

OHIO STATE UNIVERSITY EXTENSION

Goals

Share and learn, discuss ideas in a trusting environment

Commit to decisions & action plans

Hold each other accountable for collective results

Agenda

9:30 Welcome/Introductions

10:00 CD Admin Update

11:00 Marketing/Communications

11:45 OJCEP/NACDEP Update

12:00 Lunch with Keith

1:00 Team Breakout Time

2:00 Funding

3:00 Collaboration

4:00 Adjourn



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INTRODUCTIONS



Admin Update



1. CD Highlights – Sandy
NC Impact Report – Brent Elrod
2. Strategic Plan – Action List
3. Expectation for Increasing Quality – Bond/Heimlich
Due Dates, Promotion Webinars?
4. Performance Management - merit, market, equity
5. Centennial/Extension Reconsidered
6. VP Conversation on the Future of OSUE



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Dean McPherson's Top 10 List for Extension

“...a time for vigor, not rigor....a time for vision that is out loud and in the whole...”

Staffing*	Program Scope*
Delivery System*	Reputation*
Financial Model*	Competition
Funder Expectations	Marketing*

*areas addressed at Penn State Extension



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VP Conversation on the Future of Extension

- Committee assembled by the Dean to hold strategic conversations with stakeholders about the future
- *What are or will be the most challenging trends and issues for Ohioans by the year 2035? What may be the best opportunities to leverage the strengths of the University and OSU Extension to address those issues?*
- 6-12 dialogue sessions, April-June – generate ideas about the future (related to education, industry, communication, social issues, economy, etc.)
- VP Forum, June/July – expert panel to share, refine and prioritize ideas



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VP Conversation on the Future of Extension

- Trend analysis, June-September – using data related to the descriptors/ideas to provide a “well-considered” view of the future”
- Forecasting, Late Fall – views of the future based on the trend analyses; thinking about OSUE’s role in that future
- VP Summit at Annual Conference – share what was learned, dialogue about the trends/issues, discuss implications (what does that mean for Extension work?)
- Educational components, Ongoing – to build organizational capacity to think about and plan for the future



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VP Conversation on the Future of Extension

- This process is NOT
 - A strategic planning process
 - An effort to re-structure the organization
 - Driven by a hidden agenda
- This process is focused on a “rigorous process of thinking about the future in order to form well considered expectations....(to) make a better tomorrow rather than waiting to see what ‘fate’ brings us”





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VP Conversation on the Future of Extension

- Futuring: Addresses possible and probable futures
- Visioning: Contrives preferred futures (Kodak)
- Strategic Foresight: Using these complementary processes to make decisions and plans for the future

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Strategic Plan: Top 20 Action List

1. Understand full range of Extension in Ohio
2. Learn program needs
3. Prioritize programs, efforts, and audiences
4. Inventory e-Learning modules
5. Create e-Learning modules (10% increase annually)
6. Align applied research with Discovery Themes
7. Increase creative and scholarly outputs of a collaborative nature
8. Engage in interdisciplinary/cross-program/multi-state/inter-institutional efforts
9. Evaluate teaching (face to face, via distance/webinar, etc)
10. Create and use evaluation tools for programs



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Strategic Plan: Top 20 Action List

11. Document efforts via RiV
12. Communicate impact via various media (e.g. micro-blog, blog, webpage, etc)
13. Use social media to extend reach
14. Track reach of social media
15. Increase extramural funding by 5% (annually)
16. Increase contributions to CD endowment/development account by 5% (annually)
17. Create and implement comprehensive marketing plan
18. Focus on improving core competencies
19. Participate in a diversity training (annually)
20. Implement OSUE coaching and mentoring protocols



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Key Tactics

Marketing
Funding
Collaboration



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Top 20 Action List - Marketing

1. Create and implement comprehensive marketing plan
2. Communicate impact via various media (e.g. micro-blog, blog, webpage, etc)
3. Use social media to extend reach – FB, Twitter, CDBlog
4. Track reach of social media



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Better lives. Stronger communities.

