

COOPERATIVE
EXTENSION

**2018 NEDA & CES ANNUAL
BUSINESS MEETING**

Portland, OR | October 1-3, 2018



Campus Engagement Session Outcomes

Introduction

On October 3, 2018, a General Session was conducted to encourage conference participants to consider opportunities for broader campus engagement within their respective institutions. This is a summary of the highlights of those discussions and will hopefully serve as encouragement for Extension Directors and Administrators to consider these types of opportunities on their respective Land-grant University campuses.

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Opportunity Types

(Needed Relevant Action/Opportunity, Challenges and Opportunities, Resources Needed)

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1. Rural Health Care Access
 - a. NEEDED RELEVANT ACTION/OPPORTUNITY:
Most rural communities do not have health care facilities or professionals. Businesses lose a day's work/worker comp employee/occupational health visit approx. 2 weeks lose productivity/work comp claim.
 - b. CHALLENGES AND OPPORTUNITIES:
Establish linkage among community employers, allied health care providers, and regional occupational health providers.
 - c. RESOURCES NEEDED:
High speed internet, employer buy-in, Auburn health college coop with allied health professionals.

2. Student Engagement/Service Learning
 - a. NEEDED RELEVANT ACTION/OPPORTUNITY:
Summer internships, Communities have needs, Students benefit from experiences
 - b. CHALLENGES AND OPPORTUNITIES:
Challenges: FSLA, Funding, Matching opportunities to Ext. staff mentors, HR Rules
Opportunities: CRD & FCS – already has some success in food systems; Great CES recruiting tool for staff positions; Involve university leaders/departments to help fund; Reach underserved communities, students and recruit staff; Potential for student employment during semester
 - c. RESOURCES NEEDED:
Funding

3. Institutional Cultural Engagement
 - a. NEEDED RELEVANT ACTION/OPPORTUNITY:
Each institution project indicated a need to build a culture of engagement across institution.
 - b. CHALLENGES AND OPPORTUNITIES:
Relationship-building with potential partners to address specific ideas: Aging housing, Medical electronic health records, Geographic area – City of Wilmington, 4-H in underserved area of state
 - c. RESOURCES NEEDED: Discussed how can eXtension contribute through impact collaborative

4. Engagement of Elderly Population
 - a. NEEDED RELEVANT ACTION/OPPORTUNITY:
Engaging Elders in aspect of culture, healthy living and respect.
 - b. CHALLENGES AND OPPORTUNITIES:
Lack of respect – Elders feel unheard
Connection to identity, Transportation, Working with Tribe
 - c. RESOURCES NEEDED:
Story mapping, Story-telling, Advisory Council

5. Rural School STEM Staff Development
 - a. NEEDED RELEVANT ACTION/OPPORTUNITY:
Rural school staff development especially STEM area
 - b. CHALLENGES AND OPPORTUNITIES:
Staff, Distance, Technology, Need for hands-on science professional development
 - c. RESOURCES NEEDED:
\$4 million

6. Extension's Economic Impact
 - a. NEEDED RELEVANT ACTION/OPPORTUNITY:
Knowing and Communicating the Economic Impact of Cooperative Extension
Conduct Economic Impact studies across states (TEconomy Model)
4-H – college-going and completion data – highlighting the \$ value of college degree
Communicating the impact of SNAP-Ed/EFNEP efforts
 - b. CHALLENGES AND OPPORTUNITIES:
FCS – Batelle Study in the north central region
Local impact - \$12m in NE
CRD impact data
Creating a state and national narrative
 - c. RESOURCES NEEDED:
Value to county government, university, state government, donors

7. Partnering with Community Health Coalitions
 - a. NEEDED RELEVANT ACTION/OPPORTUNITY:
Community Health Coalitions - county-based
 - b. CHALLENGES AND OPPORTUNITIES:
Facilitator role for Extension Educator
Connect with Health Systems
Connect local health-related entities
Develop a framework to advance health at the community level
 - c. RESOURCES NEEDED:
Health Care Systems Connection – many have Engagement Offices
Champion for Educator engagement – must determine how this contributes to performance
Connection with all health-related dept. at UNL
Time to pursue grants/appropriations/philanthropy

