Economic Engagement: Benefits of Collaboration among Extension and Campus-Based Outreach

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Presenters

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• Sheila Martin, Vice President for Economic Development and Community Engagement, Association of Public and Land Grant Universities

• Marshall Stewart, Vice Chancellor, MU Office of Extension & Engagement, Chief Engagement Officer, University of Missouri System

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• Ashley Stokes, Assistant Vice President for Engagement and Deputy Director of Extension, Colorado State University
Economic Engagement: Benefits of Collaboration among Extension and Campus-Based Outreach

Sheila Martin, Vice President for Economic Development and Community Engagement, Association of Public and Land Grant Universities
• Embraces an *inclusive* definition of economic and community engagement

• Develops and demonstrates best practices in inclusive economic and community engagement

• **Success requires** Cooperative Extension!
Framework for CECE work

Cradle-to-Grave
Human Capital and
Talent Development

Community-Connected
Institutions and
Stewardship for Vibrant
Communities

Research, Creative
Works, Problem
Solving, and
Entrepreneurship

TALENT
INNOVATION
PLACE
Ways to Engage in CECE

• Join or lead a CECE Learning Exchange Discussion Forum

• Join the 2019 CECE-CoR Summer Meeting Planning Committee

• Engage with APLU’s Innovation & Economic Prosperity (IEP) Universities Program
Extension and Engagement

Bringing it Together

Marshall Stewart
Vice Chancellor,
MU Office of Extension & Engagement
Chief Engagement Officer, UM System
Bringing it Together

• Setting the Stage
  – Connecting Extension and Engagement
    • Every Situation is Different
      – What works here, may not work there!
    • Seek First to Understand
      – What is the “burning platform” on your campus?
        » Value of Public Higher Education Narrative
      – What is going on that you do not know about?
      – How can you bring what you do and what they do together to make it a better value proposition?
Bringing it Together

• Establish Trust and Relationships
  – MU Engagement Council
  – MU Engagement Impact Inventory
    • https://engagements.missouri.edu
    • https://allthingsmissouri.org
Bringing it Together

• Know your State
  – Needs Assessment
    • Quantitative, Qualitative, 3rd Party Review
    • Economy, Education, Health
  – Alignment and Access
    • Staffing
      – County Engagement Specialists
    • Open to Campus
Bringing it Together

• University System
  – Defining Engagement

• University System
  – Building Relationships on 4 Distinctive Campuses
  – Creation of a University System Engagement & Outreach Council
  – Inventory Engagement Opportunities & Strengths
  – Create Program Connections and Opportunities

Click image to play short video
Bringing it Together

• MU Success Stories (since August 2016):
  1. Art on the Move
  2. Veterans Legal Clinic
  3. Journalism Workshop for Newspaper Editors
  4. Mizzou Athletics Ambassadors
  5. Science on Wheels
  6. Enrollment Management/Student Recruitment
  7. Partnership with Office of Research
  8. Faculty Communicating Science Workshops
  9. Partnership with CICEP Management and Oversight
  10. Mizzou Innovates
Southern University Perspective

Dawn Mellion-Patin, Vice Chancellor for Extension and Outreach, Southern University
How SU Extension Complements

- Segue way into local communities across the state
- Facilitate discussions / host listening sessions
- Community partnerships - local presence
- Aid in the transfer of knowledge
Extension / Campus Examples

- Admissions Office (introduction to rural communities)
- Law School (agricultural legal issues)
- Nursing School (nutrition, health and wellness)
- Business School (small business development)
- SUSLA - Shreveport Campus (food incubator)
- SUNO – New Orleans Campus (juvenile justice)
Challenges

• Campus based efforts are more centralized to the surrounding community(ies)
• Perceived competition
• Perception of Ag having $$$
• Disconnection between Extension state staff and academic faculty
Tools

• Sustainable Agricultural Rural Development Institute (community hub in SW Louisiana)
• Small Business Rural Development Center (Extension)
• Small Business Development Center (Campus)
• Statewide conferences / workshops / trainings
Mobile Technology Education Unit
Colorado State Perspective

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