

MARKETING: Rose Merkowitz, Brian Raison, Sarah Orlando, Myra Moss, Eric Romich

1. Identify a target audience
2. Identify who are funders are and what they want
3. Identify what we can offer to whom and where
4. Build audience/distribution list for newsletter
5. Reach out to relevant partners (including 'links' to their webpages)
6. Collaborate more formally with others at OSU
7. Invest in some assistance (e.g. Fisher class or consultants)
8. Create slides explaining CD that can be added to every presentation we do
9. Use our CD logo
10. Develop a logo, a 'brand' like 4-H, and materials (e.g. pens, pencils, brochures),
11. Continue to enhance the website, CD newsletter, regular features on OSU Today
12. Increase involvement in social media including blog
13. Link to/lean on our connection as part of 'The OSU'

COLLABORATION: Marie Barni, Chet Bowling, Mike Lloyd, Joe Lucente, Greg Moon

1. Enhance trust within OSUE
2. Focus on individual networking especially at meetings and conferences
3. Share 'best practices' for collaboration, identify high quality collaborators
4. Continue internal networking opportunities (e.g. retreats)
5. Develop an online CD message-board/forum
6. Identify who to build ties with in other program areas and other depts/schools at OSU
7. Publicly recognize (via website) our 'friends of CD'
8. Incentivize and evaluate individual efforts to collaborate/partner
9. Support collaborative efforts with CD funding (e.g. 'mini-grants')
10. Identify an issue and invite others to partner with us to address it
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12. Invest in some assistance (e.g. powerful speaker)
13. Support training, cross-training, professional development, networking, etc

FUNDING: Cindy Bond, Nancy Bowen, David Civittolo, Joe Heimlich

1. Identify specific dollar amount goal every year
2. Incentivize pursuit of extramural funding (e.g. increase return rate on release time)
3. Share contacts/collaborators/funders/grant RFPs/mailling lists via CD website (internal use only)
4. Work beyond OSUE (e.g. multi-state, multi-agency, etc) to pursue regional/national funding opportunities
5. Create more tangible 'products' (e.g. curriculum materials) and charge more for programs
6. Focus on what 'customers' want to pay for (plans, reports, county ED positions, and products)
7. Focus on new and innovative efforts to attract external funding
8. Schedule time on calendars to search and write grant applications
9. Create an advisory board consisting of internal/external partners that would provide insights into future partnership, programs, and funding opportunities
10. Create a position focused on grant writing