Journal of Human Sciences and Extension (2017, 2022), and incorporated as part of the chapter, Extension Programming to Enhance Urban Well-being in the book *The Role of the Social Sciences in Extension* (publication in 2023).
- Plans are underway to host the Urban Food Systems Symposium in Columbus, Ohio in June 2024.

C. Personnel (**Capacity and Alignment**)

Personnel Goals Established in 2020

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

Urban team involvement is open to all Ohio State faculty, staff, and students interested in urban engagement. A primary focus of OSU Extension personnel involvement is in Ohio counties with 200,000+ population. Participation levels reflect urban team interest, engagement, and expectations.

- Informational Members – Receive and contribute information (website, blog)
- Affiliate Members – Participate in urban Extension events and projects
- Core Members – Help plan and develop OSU Extension's Ohio urban influence

Goals

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.

Personnel Goal Progress and Examples

- Hired four full-time urban area Extension leaders (Cuyahoga, Franklin, Hamilton/Butler, Lucas/Wood). The next priority is urban area leader career pathing.
- Created a [brief video](#) for onboarding new Extension personnel.
- Worked with HR to suggest language for urban job positions and posting locations.
- To connect personnel with one another and resources, Extension published an urban newsletter, which became a blog, initially on u.osu.edu and then transitioned to the urban Extension website.
- Personnel received national recognition. The National Urban Extension Leadership Award was awarded to Julie Fox in 2019 and Nicole Debose in 2022. Among others was Sue Hogan, 4-H Franklin County for the 4-H Urban Programming award.

- Advanced professional development. OSU Extension hosted urban Extension team meetings, networking events, statewide summits, and team trips to regional and national conferences. In addition to Ohio-specific professional development experiences held 2014-2022, some urban Extension personnel participated in the Leadership in the City program – a national program developed by OSU Extension’s urban leader. Initially designed for Ohio and then piloted with a national cohort, the course has had 127 urban Extension professionals from more than 30 states. Ohio personnel who participated in Leadership in the City benefited from peer learning with urban Extension professionals from across the country. The urban OSU Extension leader guided national efforts to identify urban Extension competencies and advance urban professional development. Ohio urban county leaders contributed to these efforts.
- Aligned with OSU Extension diversity, equity, and inclusion (DEI) task force.
- As part of the university’s RAISE (Race, Inclusion, and Social Equity) initiative, the college is hiring [five faculty members](#) focused on addressing how race and equity issues intersect climate, urban health, environment, and engagement with urban communities.

D. Partnerships (Connections and Resources)

Partnership Goals Established in 2020

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.

Partnerships Goal Progress and Examples

- 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 and Extension Cabinet.
- Shared examples of urban partnerships, such as MetroParks partnerships in Montgomery and Lucas counties, the National Football League (NFL) in Cuyahoga County, the Northside Farmers Market in Hamilton County, and numerous other examples across the state.
- Received a 5-year, \$1.5 million urban and innovative agriculture community-based organization grant from USDA-FSA. The funding will help strengthen the local food system and contribute to sustainability and long-term viability of urban farming operations in Ohio.

III. Urban Extension Reflections and Recommendations

OSU Extension takes an integrated approach to urban strategy. Extension cabinet leaders incorporate urban context into programs and operations.

A. Reflections

The following reflections summarize relevant historical documents; a case study report; a series of events, dialogue through think tanks, and surveys with Ohio's urban Extension professionals; strategic alignment documents; and external resources such as the national urban Extension framework, implementation plan, and other publications (Table 1). OSU Extension urban strategy continued to emerge amidst leadership transitions of university presidents, college deans, and Extension directors.