Family & Consumer Sciences
Marketing & Communications



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Agenda

- Plan Development: How did we get here?
- Marketing Plan Components
 - Message Map: Benefits & Attributes
 - Objectives: Identity, Visibility, Integration
 - Priority Strategies & Tactics
 - Core Message Talking Points
- Current Integration Work
- Advocacy



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Plan Development



The NEED

- **Emphasize a clear identity**, distinguishing it from other social service programs in the community.
- **Increase integration as a core component** of Extension's programs and services.
- **Raise visibility** to build public awareness, understanding, and support



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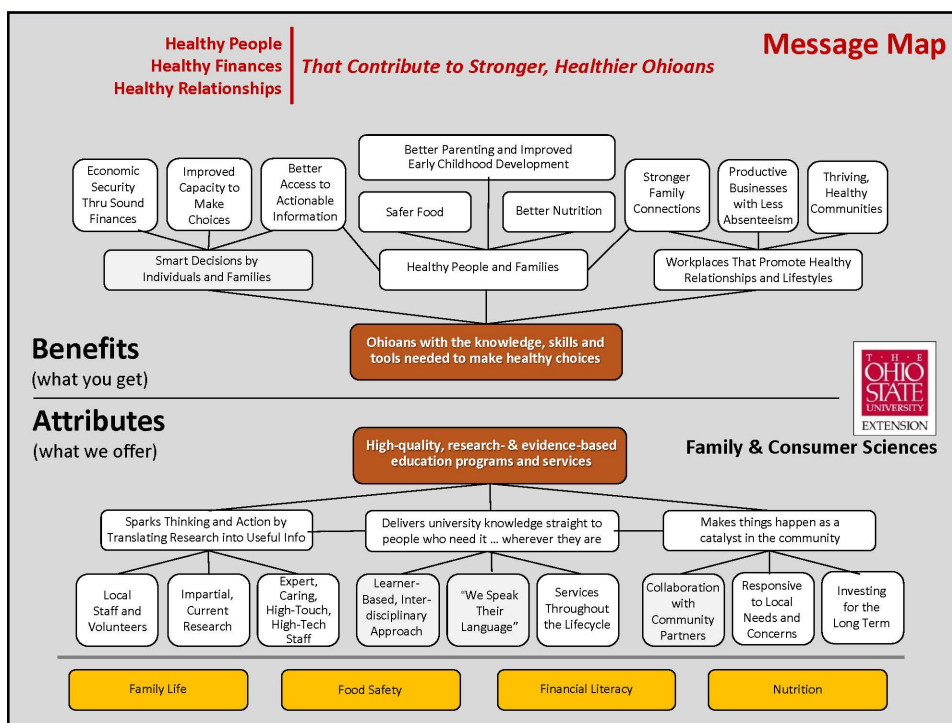
Plan Development - continued

The PROCESS

- **Engaged leadership team and marketing consultant to develop plan:**
 - Purpose
 - Long-term Objectives
 - Message Map
 - Family & Consumer Sciences Assets and Challenges
 - Target Audiences
 - Core Message
 - Scorecard Development
 - Sector-Specific Messages
 - Public Sector Decision-Makers and Community Opinion Leaders
 - Community-Based Organizations
 - Ohio Families
 - Community/Corporate Foundations
 - OSU Extension Staff and Volunteers
 - Marketing Strategies and Specific Tactics
 - Key Message Talking Points



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Objectives



- **Emphasize a clear identity**, distinguishing Family & Consumer Sciences from other social service programs in the community.
- **Increase integration of Family & Consumer Sciences as a core component** of Extension's programs and services.
- **Raise visibility of Family & Consumer Sciences** to build public awareness, understanding, and support.

Strategy #1:

Deepen public, private, and non-profit sector opinion leaders' awareness, understanding and support for Family & Consumer Sciences as a core component of OSU Extension's programs and services.

Priority Tactics

- Meet with local business leaders and other private-sector opinion leaders
 - *Develop a contact list of local leaders and periodically communicate with them.*
- Invite public officials to visit



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Strategy #1:

Deepen public, private, and non-profit sector opinion leaders' awareness, understanding and support for Family & Consumer Sciences as a core component of OSU Extension's programs and services.

