OSU Extension Service in the Metro Area
Washington and Multnomah Counties

Past, Present and Future

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January 7, 2010
Presentation Outline

• Extension service mission
• History of extension service
• Local extension service today
• Characteristics of OSU metro extension service
• Future of OSU metro extension service
• Conclusions
• Discussion
OSU Extension

Mission
• Research-based knowledge and education
• Strengthening communities and economies
• Sustaining natural resources
• Promoting healthy families and individuals

Vision
• Engaging with people and communities for positive impacts
  – Community livability
  – Economic vitality
  – Natural resources sustainability
  – Health and well-being of people
Creation of the Land Grant college system was key to bringing research and practical education to the people

1862 Morrill Act signed by President Lincoln
- Higher education was made accessible to the ‘industrial classes’
- Courses of study offered: agriculture, engineering, and military tactics
- Each state established a public institution of higher learning

1868 Oregon Agricultural College established, now Oregon State University

1914 Smith-Lever Act
- Established partnership between agricultural colleges and U.S.D.A.
- Funded the dissemination of research at land grant institutions, effectively building the first Extension Service program
Extension Service in the 1900s

Concept of bringing university expertise to people in their communities was radical.

Focus was on agricultural and home economics topics.

Demonstrations and hands-on learning was common method of teaching.
Oregon Trail blazes Extension Service

- 1911 Oregon’s first Extension Director appointed —three years before federal legislation created Extension nationally
- 1912 Oregon’s first two county agents were appointed in Marion and Wallowa Counties—funded with private sources
- By 1937, every county participated and there were seven county agents
4-H solves for adult resistance to new technology and practice

Researchers at experiment stations quickly realized how challenging it is to change adult behaviors.

Working with youth to introduce new information and technology was a new model for getting ideas into the homes and onto the farms.
Core Purpose of Extension Service

Develop practical applications from research at the universities

Provide instruction & practical demonstrations of existing or improved practices & technologies
Principles of Extension Education

- Problem solving, practical, hands-on education
- Client driven education based on needs of the community
- Unbiased, research-based information
- Life long learning through informal education
- Partnership leads to powerful networks and community building
Modern Day Value of Extension Service

Grassroots, bottom-up approach is critical to progressing societies – its timelessly valuable.

Youth development approach of education, self improvement, leadership is essential in creating healthy, skilled societies in future.

Our world order today is significantly different than the early 1900s, more than ever local communities and larger societies need to retain linkages between technology, research, and practice in the professions that build and feed our communities.
OSU’s Strategic Plan

Land Grant

People

Economy

Planet
OSU Campus & Extension County Faculty Interface

Discover
Understand

Campus

Counties

Evidence-based Education
Applied & Practical

Socially Significant Problems
Core Program Areas

Agriculture & Natural Resources

Forestry & Natural Resources

Family, Community & Health

4-H Youth Development

Sea Grant

DISCIPLINES
Leveraging Human Capacity

Faculty
219 FTE

Trained Volunteers
8,900

Engaged Student Learners
2,339,468
Extension Today: Agriculture and Natural Resources

- Production Agriculture
- Integrated Pest Management
- Sustainable Agriculture
- Biomass Energy Development
- Water Quality

Experiment Stations
Research & Extension Centers

Small Farms
Farmers Markets
Master Gardener Program

POWERED BY ORANGE
Extension Today: Forestry & Natural Resources

- Master Woodland Mgmt
- Basic Forestry
- Resource Mgt.
- Tree Schools
- Backyard Forestry
- Ties to the Land
- Wild land Fire Education
- Christmas Trees
- Wood Innovation Center
- Forest Industries
  Directory
4-H works with young people to learn and grow through an intentional process that builds confidence, competence, connection, compassion, and character.
Extension Today: Family, Community & Health

Family
- Parenting
- Grandchildren
- Healthy Aging
- Financial Literacy

Community
- Rural Leadership Program
- Mold Control
- Childhood Hunger Initiative

Health
- SNAP Education (Nutrition Education Program)
- Garden Enhanced (Nutrition Education)
- Physical Activity (Strong Women)
- Food Preservation & Storage
- Family Food Educators
Extension Today: Sea Grant

- Hatfield Marine Science Visitor Center, Newport
- Youth Education, Hatfield Center
- Fisheries and Seafood
- Seafood Laboratory, Astoria
- Master Watershed Stewards
- Storm Water Runoff
- Low Impact Development
- Aquatic Invasive Species
- Ornamental Fish Culture
- Free Choice Learning
Extension Today: Leadership Development
Washington County Citizen Participation Program Bullets

- Reaches over 11,000 households who have chosen to receive information about county and local government activities
- Encourages engaged and empowered citizens to advise county and local government on issues of community livability through Citizen Participation Organizations
- Offers residents and business operators the opportunity to experience leadership and to “learn by doing” the skills of meeting facilitation, agenda planning, group process, presenting testimony, and public policy development
- Builds community leadership by serving as a stepping stone for citizens who choose to apply for appointment to public positions or campaign for elected offices
- In partnership with citizen volunteers, consults with Washington County staff and Commissioners on public involvement strategies.
Extension Today: Economic & Community Development
Today’s Extension Service in Metro

- Multi-county work
- Leveraging limited resources
- Partnership support
- Meeting rapidly changing needs of learner and communities
- Maintaining support at the local, state and federal level
- Outreach
- Visibility of programming activities
- Technology implementation
- OSU Extension Service statewide organizational transformation, e.g. regionalization, market value, program integration
Partnership Support

Strengthen, enhance, leverage existing partnerships
Identify new and creative partnerships
Leveraging Limited Resources

Resources needed or doing the same amount with quality, prioritizing & working strategically?
Multi-County Work

Competing demands and priorities, unique issues

Architecture of systems and processes create efficiencies and leverage
Extension’s Future…

- eXtension, (Ask the Expert)
- On-line education
- Web Resources
- Virtual learning
- Communities of Place
- Communities of Interest
- Free Choice Learning
- Blogging
- You Tube
- Open campus
- New partnerships
Where will Extension focus in the future?

