

Outreach and Engagement

Academic Strategies Committee Meeting
January 23, 2020

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Oregon State
University

Initiatives & Projects

Strengthened Focus and Communications

- Rename to *Division of Extension and Engagement*
- Clarifies unit focus and foregrounds the role of the Extension Service (ES)
- Launch search for Vice Provost/Director of the Extension Service (ES) in January 2020

Initiatives & Projects

Needs Analysis and Hiring

- Analyzed ES budget and spending
- Re-based program area budgets to meet highest statewide programmatic, administrative, service and supply needs
- Shifted funding model to address changing community and stakeholder priorities and stimulate greater collaboration among programs
- Developed formal staffing process with evaluation criteria to assess statewide needs and requests
- Received additional funding for fire resilience and resistance (\$2.0M), integrated river basin water quality (\$410K), and organic farming (\$375K)
- Will hire 24-25 employees from funding from legislature and recent critical vacancies

Initiatives & Projects

Alignment of Extension Service Youth Programs

- Leadership of 4-H youth program to move under the leadership of the ES director in February 2020
- Integrates the major Extension youth programs (4-H, Outdoor School, and Open Campus) under one leader
- Draws on expertise across multiple colleges and enables collaborative planning and innovation
- Leverages existing resources and creates operational efficiencies
- Coordinates and streamlines management of safety, risk, compliance of youth programs, and volunteer management
- Increases fundraising opportunities for coordinated youth programs

Initiatives & Projects

Earlier Legislative Request Planning Process

- Assessing current service level funding for current programmatic needs
- Engaging stakeholders and communities early
- Collaborative planning by leaders of SWPS, Government Relations and the Budget Office

Initiatives & Projects

Outdoor Recreation Economy Initiative (OREI)

- An effort to create workforce development and professional education programs to complement OSU's existing outdoor-related degree programs and respond to the industry's fast-changing workforce needs
- Developing a holistic and robust portfolio of non-credit and for-credit with Ecampus, PACE, the colleges, and OSU-Cascades
- Advanced into pilot phase under Impact Studio
- Informing a potential portfolio approach to support diverse and lifelong learners, and alternative pathways to credentials and degrees

Initiatives & Projects

Urban Youth Center

- Exploring the development of an Urban Youth Center housed at the OSU Portland Center within the Impact Studio
- Will serve as hub for OSU youth and family community health extension programs
- Aim is to expand access to pre-admission and engagement programs for low-income, underserved middle and high school students and families in Portland area
- Will help develop trusted relationships with prospective college students and families, and new partners in the Portland area

OPPORTUNITIES

Build Climate Resilience

Contribute to strengthening climate change resilience in crops, livestock, seafood systems, forests, and managed and natural landscapes

- Develop new varieties and management systems to provide resilience
- Stimulate cross-college, interdisciplinary, and high dollar research funding
- Improve the use of precision technologies to increase efficiency and resource conservation in livestock and managed ecosystems
- Support ecosystem services in urban, peri-urban and rural communities

Improve Pest Management

Systematically develop and extend integrated pest management (IPM) programs

- Provide cost-effective strategies and reduce pesticide inputs in urban, agricultural and forest environments
- Urban IPM (with targeted Spanish-language options)
- Production agriculture and forestry IPM
- School and agency IPM
- Pesticide safety education and pollinator health

Advance Community Economic Development

Enhance economic opportunity and close the achievement gap by providing equitable access to workforce development and education

- Programs focusing on enhanced youth development, including 4-H and college and career readiness
- Foster skills development in the rural workforce in the growing data science and outdoor economy sectors

Strengthen Community Health

Enhance community health and resilience by leveraging expertise and partnerships to help build social cohesion and address complex community challenges

- Programs focusing on poverty and underemployment
- Programs focusing on health and nutrition, food insecurity and lack of resilient community food systems
- Programs focusing on growing opioid misuse and mental health challenges in rural communities