Questions:

- 1) **Who are the opinion leaders in your community?**
- 2) **What strategies have been successful to get face time with your opinion leaders?**



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Strategy #2:

Develop marketing tools and strategies for county-level Family & Consumer Sciences and OSU Extension staff, and provide professional training to build county staff's capacity to use these tools.

Priority Tactics

- Pocket card
- Talking points
- Family of publications
 - Customizable folder
 - One-page fact sheets
- Communications training program
 - FCS
 - Extension colleagues
- Professional development: relationship building



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Strategy #2:

Develop marketing tools and strategies for county-level Family & Consumer Sciences and OSU Extension staff, and provide professional training to build county staff's capacity to use these tools.

Questions:

- 1) What tools would you find most helpful?
- 2) What training and/or support do you need?



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Strategy #3:

Raise public awareness and visibility of Family & Consumer Sciences programs and services – and their benefits for families throughout Ohio.

Priority Tactics

- Advisory Committees: marketing subset or focus
- Digital media strategy



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Strategy #3:

Raise public awareness and visibility of Family & Consumer Sciences programs and services – and their benefits for families throughout Ohio.

Question:

- 1) What needs to happen before your current advisory committee will effectively lead marketing?



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Family & Consumer Sciences


Better lives. Stronger communities.


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Core Message Talking Points



For Decision-Makers and Opinion Leaders

- Family & Consumer Sciences is an economic catalyst that makes things happen! With only a limited public investment, we build partnerships with other groups and organizations whose missions complement ours.
- We provide leadership, promote action and find ways to overcome the obstacles between vision and reality. We make lives better ... and communities stronger.
- Family & Consumer Sciences gives people the knowledge, skills and tools needed to make healthy, informed choices, which means healthier lives, better finances and more positive relationships at home, at work and in the community.


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Core Message Talking Points



For Community-Based Organizations: Schools, Faith-based, and Social Service Agencies

- Family & Consumer Sciences **works with our partners** to overcome the obstacles between vision and reality. Together, we make lives better... and communities stronger.
- Family & Consumer Sciences **works to make children and adults healthier** by promoting safe food practices and better nutrition, positive money management habits, and strong relationships – and **we help people acquire the knowledge and skills to make smart decisions in these areas.**
- Family & Consumer Sciences **provides reliable, evidence-based information for local organizations' wellness education efforts** with programs that encourage – and empower – people to adopt practices and behaviors that help them improve their finances, build more positive relationships with friends and family, and embrace healthier lifestyles.
- Family & Consumer Sciences services **prevent problems before they occur** – health problems, relationship problems, financial problems.



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Core Message Talking Points



For Ohio Families

- We give people the knowledge, skills and tools needed to make healthy, informed choices – to make their lives healthier, to improve their finances, and to strengthen their relationships at home, at work and in the community.
- Our programs and services make people's lives better.
 - **Our professionals offer a variety of nutrition programs that save money, promote healthier food choices and combat preventative health risks.**
 - **Money management and homeownership classes increase economic security.**
 - **Parenting and stress management programs improve stability.**
 - **Workplace wellness programs lower absenteeism rates and create more productive businesses and stronger communities.**
- You can trust Family & Consumer Sciences. We make lives better ... and communities stronger.



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Core Message Talking Points *example*

For Decision-Makers and Partnership Building

- Family & Consumer Sciences is education that equips individuals and families with real skills to live healthfully in all areas of their lives.
- Family & Consumer Sciences services prevent problems before they occur – health problems, relationship problems, financial problems.
- Family & Consumer Sciences works to make children and adults healthier.
- You can count on Family & Consumer Sciences.
- Family & Consumer Sciences is an economic catalyst that makes things happen!



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Alignment



- **OSU Mission** – we exist to **advance the well-being of the people of Ohio** and the global community through the creation and dissemination of knowledge
- **University Core Goals** – **Teaching & Learning**; [applied] **Research & Innovation; Outreach & Engagement; Resource Stewardship**
- **Discovery Themes** – **Energy & Environment; Food Production & Security; Health & Wellness**
- **CFAES Signature Areas** – **Food Security, Production, & Human Health**; Environmental Quality & **Sustainability**; Advanced Bioenergy & Biobased Products
- **OSU Extension Vision** – OSU Extension is a dynamic educational entity that partners with individuals, families, communities, business and industry, and organizations to **strengthen the lives of Ohioans**.