| Sources | Reflection Summary |
|---|---|
| Historical Documents | OSU Extension has always served urban communities. Focused investments ebbed and flowed through 2013. Extension established a cabinet-level urban leadership position in 2014. This provided strategic guidance and stability. |
| Ohio Case Study | The 2019-2020 case study explored OSU Extension in Ohio's largest counties to provide insight into the current situation and explore anticipated plans. |
| Events: Ohio Summit , Think Tanks , Surveys | OSU Extension hosted urban summits, held think tank sessions, and conducted surveys to create connection, better understand the real-life context of urban Extension, and advance strategic priorities. |
| OSU Strategic Alignment Documents | The university's vision incorporates "urban" and Ohio State is part of the Coalition of Urban Serving Universities (USU) and the Coalition of Urban and Metropolitan Universities (CUMU) . Ohio State's Office of Academic Affairs led a university-wide urban mission group (including OSU Extension's urban leader). The CFAES college's strategic alignment plan addresses the rural-urban interface as one of four grand challenges. The college RAISE cohort, hired in 2023, has an urban focus. Extension's strategic alignment framework integrates elements like the national urban Extension framework (people, programs, partners). The university approved an Urban Extension Specialist RAISE faculty position, with a five-year funding commitment starting in 2023. |
| National Resources | National interest in urban Extension grew through special reports and journal articles; regional, and then, national conferences, initially called "Extension in Big Cities" and now the National Urban Extension Conference; national urban Extension task force in the mid-90s and now the National Urban Extension Leaders (NUEL), established in 2013; and urban-themed issues of journals and a growing body of literature. Two OSU Extension employees have served on the NUEL steering committee. Ohio joined the Western Center for Metropolitan Extension and Research in 2019. Ohio has received two of the four national urban Extension leader awards since 2015. Ohio State personnel engage with Epsilon Sigma Phi's affinity group for urban and culturally diverse audiences. |

Table 1. Urban Extension Sources for Strategic Alignment

B. Recommendations

Interconnected recommendations continue Extension’s strategic approach to addressing Ohio’s urban influence through investment, collaboration, integration, and alignment (Table 2).

Recommendation 1. Strategy Alignment and Shared Goals

- a. Align urban strategies with OSU Extension’s strategic alignment efforts. Review university, college, and OSU Extension strategic alignment goals for synergy with urban Extension goals.
- b. Explore what can be learned about OSU Extension’s approach to Ohio’s urban influence that can help inform approaches with Ohio’s rural influence and Extension work internationally.
- c. Review OSU Extension’s organizational structure for comprehensive integration.



| Urban Extension Framework | OSU Extension Strategic Alignment |
|---|--|
| Positioning awareness and accessibility | <i>Incorporated into internal communications with people, as well as external audiences through programs and partners.</i> |
| Programs relevance and impacts | Programs. How Extension addresses the multitude of issues important to diverse Ohioans. Intentional and inclusive programming influences Extension’s relevance and impact |
| Personnel capacity and alignment | People. How Extension attracts, retains, and structures diverse talent – engaging faculty, staff, students, and community volunteers |
| Partnerships connections and resources | Partners. How Extension attracts and collaborates with diverse community and campus partners to leverage resources for collective impact |

Table 2. Urban Strategy Alignment

Recommendation 2. People

- a. Review and refine goals established in 2020.
- b. Continue expanding urban Extension capacity through significant investments from the university and partners. For Ohio counties with a population larger than 200,000, review pre-pandemic and 2023 data on number/type of personnel, volunteers for 4-H and Master Gardener Volunteers, and other information that may inform future priorities. Also review statewide positions that contribute to urban Extension and engage in network mapping.
- c. Incorporate professional development for urban Extension faculty staff, students, and volunteers through Extension program leaders, team support, Learning and Organizational Development, and the Department of Agricultural Communication, Education, and Leadership. Host quarterly conversations to connect new and existing personnel to help better understand and navigate Ohio’s urban influence and connections along the urban-rural continuum.

- d. Engage with personnel through Extension’s internal strategic communication plan.
- e. Explore models of urban Extension leadership, given the additional capacity building of county leadership and faculty positions.