8. First Responder/Fire Safety Engagement
 - a. NEEDED RELEVANT ACTION/OPPORTUNITY:
Fire safety/fighting program exists in the university knowledge (is internationally acclaimed) but is not known in the community – builds environmental/natural resources, mental health, ag resources protection
 - b. CHALLENGES AND OPPORTUNITIES:
Challenges
Money & resources into disaster relief and response

Having educators see a role for themselves in disseminating the information in a saturated space – there are already volunteer fire stations, known curriculum.
Lacking overall disaster response mechanism that ties the resources across the university together

Opportunity:

Enhanced disaster relief, streamlined and more impactful response

University as key public good player

c. RESOURCES NEEDED:

Technology

People – leadership/relationships

Communications

Respect – for idea and people and communities and institution

9. Urban Engagement

a. NEEDED RELEVANT ACTION/OPPORTUNITY:

Collaboration with National Urban extension leaders to elevate issues of/bring resources to urban areas in each state

Identify goals of each group, identify intersections.

b. CHALLENGES AND OPPORTUNITIES:

Relationship does not yet exist – not institutionalized

History of NUEL as a breakaway group

Director turnover/institutional knowledge gaps/buy-in issues

Change institutional culture of CES in the states to put resources to urban issues

Transformative/Director-supported projects

c. RESOURCES NEEDED:

Time

Money

10. Connecting Extension Priorities to the Broader Campus

a. NEEDED RELEVANT ACTION/OPPORTUNITY:

Engage all of campus around Extension priorities, 6 in fall and 6 in spring:

Health & well-being

Community Development

Positive Youth development

Natural Resources

Human Development & Relation

Agriculture

b. CHALLENGES AND OPPORTUNITIES:

Challenges:

Getting buy-in from campus Deans and faculty/staff

Continue momentum to conduct out-state education

Community engagement

c. Opportunities:

Build trust, relationships, and epitomize the Wisconsin Idea (1904)

Highlight the role, breadth, and benefit of the university to the whole state

Fight the myth of Ivory tower mentality

- d. RESOURCES NEEDED:
Chancellor has agreed to fund the engagement sessions
Need to resource specialists and directors to coordinate & implement

11. Addressing Vector-Borne Illnesses

- a. NEEDED RELEVANT ACTION/OPPORTUNITY:
Vector-Borne Disease (especially mosquito- and tick-borne)
Managing and treating
Incidence of human and animal impacts is increasingly frequent
- b. CHALLENGES AND OPPORTUNITIES:
Defining our space (which vectors? Mammals?)
Defining our scope (Livestock? Humans? Treatment? How to avoid?)
Partners? (Entomology, Natural Resources, Hershey, human health, at least 2 other colleges)
- c. RESOURCES NEEDED:
Needs assessment? (What specifically should we focus on? How do we advocate/engage?)
UVM: Connect on avian transmission
Dept. of Health, Dept. of Ag.
University Entomology Lab training/testing
Access to financial resources
Stakeholders: hunters, equestrians, seek money from state agencies

12. Student Success

- a. NEEDED RELEVANT ACTION/OPPORTUNITY:
First-year student retention
Student success
Workforce development
“Being a student, becoming a student” – demystifying college
Integrate service component
- b. CHALLENGES AND OPPORTUNITIES:
Establish relationships across campus to create partnerships with colleges/units
Build integrated program for first-year students to connect students with peers, campus opportunities/processes, and themes to act on an issue through interdisciplinary teams.
People to people experiences. i.e. water, food systems
Transcripted experiences
- c. RESOURCES NEEDED:
Partnership with Provost Office and other academic units
Funding