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Alignment con't

OSU Extension Strategic Plan

- **Initiative** - Strengthen marketing and communication strategies to build OSU Extension as an integral component of the OSU brand.

Strategies:

- Assess and market the value and benefits of OSU Extension programs, products and application of research findings through the development of targeted messages and tools.
- Develop a coordinated online and social media strategy.

Action Steps:

- ADs lead the development of a comprehensive marketing plan for their program area.
- ...develop and deliver a toolkit that includes targeted messages, marketing/publication templates and tools...



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Family & Consumer Sciences

**Better lives.
Stronger communities.**



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Implementation

- Educate and motivate Family & Consumer Sciences professionals
- Equip all Extension professionals
- Develop print and media promotions
- Fully integrate marketing and communications plan



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Current Integration Work

Marketing Team Work

- **Impact Measurement**
 - **Audiences → Tactics → Evaluation**

Audience	Tactic	Impact Measurement
Ohio consumers who do not work with/know FCS	• Social media (shared by others)	• Impact reports
	• Info shared by Extension colleagues (if work with other Extension depts.)	• Participant count
	• Billboards	• Go link hits
	• Press releases	• Random survey to five counties with five control counties
	• Brochures at community events	• Number passed out
	• Video in public offices	• Hits on go link
	• Fliers sent home at schools	• How many times played
	• Fair/community events (ex. Block O Walks)	• Number of people in the waiting room (views)
		• Numbers passed out
		• Hits on go link
		• Follow-up with parents (calls, survey - incentives to do survey)
		• Attendance



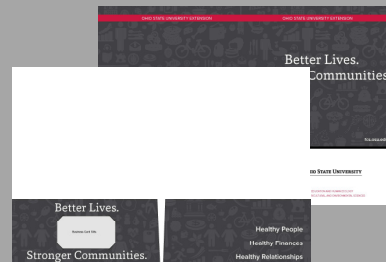
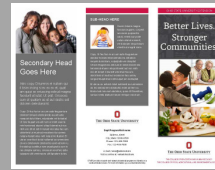
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Current Integration Work

Marketing Team work - continued

- **Timeline: Deliverables**
 - Training & Materials
 - Fair Activities
 - Annual Marketing Month – LIVE SMART OHIO! (November)
- **Marketing Package**
 - Folder
 - Display
 - Video
 - Social Media
- **Block O Wordle**



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Lessons Learned

- Focus on your main message
- Take time to get info from “outsiders”
- Think about a 5-year plan instead of a 1-year integration effort
- Dream big



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We need YOU!



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ACTION: *We are stronger together!*

Help us by using core messaging in every conversation

- Community Level
- State level
- Current partnerships
- Potential partnerships
- Internally



A fully integrated and effective marketing and communications plan requires **everyone**.

Thank you for making this effort successful!



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Top 20 Action List - Marketing

1. Create and implement comprehensive marketing plan
2. Communicate impact via various media (e.g. micro-blog, blog, webpage, etc)
3. Use social media to extend reach – FB, Twitter, CDBlog
4. Track reach of social media

Thoughts, ideas, action?

OJCEP/NACDEP Update

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Lunch with Keith

Keith L. Smith, Ph.D.
Associate Vice President, Agricultural Administration;
Associate Dean FAES; Director, Ohio State University Extension
and Gist Chair in Extension Education and Leadership
2120 Fyffe Road, Room 3 Ag. Admin
Columbus, Ohio 43210



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Team Time

BR&E, Local Foods, Energize Ohio,
Strategic Planning



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Key Tactics

Marketing
Funding
Collaboration



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Top 20 Action List - Funding

1. Increase extramural funding by 5% (annually)
 - Program/Project Fees & Contracts, NCRCD Small Grants, EDA, AFRI, etc
 - Distribution of admin support needs
 - Need for checklist
2. Increase contributions to CD endowment/development account by 5% (annually)
 - 41% CD participation rate in 2013
 - Campus Campaign – 'But For CD' Goal: \$10,000 (2014-2015)
 - To date: \$3366