Recommendation 3. Programs

- a. Review and refine goals established in 2020.
- b. Collaborate with Extension program and team leaders to incorporate urban perspective and relevance, and impacts.
- c. Incorporate urban context into advisory networks, community assessments, plans of work, program development, evaluation, and reporting.
- d. Integrate urban audience engagement into Extension’s strategic marketing plan.
- e. Catalog Ohio’s contribution to the scholarship of Extension in the urban context. What deliverables are faculty, staff, and students creating for journal publications, conference presentations, and other forms of Extension scholarship?

Recommendation 4. Partners

- a. Review and refine goals established in 2020.
- b. Utilize Salesforce to identify campus and community partners in urban communities – incorporate into the Extension partnership project.
- c. Integrate urban partner communications into the strategic marketing plan. Include building more depth into Urban October engagement, in preparation for the 2026 World Urban Forum.
- d. Work with Government Affairs on strategies with elected city officials (in addition to county commissioners).
- e. Address system solutions with support units for grants, contracts, and human resources.

Recommendation 5. The Future

- a. Refine all recommendations based on a review of opportunities for greater strategy alignment and clarity of shared goals. Consider an integrated approach through the triple-mission of the college (research, teaching, Extension), the urban vision of the university, and emerging national interests.
- b. Connect the past with the future by summarizing college commitments to urban food, agriculture, and environmental research, teaching, and community engaged Extension.
- c. Draft an updated urban Extension plan for 2025–2030.

IV. Appendix

References and Resources

Haynes, D. D., Michaels, A., & Fox, J. (2021). [OSU Extension in Urban Communities: A Case Study](#). *The Journal of Extension*, 59(3), 17

[2022 Urban-themed issues of the Journal of Human Sciences and Extension \(JHSE\)](#)

[2017 Urban-themed issue of the Journal of Human Sciences and Extension \(JHSE\)](#)

The [Journal of Extension](#) (JOE) – urban articles

[National Urban Extension Leaders \(NUEL\), Resources and Initiatives](#)

[Western Center for Metropolitan Research and Extension \(WCMER\), Publications](#)

[Online Urban Extension Library](#)

Urban Extension Library

Extension work has a rich history in urban, suburban, and rural communities. This library archives comprehensive resources from urban Extension events, publications, and milestones.

To add a resource to the database, please email Dr. Julie Fox at Fox.264.

▸ **NATIONAL URBAN EXTENSION HISTORICAL TIMELINE**

▸ **HISTORY**

▸ **URBAN EXTENSION STRATEGIC PLANS**

▸ **NATIONAL URBAN EXTENSION CONFERENCES**

▸ **JOURNALS**

▸ **ADDITIONAL ACADEMIC RESOURCES**

▸ **NATIONAL URBAN EXTENSION LEADERS MEETINGS**

▸ **WEBINARS**

▸ **CONFERENCE PRESENTATIONS**

Ohio Counties with Population of Greater than 200,000.

Ohio's Urban Influence

| Largest Counties | Largest City | County Population (2022) | Net Commuter Flow | Ohio House Members | Ohio Senate Members | Number of Cities | Number of Languages |
|---------------------|--------------|--------------------------|-------------------|--------------------|---------------------|------------------|---------------------|
| Franklin | Columbus | 1,321,820 | 147,354 | 12 | 4 | 13 | 39 |
| Cuyahoga | Cleveland | 1,236,041 | 166,889 | 11 | 4 | 37 | 39 |
| Hamilton | Cincinnati | 825,037 | 132,986 | 7 | 3 | 20 | 38 |
| Summit | Akron | 535,882 | 18,672 | 5 | 2 | 13 | 39 |
| Montgomery | Dayton | 533,892 | 26,321 | 5 | 2 | 17 | 36 |
| Lucas | Toledo | 426,643 | 15,681 | 4 | 2 | 4 | 37 |
| Butler | Hamilton | 388,420 | -20,653 | 4 | 2 | 7 | 37 |
| Stark | Canton | 372,657 | -9,229 | 5 | 2 | 4 | 35 |
| Lorain | Lorain | 316,268 | -44,140 | 3 | 1 | 9 | 34 |
| Warren | Mason | 249,778 | -13,984 | 2 | 1 | 7 | 32 |
| Lake | Mentor | 231,842 | -22,302 | 2 | 1 | 9 | 35 |
| Mahoning | Youngstown | 225,636 | 1,314 | 2 | 1 | 4 | 35 |
| Delaware | Delaware | 226,296 | -5,692 | 2 | 1 | 5 | 35 |
| Clermont | Milford | 210,805 | -40,945 | 2 | 1 | 2 | 30 |
| Trumbull | Warren | 200,643 | -19,522 | 2 | 1 | 7 | 33 |
| Top 15 County total | | 7,301,660 (62%) | | 66 (67%) | 28 (84.8%) | | |

