OSU Extension Annual Conference Presentation: Innovation in the City

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Why? 7th most populated state
Innovation in the City
Positioning (Presence and Place)

- **What is Unique in the City?**
  - Population Density & Diversity
  - Community Complexity

<table>
<thead>
<tr>
<th>Largest Counties</th>
<th>Population</th>
<th>Largest Cities</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cuyahoga (+ Parma 81+)</td>
<td>1,278,024</td>
<td>Cleveland +</td>
<td>396,815</td>
</tr>
<tr>
<td>Franklin</td>
<td>1,167,484</td>
<td>Columbus</td>
<td>787,033</td>
</tr>
<tr>
<td>Hamilton</td>
<td>801,350</td>
<td>Cincinnati</td>
<td>296,943</td>
</tr>
<tr>
<td>Summit</td>
<td>541,788</td>
<td>Akron</td>
<td>198,402</td>
</tr>
<tr>
<td>Montgomery</td>
<td>535,626</td>
<td>Dayton</td>
<td>141,527</td>
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<tr>
<td>Lucas</td>
<td>441,198</td>
<td>Toledo</td>
<td>287,208</td>
</tr>
<tr>
<td>Stark</td>
<td>375,593</td>
<td>Canton</td>
<td>73,007</td>
</tr>
<tr>
<td>Butler</td>
<td>368,029</td>
<td></td>
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<tr>
<td>Lorain</td>
<td>301,108</td>
<td>Lorain</td>
<td>64,097</td>
</tr>
<tr>
<td>Mahoning</td>
<td>238,352</td>
<td>Youngstown</td>
<td>66,982</td>
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<td></td>
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<td>6,048,552</td>
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</tbody>
</table>
Positioning (Presence and Place)

- Positioning
  - City (Urban, Metro)
  - Size & Scope
  - Urban/Suburban/Rural

- Place in the Community
  - Offices / Centers / Neighborhoods

- Messaging
  - Co-discovery & Collective Impact
  - Locally Relevant, Responsive Statewide, Recognized Nationally
Positioning Example

• OSU Extension in the City

• Criteria/Population

• Place/s
  • University District

• Considerations
  • Proximity to Columbus

• Urban-Suburban-Rural Connection

“Ohio State University Extension has been an incredible opportunity for residents in Weinland Park,” said Joyce Hughes, president of the Weinland Park Community Civic Association. OSU Extension Educator, Susan Colbert (right), with Joyce Hughes.
Programs in the City

Focus Areas

- Food and Agriculture in the City
- 4-H Youth Development in the City
- Health and Wellness in the City
- Sustainable Cities
Food and Agriculture in the City

Urban agriculture has been defined as the growing, processing, and distribution of food and other agricultural products in and around cities (Brown and Carter 2003). Agriculture is a critical part of any movement towards sustainability because it can have profound effects on the environment, human health, and the social order (Horrigan et al., 2002).
4-H Youth Development in the City

The 4-H Youth program is a widely recognized nationwide program offered by Extension. It is a nonformal educational, youth development program offered to children as young as age 5 and in kindergarten to older teens, up to age 19. Each member is involved in hands-on, experiential projects that permit “learning by doing.” Cities represent unique options for both unique programming and diverse participants.
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.
Sustainable Communities

Sustainable communities seek to maintain and improve the economic, environmental and social characteristics of an area so its members can continue to lead healthy, productive, enjoyable lives there (Hart, 1999). Other frameworks contributing to this topic include thriving cities, community vitality, resilience, capacity, quality of life, and others. Extension engages public and private leaders in community vitality connections and development throughout the rural-urban continuum.
Personnel/Operations

Recruiting and Hiring
- Types of positions for full-time, project, and volunteer positions

Professional Development
- Same core set of competencies as Extension professionals in other geographic settings +
- Intensifies the degree to which personnel apply related competencies
  - Cultural competence
  - Managing multiple resources and stakeholder agendas
  - Marketing and communication competencies - Positioning to a larger and more diverse audience in a more competitive, complex

Methods

Recognition and Retention
Personnel/Operations - Example

• **Know Your County**
  - Understand how county is changing
  - Keep all informed
  - Recognize how to reach new audiences
    - Cultural diversity
    - Income diversity
      - lower/ moderate income cities
      - Moderate/higher suburbs
      - Tremendously varied rural areas
Personnel/Operations

• Suburbanizing County Perceptions and Hiring
  • Make sure audiences are served
  • What is the marketing angle
    • Elected officials
    • Traditional Cliental
    • New Audiences
  • Audiences can not be mutually exclusive but programs can
    • Rural
    • Suburban
    • Urban
  • Hire the right person
    • Diverse skill set
    • Understands traditional Extension
    • Non-traditional experiences.
Personnel/Operations

• Looking to the Future
  • Every hire is important
    • sets a direction for the office
    • how needs of the county are met
  • How does this position work with others?
    • professional associations
    • program areas
Partnerships/Funding and other resources

- Traditional Extension Funding
  - Federal/State/County +

- Other
  - City
  - Public/Private
  - Campus/Es
Partnerships/Funding and other resources

What is Unique in the City?

• Wealth & Diversity of Local Community Based Organizations
• Collaboration Rich Environment
• Multi-stakeholder Agendas & Similar Missions
• Well Positioned to Leverage OSU and Other Educational Institutions a Resource
Partnership Example

• Preparing Youth for Success
  • 4-H Clubs and Groups
  • AgriScience in the City
    • House Bill 59 (ag science careers)
  • Youth Outdoors

A partnership between

Cleveland Metroparks
OHIO STATE UNIVERSITY EXTENSION
4-H/CITY OF CLEVELAND

• Youth Leadership

Cuyahoga County
Family & Children First Council
Youth Advocacy and Leadership Coalition
Next: VP Conversation...

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<th>Programs</th>
<th>Personnel</th>
<th>Partnerships</th>
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<tbody>
<tr>
<td>Locally Relevant</td>
<td>Creative Campaigns = Trial Experiences</td>
<td>Innovation in Action</td>
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<tr>
<td>Responsive Statewide</td>
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<td></td>
<td>Innovation Challenge Fund = Resources</td>
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<td>Recognized Nationally</td>
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Collective Impact
OSU Extension In the City

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