Sustainable Living

ENERGY

Water

Local Food Systems

Youth Development

Economic Development
Conclusions

• Linkages of Land Grant Mission tied to daily work of Extension Service and is a subset of outreach and engagement of the university
• Program linked to bringing education to meet community needs
• Healthy balance of challenges and opportunities
• Resourceful, committed, passionate, experienced staff and faculty are crucial existing assets to program
• Opportunity to leverage creativity, build upon success, and map new forward directions with Transformation, i.e. regionalization, market value & program integration
• Significant need for local advisory council in the metro for both counties, Extension advocates, citizen voices
• Need for a new business model that retains relationships, and bridges gaps in program need & populations unreachable
Thank You
Appendix
Metro Master Gardener’s

• In 2008, Metro MG trained 193 participants who joined the ranks of more than ‘750 veteran’ MG volunteers in the metro area
• Group volunteered 27,991 hours of service through the year, contacting 15,154 Oregonians to answer questions and extend knowledge base
• Examples of programming: plant clinics, hotline, Fairplex and other demo gardens, individual and community gardens, Clinics at Farmer markets, Learning Garden, online collaboration tool development, cataloguing resources etc
Washington County Agriculture-Natural Resources Program Bullets

• **Crop Consultation** – Answers questions and makes recommendations to growers and industry representatives regarding all aspects of crop production for the fields they manage.

• **Education** – Sponsors several workshops each fall and winter (8-10) that focus on research-based agronomic practices. Focus on growers and industry representatives who manage large acreage field crop operations. Activities include visits from statewide specialists stationed on campus. Field days integrated into the education program and are geared towards giving growers a hands-on learning experience.

• **Applied Research** – Field-based agronomic research both on grower’s fields alongside campus-based researchers at Hyslop Farm in Corvallis. Directed toward developing new technologies, sustainable practices, and management techniques that will improve the overall productivity and sustainability of North Valley field crop production.
OSU Forestry and Natural Resources Extension Program Bullets

- OSU Forestry and Natural Resources Extension assists small woodland owners meet today’s competing demands on forest resources in the following ways:
- Empowers small woodland owners to meet their management objectives through sustainable and environmentally sound forestry practices.
- Bridge between the cutting-edge research being done at the world-renowned OSU College of Forestry and the application of that research on the ground by small woodland owners.
- Master Woodland Manager volunteers multiply Extension’s impact by conducting woodland tours, providing one-on-one assistance, and helping with public outreach. Dozens of MWM’s provide hundreds of hours of service annually in the metro area.
- Educates the general public about the important economic, ecological and social benefits that Oregon’s managed forests provide.
Metro 4-H Program Bullets

- 4-H Youth Development is an outreach program of the College of Health and Human Sciences at Oregon State University.
- 4-H youth learn life skills that lead to positive contributions to community; healthy family and social relationships; and economic self-sufficiency.
- Science, Engineering, Technology, Sustainable Living and Civic Engagement are the focal points for 4-H positive youth development.
- 4-H volunteers are vital to positive youth development and receive a wealth of training, networking and recognition opportunities.
- Diverse 4-H partnerships in the community benefits youth, the volunteers, the community, and our partners.
- Diverse audiences are engaged in both innovative 21st century positive youth development opportunities and traditional 4-H programs.
Metro Family, Community, Health Program Bullets

• Healthy Homes: mold control, safe pest (roach, any and rodent) control in homes, low-cost and non-toxic cleaning and well water testing and maintenance are addressed.

• Food safety provides the only “live” response to food safety questions that consumers in the metro area have access to. Answer hundreds of calls annually regarding the safe preparation, storage and service of food. Food preservation classes, information and canner gauge testing are popular.

• Healthy aging is of interest to the nearly 50,000 Washington county residents over the age of 65, and their family members and caregivers. Tips for aging in place, safe homes for older adults, preventing falls and strengthening bones are popular topics.

• An AmeriCorps VISTA member joined OSU Extension Service in 2009 to share basic financial education with local residents to help them manage the resources they have and to learn what community help might be available to them during these tough economic times. We continue to seek cooperators for this effort and have found the business community to be quite interested in financial literacy for their employees.
Hands-on, experiential education is the cornerstone. Faculty and staff meet the community where they live and work. They bring nutrition, health, and physical activity research of the University to families and community partners, who in turn, share messages with their clientele.

NEP adult participants learn how to choose nutritious foods, cook in healthy ways, handle food safely, and manage their food dollars wisely.

NEP youth participants learn how to expand their food choices to include a variety of healthful foods and practice making healthy choices. They experience new foods, usually by eating them, and also learn how to prepare foods safely.

Three satellite offices allow for greater outreach to the community: one in Hillsboro, one in Multnomah County, one in Oregon City.

Hispanic programming strives to help families maintain traditional diet and improve the diet. Focuses on helping immigrant families learn how to shop in US supermarkets and ultimately better utilize their food resources, select foods when they are in season and use canned and frozen alternatives at other times of the year.
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