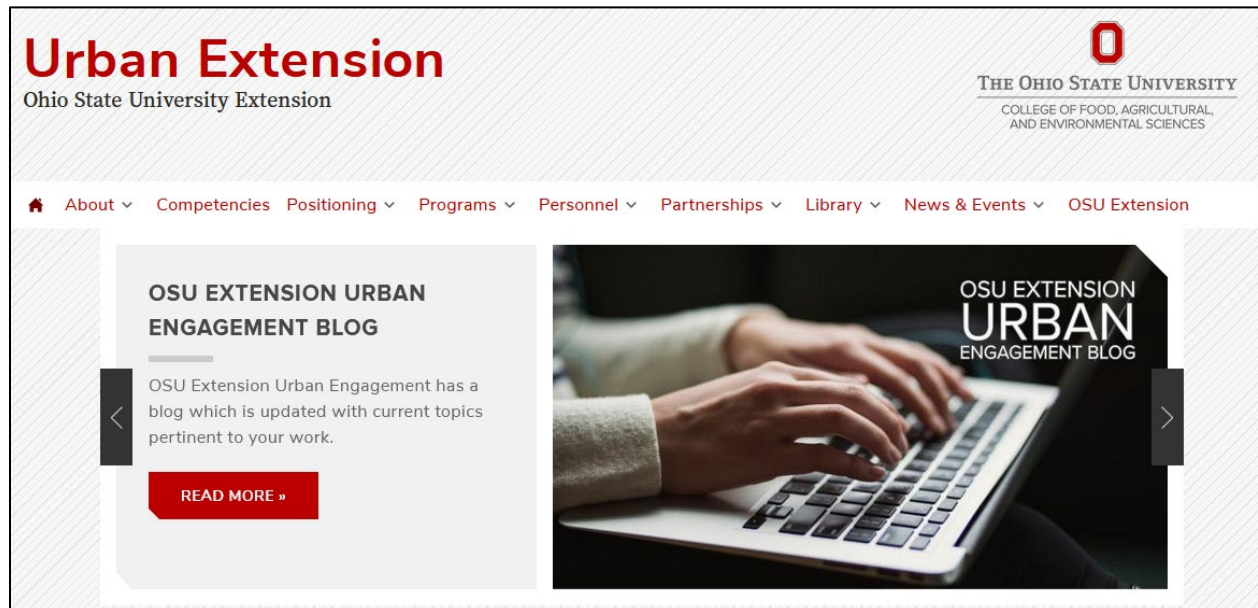
- Languages spoken, dadusa in 2015, data source U.S. Census Bureau
- Workforce Commuting Patterns Ohio Department of Job & Family Services (2018), retrieved Jan 2023
- Number of cities in each county: U.S. Census Bureau, Community Facts, 2010, factfinder.census.gov
- Ohio Demographics, United States Census Bureau (2017), ohio-demographics.com
- State Representatives information, ohiohouse.gov; ohiohouse.gov; and ohiohouse.gov/members/district-map
- U.S. Census Bureau, State & County Quick Facts Ohio 2022 population estimates, Retrieved April 2023, census.gov/quickfacts

