

Cooperative Extension in the North Central Region

Community Vitality Symposium



June 24-25, 2015 - Omaha, Nebraska

BROADLY* DESCRIBED ISSUES THAT CALL ATTENTION TO ENHANCING OUR COMMUNITY VITALITY PROGRAMMING

**THESE ARE NOT PRIORITIZED AT THIS TIME.*

- ▶ **Resilient Communities** - Assist communities in becoming sustainable and resilient to the uncertainties of economics, weather, health, and security
Participant Comments: Quality of life in communities (suggests a holistic perspective); urban areas have more organizations in place.
- ▶ **Community Health and Wellness** –increase the number of Americans who are healthy at every stage of life.
Participant Comments: Health: age, prevention, access to services, health system sustainability, health literacy; Substance abuse; Links between health, foods, wellness, access, and community.
- ▶ **Assisting a Community Fulfill its Sense of Place (Placemaking)** –
Participant Comments – Assisting communities to become the type of community they want to be; facilitating how a community uses its own assets (physical, cultural, and social) to define itself; bringing a catalyst to bring the community together.
- ▶ **Food Systems and Food Security** – Ensure an abundant and safe food supply for all.
Participant Comments: Food system issues, access, quality, preferences, infrastructure, environmental implications.
- ▶ **Economic Prosperity for All** –
Participant Comments - Changing economic conditions; Poverty, income inequality; Economic disparities; Scarcity of resources; Lack of opportunity in education and occupation; Jobs, economy; Income and socioeconomic conditions
- ▶ **Inclusion and Diversity** –
Participant Comments - Increasing diversity and being more inclusive; enhancing cultural competency; addressing racism to tolerance; inclusion and diversion; population diversity; critical thinkers needed.
- ▶ **Serving Specific Needs of Local and State Governments** –
Participant Comments – Local government challenges of meeting service gaps; increasing participation in governmental decisions (also tied to leadership and citizen engagement); the need for better information (data) in governmental decision-making; we (CES) have data that could be better utilized; we need to look broader from within our institutions when supplying this information (e.g., from our applied population labs, department of ag economics, centers for public affairs, business schools, etc.).

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▶ Leadership –

Participant Comments – A need to increase participation, and true engagement, in governmental decision making; training programs for elected and appointed officials; local official succession planning; building capacity to work with communities on wicked issues; more consideration for youth-based civic engagement, enhancing our own (CES) leadership and succession planning (e.g., NELD and NELD-like programs).

▶ Maintaining and Enhancing a Quality Environment – *Climate, Land Use and Water*

Participant Comments – access to natural resource assets-water, air & other natural assets-Development of leaders to deal with tough issues; displacement related to shale energy development.

BROADLY DESCRIBED OUTCOMES OF CES EFFORTS THAT ADDRESS COMMUNITY VITALITY

(THESE ARE GENERAL EXAMPLES FROM THE PRE-SYMPOSIUM QUESTIONNAIRE; OBVIOUSLY MORE WORK IS NEEDED TO BETTER DEFINE THESE AS MEASURABLE INDICATORS.)

- ▶ enhanced quality of life
- ▶ jobs created/saved
- ▶ empowerment of community leaders
- ▶ communities realizing a sense of place
- ▶ more inclusive participation in leadership roles
- ▶ more inclusive community decision making (e.g., *government and citizen led decisions*)
- ▶ a more prepared and effective workforce
- ▶ community vibrancy and readiness (e.g., *in meeting issue challenges -- such as those above*)

EVIDENCE OF INNOVATION IN OUR APPROACHES

- ▶ A focus on enhancing community resilience. Engaging citizens in a dialog about issues that make their community better (more resilient, vibrant, a strong sense of place).
- ▶ Mobilizing partnerships, especially those where community-based Extension educators are critical links (and facilitators) to make something happen that wouldn't have without their objective role in a dialog/process.
- ▶ Raising issues, and facilitating the discussion of them at a local/individual community scale, while also making a link and/or facilitating that to state-wide or multistate levels.
- ▶ Creatively inserting science-based information/data into community decision making, both with governmental decisions and community-citizen actions (e.g., the educator understands how data such as IMPLAN and census data can be used to make decisions by government, business and consumers).
- ▶ Engaging broad interests in helping a community understand and respond to the issues it determines are essential to being resilient, vibrant and sustainable.
- ▶ Engaging young people in efforts to create a healthy community.
- ▶ Realizing community vitality includes many aspects of what it sees as vital to its future (e.g., this goes beyond economic development).

