

Community Development Unit Proposal: Collaboration

The collaboration group has worked to identify short, medium, and long term goals that will increase the amount of CD collaboration with both internal and external partners. The main theme of the collaboration group's proposal is to enhance the CD unit's value with our current associations, and to effectively identify new entities to further increase collaboration and the scope of the CD unit. Through identification of the current entities with whom CD professionals engage and identification of the gaps in those associations, OSUE CD can target these untouched relationships to increase the awareness and value of the CD unit. The greater the number of organizations, businesses, institutions, and individuals that engage with the CD unit and its programming, the more resources and outlets the CD unit will have, and the more effective it will become.

Short term

- Build a comprehensive list of all the organizations and institutions that CD professionals are already involved with and/or have close relationships.
 - o Build off the list of professional organizations already compiled by Rose.
 - o Other academic institutions, partnerships, non-profits, etc.
- Use this list to perform a gap analysis to identify the major areas the CD unit may be overlooking in its affiliations.

Medium term

- Organize, design, and partner with these entities to form collaborative activities, events, or programs that will work toward their benefit and express the value offered by OSUE CD. Can be done by collaborating with current or new, targeted partners on a regional level.
 - o Build off already well-established relationships. Example: Create a new advisory panel with some of the County Commissioners who already work with CD professionals. Bring this panel together each year to see what more the CD Unit could do for them in their counties. Ask how we could collaborate with other organizations within their communities.
 - o Design new collaborative efforts with and/or for new partners. Example: Work with groups such as the Youngstown Manufacturing Coalition, Ohio Manufacturers Association, and Ohio Manufacturing Extension Partnership to hold a yearly conference that will increase collaboration among a region's manufacturers and offer education on current issues within the industry.
 - o Current Example: Shared Services Expo in Northwest Ohio – designed/organized by CD professionals to create increased collaboration among different governmental agencies that leads to better utilization of services/resources which can benefit multiple parties.

Long term

- Increase collaborative efforts with new partners on a statewide level. Build off these initial, regional events and implement them in the other regions of Ohio, or hold a statewide event.

CD Funding Work Group – Cindy Bond, Nancy Bowen, David Civittolo, Joe Heimlich

Funding Matrix and General Timeline

Shorter Term (6 months)	Medium Term (24 months)	Longer Term (36 months)
Development Fund Income		
Set dollar goal: \$10,000/year to development fund Task marketing group with promotion Create cost-share formula	100,000 in development fund Review annually	On-going support for generating income 1. Grants support 2. Project support
Grants Writing		
Collaborative writing days Web-based support system - List of grants - Templates - Successful & unsuccessful grants with reviews	\$ available for hiring grants writer(s) on contract	Self-sustaining
Unified cost system		
Develop common cost sheet for CD programming in-state	Increased meeting of thresholds for tripping cost share formula	Contribute money on consistent level to CD unit Development fund
Sponsorships		
Develop position paper on sponsorships Develop PLAN for sponsorships in conjunction with development	Initiate plan	TBD

Summary of group recommendations:

1. There are currently two accounts within CD – Endowment and Development.
2. The Endowment account, based on current balance, serves as the ‘award’ account and is expected be able to generate enough annually to fund the award at \$1,000 per year. Group recommends continuation of this plan.

3. The Development account should support CD projects, programs, grants writing staff. To be sustainable, the group recommends a plan to maintain a balance of \$100,000 in the account by raising at least \$10,000 per year through two separate strategies:
 - a. Fundraising/marketing effort to alumni, retirees, special interest groups to raise at least \$8,000 initially. Task marketing group with this effort.
 - b. Set formula for cost share for program funds generated by all educators and specialists in CD. Group recommends that after a threshold is met, a percentage of the increment above that would go to the Development account. Possible scenario:
 - i. \$10,000 threshold in individual accounts and 25% funds captured thereafter to support CD unit projects, programs/grants.
4. Group recommends increased efforts to capture grant dollars for the unit and by programs. Two initial steps:
 - a. Establish a web-based support system for common grants such as NCRCD, USDA, NSF, etc. including examples of successful grants projects, templates for support letters and budgets, etc.
 - b. Schedule grant 'writing days' to pair grants writing expert(s) with others interested in making application for grants. Experts' time would be compensated for training. Take mystery and competition out of grant writing and development process.
5. In the medium term, as the Development fund grows or as funding within the CD unit allows, contract out services for grant writer to support the process of acquiring state, federal and foundation grants to support programs. This person would identify grants and assist teams and individuals in making application for grants. Also, to coordinate efforts to reduce duplication.
6. Group recommends developing a position paper on sponsorships to provide a guideline for who to approach, how and for what. A team of 3-4 educators/specialists should begin immediately to develop a plan that can be implemented to seek out sponsorship of programs.