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Thoughts, Ideas, Action



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CD Funding Committee Proposal

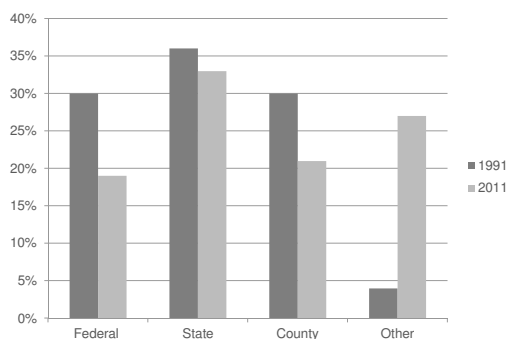
Joe Heimlich, Cindy Bond, David Civittolo, Nancy Bowen



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OSU Extension Funding Sources 1991-2011

- Other sources of funding increased from 4% in 1991 to 27% in 2011 (OSU Extension Annual Reports)
- Of total funding, one quarter is considered 'Other'. Of that 'Other' 53% is from grants and contracts (OSU Extension 2012 Annual Report).



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Short Term Goals

- Endowment
 - \$100,000 is the goal, current balance \$31,323
 - Interest feeds development
- Development
 - \$10,000 is the goal, current balance is \$5,417
 - Development funds \$1,000 annual cash award

Long Term Goals

- Endowment
 - Maintain \$100,000 level
 - Interest feeds development
- Development
 - Grow balance to \$100,000
 - Fund \$1,000 annual award
 - Fund CD projects and programs
 - Fund grants writing staff person



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Proposed Strategies to Grow Development Fund

- Fundraising effort
 - Internal – active CDers commit \$ through payroll deduction
 - External – retired CDers and supporters annual campaign
 - Goal to raise \$10,000 per year
 - Currently raising about \$1,000
- Program Funds Cost Share
 - Current formula:
 - None. Voluntary contributions
 - Proposed formula:
 - \$10,000 individual fund threshold with 25% funds captured thereafter



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Proposed Strategies to Grow Development Fund

- Increase Grant Funds
 - Establish web-based support system for common grants (NCRCD, USDA, NSF)
 - Examples of successful projects with templates for letters, budgets, etc.
 - Examples of unsuccessful grant projects with reviews as to why not funded
 - Schedule grant “writing days” to pair grants writing expert(s) with interested applicants
 - Experts' time would be compensated for training
- Increase Sponsorships
 - Develop a position paper on sponsorships to provide a guideline for who to approach, how and for what
 - Assemble a team of 3-4 educators/specialists to develop plan
 - Huntington Bank proposal could be used as a blueprint



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Key Tactics


Marketing
Funding
Collaboration

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Top 20 Action List - Collaboration

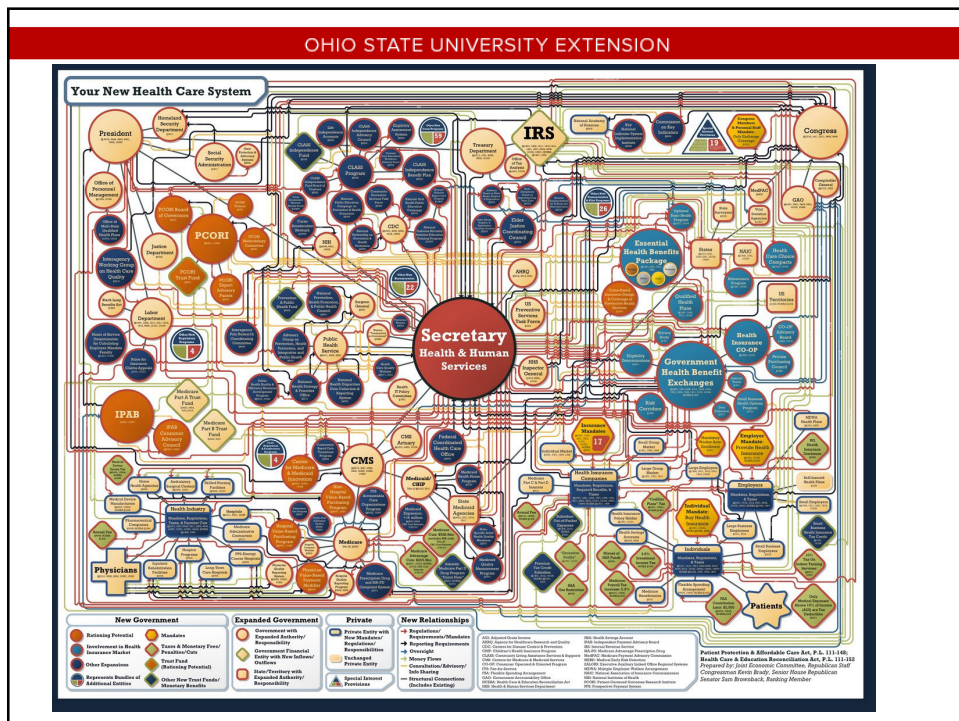
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5. Implement OSUE coaching and mentoring protocols