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Additional areas of concern and priority – for future discussion and prioritization:

- ▶ **Specific Environmental Issues: Climate, Land Use & Water Quality** - Displacement related to shale energy development; access to natural resource assets-water, air & other natural assets- Development of leaders to deal with tough issues.
- ▶ **Youth Poverty** – Especially issues associated with generational poverty.
- ▶ **Getting People to Look to the Horizon (Future)** - Critical thinkers needed.
- ▶ **Local and State Governments** - Finance; Local government challenges.
- ▶ **Education** - Early Childhood; Small schools, new models.
- ▶ **Crises** - Health, economy, infrastructure.
- ▶ **Generational Differences**
- ▶ **Shifting Social Skills**
- ▶ **Housing** - Need for livable (related to community wellness).

Notes: These specific issues are likely components with/under the nine issues above. They may be included as those nine issues are further refined and prioritized.

Intention: Discerning preferred positioning for community vitality work

Results: Named competencies/niche; key partners, incentives & barriers

WHAT EXTENSION BRINGS TO THE TABLE THAT OTHERS MAY NOT/OUR VALUE ADDED NICHE

1. Local connections/relationships linked with University expertise for credibility, positive reputation, trusted brand - honest broker, legitimacy, respect
2. Great abilities to have and grow connections, linkages, and networks at the local, state, regional, federal & global levels
3. Funds and fundraising abilities
4. Perceived lack of bias; bring neutrality (at our best)
5. Education and facilitation role (vs. regulation), service focus (vs. for-profit)
6. Established organization, sustainable - “there for the long-term”; momentum
7. Accredited institution; knowledgeable workforce; depository of information/knowledge and use of research and best practices; success stories; experiential; evidence based research
8. Educated workforce with a worldview
9. Flexibility and responsiveness; nimble
10. Ability to build capacity of others, bring people to the table, facilitate the discovery of opportunities/coaching
11. Broad stakeholder base; involving new audiences; broad reach of audiences
12. Affordability and accessibility; local offices/presence
13. Diverse programming; needs assessment processes; needs identified-program related; Wide breath of involvement; broad spectrum & delivery platforms; melding/collaboration on issues; ability to address complex issues; holistic;
14. Provide public value-ability to achieve impacts; return on investment/value/benefit; demonstrated value; greater good focus
15. Packaging of our unique strengths (program areas, education, service, research, networks, delivery system)