Positioning

Link to positioning resource area on website

<https://urban-extension.cfaes.ohio-state.edu/positioning>

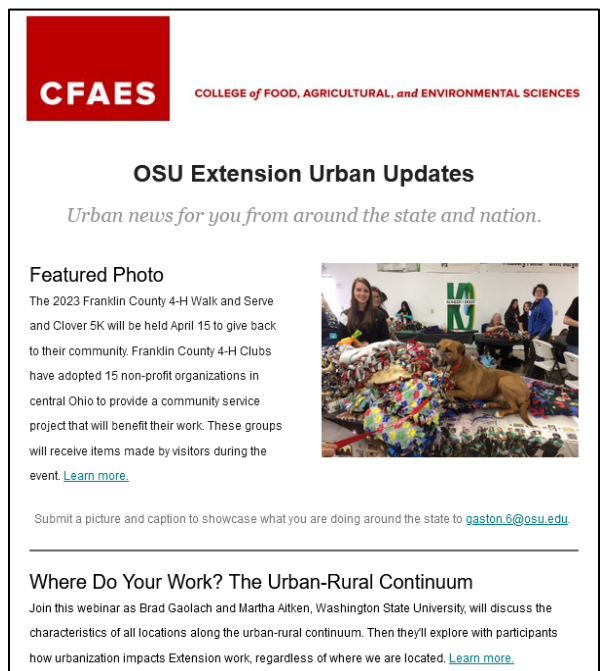
Website as of April 2023



Newsletter from 2015



2023 Newsletter sent from Blog Posts



Positioning *continued*

THE OHIO STATE UNIVERSITY EXTENSION

OSU Extension in the City: Past and Future

Julie Fox Ph.D. and James Stiving * OSU Extension Annual Conference, Columbus, OH * December 8-9, 2015 * Ideas in Action Poster

| Introduction | Historical Perspective | Current Developments | Future Innovations |
|---|--|--|--|
| <p>Extension in a More Urbanized World</p> <p>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.</p> <p>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, 1999).</p> <p>Through an assessment of national trends and a review of Extension literature, researchers identified three primary shifts influencing Extension's work in urban communities:</p> <ul style="list-style-type: none"> • Demographic characteristics • Community conditions • Urban-suburban-rural interdependencies <p>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.</p> <div style="text-align: center;"> <p>Personnel Connected Metro Urban-Suburban-Rural City Complexity</p> </div> | <p>A Rich History of Innovation</p> <p>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.</p> <p>A Few Fascinating Facts</p> <ul style="list-style-type: none"> • 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. <div style="text-align: center;"> <p>Click Through the Interactive Timeline</p> </div> <p style="text-align: center;">Have something to add? Contact James at stiving.3@osu.edu</p> | <p>Indicators of Support</p> <ul style="list-style-type: none"> • 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. <p>OSU Extension in the City Innovation</p> <p>In alignment with national efforts, university priorities, college strategies, and community needs, OSU Extension strategically innovates in the key areas of:</p> <div style="display: flex; justify-content: space-around;"> <div style="width: 45%;"> <p>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.</p> <p>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.</p> <p>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.</p> <p>Partnerships - Partnerships are being developed at many levels, including campus, local communities, state organizations, and national interest.</p> </div> <div style="width: 45%;"> </div> </div> | <p>Imagine OSU Extension in Ohio's Largest Cities</p> <ul style="list-style-type: none"> • 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 <p>University-Community Linkages</p> <p>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.</p> <p>Focus for the Future</p> <p>It's an exciting time for OSU Extension in the City as the:</p> <ul style="list-style-type: none"> • CFACS UP 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. <p>Get Involved</p> <p>To learn more about OSU Extension in the City, visit:</p> <p>Website - cityextension.osu.edu Facebook - Facebook.com/cityextension Twitter - Twitter.com/cityextension Blog - u.osu.edu/cityextension</p> <p>If you would like to be a part of OSU Extension in the City, contact James Stiving at stiving.3@osu.edu.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>Poster & References</p> </div> <div style="text-align: center;"> <p>Urban Extension Timeline</p> </div> <div style="text-align: center;"> <p>National Urban Extension Report</p> </div> </div> |