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Multi-State Program Retreat



- Purdue
- Kentucky Cooperative Extension Service
- University of Illinois Extension

June 2-4, 2014
200 miles from Columbus



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June 2-4 Multi-state Workshop – Nashville, IN

- Workshop Themes
 - Community Resiliency
 - Local/Regional Food Systems – Land Use/Agribusiness Development
 - Entrepreneurship and Regional Development
- Roles
 - Presenter – Sharing (nine 20-minute presentations)
 - Discussion Facilitator – Thinking (nine 60 minute sessions)
 - Workshop Facilitator – Application (nine 60 minute sessions)
 - Poster Presenter
- Networking, Recreation, Field Learning, Professional Development
- Registration: \$300



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Extension Signature Programs

1. Assuring Quality Care for Animals
2. Business Retention & Expansion
3. Energize Ohio
4. Live Health Live Well
5. Local Foods
6. Real Money Real World
7. STEM Pathways

CD Signature Programs

1. Business Retention & Expansion
2. Energize Ohio
3. Local Foods
4. Strategic Planning



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Aligning our work...

OSU Discovery Themes

1. Health & Wellness
2. Energy & Environment
3. Food Production & Security

CFAES Signature Areas

1. Food Security, Production & Human Health
2. Advanced Bio-energy & Bio-based Products
3. Environmental Quality & Sustainability

Extension Focus Areas

1. Strengthening Families & Communities
2. Enhancing Agriculture & the Environment
3. Advancing Employment & Income Opportunities
4. Preparing Youth for Success



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Extension Strategic Plan Goals

One - Ohio citizens benefit from Ohio State University Extension education and research resources.

Two - World-class Ohio State University Extension professionals are developed and sustained.

Three - Ohio State University Extension is recognized among the premiere extension programs in the nation.



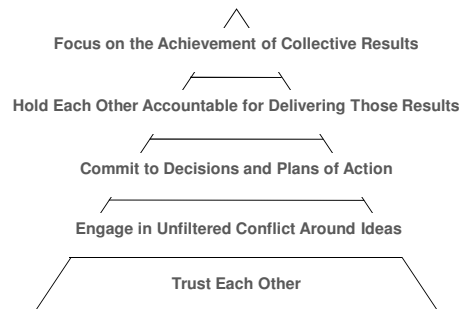
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1. Advisory Committees & Program Planning Committees
2. Evaluation Studies & Satisfaction Surveys
3. Partnerships (from multi-state to CD colleagues)
4. Funding
 - a) 3:1 to 1:1
 - b) Cross-State Revenue Generation – 'Take Out Menu' Webinars
 - c) Endowment/Development - \$10K goal in 18 month campaign
5. Leveraging Instructional Investments
 - a) Presentations to webinars to curricular materials
 - b) Factsheets to podcasts
6. Get Better
 - a) Professional development - Multi-state in-service (Purdue, Kentucky, Illinois)
 - b) Academic promotion
 - c) 'buddy system'



Thoughts, Ideas, Action

Cohesive and High Performing Teams (Lencioni)



Before?

and

After?...

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Safe Travels!

Jun 2-4 Brown County
State Park, Indiana

Oct 1 Gwynne
Conservation Center

Dec 9 Ohio Union



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