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IDENTIFYING KEY PARTNERS AND MUTUAL BENEFITS

TYPE OF PARTNER	SPECIFIC EXAMPLES	MUTUAL BENEFITS
FEDERAL	USDA USDA- RURAL DEVELOPMENT	LEADERSHIP CAPACITY AFFORDABILITY ADDRESSING THEIR PRIORITIES
TRIBAL GOVERNMENT, ORGANIZATIONS AND ENTITIES		(SAME AS FEDERAL)
STATE GOVERNMENT	STATE AGENCIES ECONOMIC DEVELOPMENT DEPT. STATE LEGISLATURES	(SAME AS FEDERAL)
REGIONAL AND LOCAL GOVERNMENT	CITY GOVERNMENT COUNTY GOVERNMENT ECONOMIC DEVELOPMENT AUTHORITIES WORKFORCE DEVELOPMENT	(SAME AS FEDERAL)
ELECTED OFFICIALS APPOINTED STAFF		(SAME AS FEDERAL)
UNIVERSITY	DEPARTMENTS PROGRAMMATIC COLLEAGUES	(SAME AS FEDERAL)
PHILANTHROPIC AND FUNDING ORGANIZATIONS	FOUNDATIONS COMMUNITY FOUNDATIONS FUNDING AGENCIES	FUNDRAISING – LOCAL PRIORITIES CAPACITY TO DELIVER
NON-PROFITS	CHAMBER OF COMMERCE TOURISM SERVICE PROVIDERS SERVICE ORGS- YOUTH AND ADULT HEALTH CARE ORGANIZATIONS	COMPLIMENTARY PROGRAMMING UNIQUE EXPERTISE
FOR-PROFITS	PRIVATE INDUSTRY BUSINESSES HEALTH CARE ORGANIZATIONS	ACCESS TO INFORMATION AND EXPERTISE NEW IDEAS & CREATIVITY REAL-WORLD EVIDENCE
MEMBERSHIP ORGANIZATIONS	PROFESSIONAL ORGANIZATIONS COMMODITY ORGANIZATIONS FAITH BASED	
EDUCATION	K-12 SCHOOLS PRIVATE SCHOOLS COMMUNITY COLLEGES OTHER HIGHER EDUCATION INSTITUTIONS OTHER UNIVERSITIES IN OTHER STATES	UNIQUE EXPERTISE ACCESS TO AUDIENCES
MEDIA		EXPAND NETWORKING QUALITY NEWS BRAND RECOGNITION
THE PEOPLE-THE COMMUNITY		
NO SPECIFIC PARTNER IDENTIFIED		EXTEND REACH CREDIBILITY/CONNECTIONS RESOURCES-NEW IDEAS, KNOWLEDGE COMPLIMENTARY OBJECTIVES DIVERSITY OF PERSPECTIVES GROUND TRUTHING INSTITUTIONAL KNOWLEDGE

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INCENTIVES FOR EXTENSION COMMUNITY VITALITY EFFORTS

1. Identified needs – issues
2. Funding (also a barrier)
3. External regulations change (also a barrier)
4. Changing technology and infrastructure (also a barrier)
5. Teachable moment
6. Innovation
7. Measuring impact (also a barrier/constraint)
8. Collaboration we create to encourage one another
9. Importance of collective impact- how extension affects it

CONSTRAINTS AND BARRIERS TO EXTENSION COMMUNITY VITALITY EFFORTS

External Constraints and Barriers	Internal Constraints and Barriers
<ul style="list-style-type: none"> • Here today-gone tomorrow • Perceived duplication groups • Politics, Politics, Politics • Tradition • Competitors • Funding, Funding • Reputation- perception is reality • Barking dogs • Risks – real or perceived • Sacred cows • Traditional stakeholders • Status Quo 	<ul style="list-style-type: none"> • Tension between existing programs and new programs that need to be delayed • Lack of programming integration • Reactive vs. proactive • Politics • Tradition • Policies

NAMING KEY INSIGHTS FROM THE DISCUSSION OF KEY PARTNERS, EXTERNAL FACTORS AND BARRIERS/INCENTIVES

- BIG PROBLEMS – problems too big so need lots of players prioritizing efforts and external pressures
- PLENTIFUL PARTNERS - Defining and clarifying what partnership means; situation based selection among limitless partners we can bring together for collective impact
- LETTING GO - Perceived risks of letting go of sacred cows! Inability to let go of things that others can do better (we can be the convener)
- POLITICS PERSISTS- Politics decreases the systems effectiveness
- FUNDING – Capacity, trade-offs, priorities, chasing \$\$\$\$
- Most everything is both an incentive and a barrier

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Major social conditions that should prompt our action & demand a programmatic response from Extension	Economic Vitality	Place making for Planning, Designing and Managing Public Spaces	Public Leadership and Civic Engagement	Vision/Aspiration, Community Planning and Strategic Action
Resilience/Quality of Life in Communities	X	X	X	X
Looking to the Horizon	X	X	X	X
Inclusion and Diversity Race, Ethnicity	X	X	X	X
Economic Prosperity for All; Income and Socioeconomic	X	X	X	X
Health and Wellness	X	X	X	X
Food Systems and Insecurity	X		X	
Local and State Government Challenges & Finance	X		X	
Climate, Land Use & Water Quality	x	X		
Education - Early Childhood Development Small Schools, New Models		X		
Housing				
Lack of Opportunity- Education and Occupation				X
Crises – Health, Economy, Infrastructure				
Generational Differences				
Shifting Social Skills				

Note: Topical leaders met to help link the areas named to the programmatic themes that were being discussed. The 'X' indicates a relationship between the areas of priority and the programmatic responses. Where there is no 'X' the leaders did not get to these items.