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

cityextension.osu.edu

CFACS provides research and related educational programs to students on a non-exclusive basis. For more information: <http://u.osu.edu/foodhealth>

2015 OSU Extension Annual Conference Poster and Presentation
[\(Library – Conference Presentations\)](#)

[Webinar – OSU Extension in the City, 2015](#)

THE OHIO STATE UNIVERSITY EXTENSION

OSU Extension In the City

cityextension.osu.edu

Programs in the City

OHIO STATE UNIVERSITY EXTENSION

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

OSU Extension In The City

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Health and Wellness in the City

With population density, diversity, and complexity, cities bring opportunities and challenges for better health. Cooperative Extension's health and wellness framework is "to increase the number of Americans who are healthy at every stage of life." Ohio State University brings health and wellness to Ohio cities through OSU Extension, Family and Consumer Sciences.

Watch later Share

Conference Presentation: Innovation in the City

Julie, fox.264@osu.edu
Associate Chair, Dept. of Extension

Watch on

11

Urban October

🏠 // NEWS & EVENTS // URBAN OCTOBER

Celebrating Our Urban-Rural Connections

—

*Where We Live, Work,
Play, Learn & Serve*



go.osu.edu/UrbanOctober



Click the image for the 2021 Urban October video - <https://youtu.be/C5d8duoaNlq>



Click the image for the 2022 Urban October video - <https://vimeo.com/753091585>

Programs

Link to programs resource area on website – <https://urban-extension.cfaes.ohio-state.edu/programs>. Visit go.osu.edu/UrbanExtensionHighlights for program highlights.



Programs continued

OHIO STATE UNIVERSITY EXTENSION 2014 Report



Ohioans Live, Work, and Play in the City

Letter from the OSU Extension Director, Keith Smith



Ohio's unique urban-suburban-rural interdependencies
With 11.5 million residents, Ohio is the seventh most populous state in the nation and presents unique urban-suburban-rural interdependencies. More than half of Ohio residents live in 10 of the state's 88 counties, and many others travel to cities for work and recreation. Ohio's largest cities and counties bring complex opportunities and challenges due to population density and the diversity of residents, labor force, community partners, and visitors.

CFAES OHIO STATE UNIVERSITY EXTENSION

OSU Extension in the City

2017 HIGHLIGHTS

Urban Agriculture and Resources

🏠 // PROGRAMS // URBAN AGRICULTURE AND RESOURCES

Urban Ag Overview

[Link to urban ag highlights.](#)

Connecting The Ohio State University to Ohioans

Urban. With 11.6 million residents, Ohio is the seventh most populous state in the nation. More than half of Ohio residents live in 10 of the 88 counties. Ohio has six cities with populations of more than 100,000. Only 12 other states have more cities of this size.

Connections. Strengthening connections along the urban-rural continuum, strengthens Ohio. With a presence in all Ohio communities, OSU Extension continues to advance engagement with rural, suburban, and urban Ohioans.





Presentations and representation at national urban conferences.

Personnel

Link to personnel resource area on website, <https://urban-extension.cfaes.ohio-state.edu/personnel>



2014 4-H Youth Development in the City Group



2020 Urban Extension Summit in Columbus, Ohio



2022 Nicole Debose winner of the National Urban Extension Leader Award



Urban Ag Team Meeting via Zoom

Partnerships

Link to partnerships resource area on website

<https://urban-extension.cfaes.ohio-state.edu/partnerships>



2021 partnership service project with
“NFL Green” in Cuyahoga County.



Food Kindness partnership project in conjunction with the Office of Student Life and others as a part of Urban October. Self-stable meals were packed, transported, and distributed to partner agencies through the assistance of local Extension community connections.