Community Development Marketing Project Proposal

Marketing Team Members

Eric Romich (Co-Chair)
Brian Raison (Co-Chair)
Julie Fox
Myra Moss
Becky Nesbitt
Rose Fisher Merkowitz

Project Scope

The CD unit is made up of a number of outstanding educators teaching critical programming that truly strengthens lives and communities. However, we are modest individuals, lacking the desire to self-promote our accomplishments. As a result, Extension has developed a reputation as being one of Ohio's best keep secrets. A marketing plan will help to share the valuable programming that makes up community development Extension work.

The purpose of this proposal is to develop marketing strategies and establish a marketing plan that will help the Community Development Unit attain its objectives of helping communities enhance their well being through unbiased research, outreach, and education. This project focuses on the development of an Extension marketing plan for the Community Development Unit. With guidance from Julie Fox and her extensive marketing experience, our team has established a marketing outline (See Attachment A) to facilitate the development of the plan. Clearly identifying our goals and reflecting on the Community Development Unit Mission, or our compelling reason for existence will support this marketing outline. Our team plans to gather feedback from community development colleagues in relation to the integration of people, product, place, and promotion in the master marketing plan. In addition, we will seek support from a student intern preferably from the Ag Communications program to assist in refining the draft plan and driving the project through the implementation stage.

Outputs & Outcomes

Anticipated outputs and outcomes from the development and implementation of the Community Development Extension marketing plan includes:

Outputs

- Unified message with coordinated and branded communication and campaign materials
- Increased number of contacts with key stakeholders (numbers to be quantified later)
- Increased delivery of OSU Extension CD resources (numbers to be quantified later)

Outcomes

- Improved marketing practices of OSU Extension professionals
- Increased visibility and awareness of OSU Extension Community Development as a solution to stakeholder priorities

Community Development Marketing Project Proposal

Deliverables & Timeline

Phase 1: February 2013 - Organization, Unit input, & Data Collection

- Establish Buckeye Box Folder to host all documents virtually.
- Conduct a WebEx meeting with the entire CD unit to review the marketing plan outline and gain input on the critical aspects of Mission, people, place, product, and promotions. This will provide our team valuable information as we develop the marketing plan.
- Review marketing campaign case studies from other Extension systems.

Phase 2: February - April 2013 - Create CD Marketing Plan

- Conduct an inventory of existing CD marketing materials
- Use the marketing plan template (see attachment A) as a guide to organize feedback from the Webex meeting and case studies.
- Identify student intern.
- Share marketing plan DRAFT with student intern and brainstorm on methods to improve and identify project expectations.
- Compare the DRAFT CD marketing plan to the OSU Extension marketing plan and refine for consistency.
- Finalize CD Marketing Plan.

Phase 3: May - July 2013 - Implement the Plan

- Design and produce marketing materials

Phase 4: August 2013 - Engage Extension colleagues in outreach and education.

- Share marketing plan and materials with CD colleagues during a quarterly unit meeting.
- Review the process and evaluate effectiveness of overall project. Reflect on ideas to potentially share experience as a journal article.

Budget

	Activity	Notes	Cost
1	Travel	Travel funds for team to host a working day on main campus.	\$1,500
2	Student Intern	We would like to explore way to possibly identify a student intern (preferably from Ag Communications) that would be willing to volunteer for the project.	Unknown
3	Materials	The cost for development of materials is an currently an estimate and may change after we fully develop the marketing plan.	\$5,000
Total:			\$6,500

Attachment A: Marketing Outline



OSU Extension Community Development Marketing Outline Draft January 31, 2013

*Marketing is not only much broader than selling,
it is the whole business seen from the customer's point of view.*
Peter Drucker



Mission/Vision:

Compelling reason for our existence ...

[Link to OSUE/CFAES/OSU Strategic Plans](#)

PEOPLE (Relationship Building)

Who do we serve?

Primary Target Audience/s – who/where

External Influencers

Internal

Who are we?

Overall

How does our team align with target audiences and influencers?

PRODUCT

What solutions - products and services do we provide?

How are our resources 'packaged' and priced?

PLACE

Where do we work?

Visual merchandising resources onsite – cross selling programs/materials

PROMOTION

Basic Communications & Relationship Building

Positioning (elevator pitch)

Print resources

Electronic communications (ours, others, monitoring)

Targeted Campaigns/ Strategies & Tactics (awareness, trial, customer, loyalty)

Custom Service

Crisis Communications

Culture

PLAN & PROCESS

Current Marketing Audit (from customer/s point of view)

Industry Overview

Competitive Analysis

Resource Management (Money, Human, Space/Equipment/Supplies...)

Risk Management

Marketing & business plan with:

Marketing Goals - What milestones measuring?

Service/sales forecasts and assumptions

Budget

Coordinated Calendar