

# Extension Program Work Area

## Extension & Experiment Station Communications

### PWA1: Educational Material Development

#### Rationale

The way society engages in educational activities -- the way some people learn -- is changing. To remain relevant, the OSU Extension Service must adapt, blending emerging and traditional educational programming, educational materials and information generation and delivery. Another essential activity in keeping Extension relevant to Oregonians will be identifying and using effective communications techniques and technologies to report to taxpayers and other funding sources on the scope and outcomes of Extension's work.

#### Stake Holder Input

EESC faculty will study current and potential Extension learners' needs and preferences, gather input from Extension faculty, staff and administrators, collect input from external media professionals, and survey users of Extension educational materials and information.

#### How Stake Holder Input was used to create this PWA

#### Long Term Outcome

Engage with Extension educators to help them adapt to society's changing methods of learning. EESC faculty will help the other Extension educators utilize emerging and traditional techniques and technologies to produce educational materials and programs that achieve desired social, economic and environmental impacts.

#### Indicators of Successful Achievement of this Outcome

Within Extension, indicators will include adoption and effective use of appropriate communication techniques and information technologies. Outside Extension, indicators will include increased use of educational information provided by Extension, resulting in strengthened communities and economies, sustained natural resources, and healthier families and individuals. In the accountability area, indicators will include state and federal fiscal support levels for Extension.

### PWA2: Accountability

#### Rationale

The way society engages in educational activities -- the way some people learn -- is changing. To remain relevant, the OSU Extension Service must adapt, blending emerging and traditional educational programming, educational materials and information generation and delivery. Another essential activity in keeping Extension relevant to Oregonians will be identifying and using effective communications techniques and technologies to report to taxpayers and other funding sources on the scope and outcomes

of Extension's work.

### **Stake Holder Input**

EESC faculty will study current and potential Extension learners' needs and preferences, gather input from Extension faculty, staff and administrators, collect input from external media professionals, and survey users of Extension educational materials and information.

### **How Stake Holder Input was used to create this PWA**

### **Long Term Outcome**

Proactively lead the OSU Extension Service in using appropriate methods, strategies and technologies to deliver accountability information to Oregonians, other funding partners, and other interested parties.

### **Indicators of Successful Achievement of this Outcome**

Within Extension, indicators will include adoption and effective use of appropriate communication techniques and information technologies. Outside Extension, indicators will include increased use of educational information provided by Extension, resulting in strengthened communities and economies, sustained natural resources, and healthier families and individuals. In the accountability area, indicators will include state and federal fiscal support levels for Extension.

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