ADDENDUM:

Symposium Agenda

Wednesday, June 24:

7:00 am Embassy Breakfast in Hotel Atrium

8:00 am Goals for the Symposium - Symposium Co-Chairs:
Chuck Hibberd, Dean and Director, University of Nebraska Extension
Karla Trautman, Associate Director, South Dakota State University
Enhancing Community Vitality and the Role of Land Grant Universities.
Chuck Schroeder, Nebraska Rural Futures Institute
Alison Davis, University of Kentucky

9:20 am What Stakeholders Say - What We Learn From Community Forums

10:30 am Extension's Response to Enhancing Community Vitality
Open dialog and Facilitated Discussion, by Donna Rae Scheffert, Emeritus Extension Professor and President, Leadership Tools

Noon Luncheon
Lunch Host: Karla Trautman, Associate Director, South Dakota State University Extension
Speaker: Cathann Kress, Vice President and Director, Cooperative Extension at Iowa State University

1:15 pm Topical Discussions Purpose and Process Overview

1. **Vision/Aspiration, Community Planning and Strategic Action**
Guiding a community in framing a vision of hope and aspiration for the future, community-based work that operationalized the community's vision.
2. **Public Leadership and Civic Engagement**
Leadership programs for the current and next generation of leaders, and promoting citizen engagement in public issues.
3. **Economic Vitality**
Innovative ways to advance business stability and growth and create 21st century job readiness/workforce skills development.
4. **Placemaking for Planning, Designing and Managing Public Spaces**
People-driven processes for promoting sound management and use of a community's built and natural/environmental resources.

1:45 pm Break-Out of Discussion Groups (Pre-assigned)

4:30 pm Peer review discussions -- participants may switch assigned groups.

5:30 pm Break for the day

Thursday, June 25:

7:00 am Embassy Breakfast in Hotel Atrium

8:00 am Full Symposium Reconvenes

- Putting Together the Pieces – The Community Vitality Puzzle
- Group Reports, Problem Solving and Identifying Our Regional Priorities

10:30 am Synthesis Panel – what have we heard?
Moderated by Bo Beaulieu, Purdue University
Panelists will include Cooperative Extension Deans/Directors in Attendance.

11:15 am Next steps, Group Assignments, and Developing a Strategy Document

11:45 am Closing Comments and Observation – all participants

Noon Adjourn.

ADDENDUM:

Invited Participants

ANDRESEN	WILL	UNIVERSITY OF WISCONSIN EXTENSION
BEAULIEU	BO	PURDUE UNIVERSITY
BOERBOOM	CHRIS	NORTH DAKOTA STATE UNIVERSITY
BOWEN	NANCY	THE OHIO STATE UNIVERSITY
BRITT-RANKIN	JO	UNIVERSITY OF MISSOURI EXTENSION
BUCHHOLZ	DARYL	KANSAS STATE UNIVERSITY
BURKHART-KRIESEL	CHERYL	UNIVERSITY OF NEBRASKA-LINCOLN
BUTTRY	COREY	UNIVERSITY OF ILLINOIS
DAVIS	ALISON	UNIVERSITY OF KENTUCKY
DEVLIN	STEVE	UNIVERSITY OF MISSOURI
EMERY	MARY	SOUTH DAKOTA STATE UNIVERSITY
FLAGE	LYNETTE	NORTH DAKOTA STATE UNIVERSITY
GUGGISBERG	RON	FIRE DEPARTMENT CAPTAIN, ND LEGISLATOR – DISTRICT 11, BUSH FOUNDATION FELLOW, FARGO, ND,
HANCOCK	CONNIE	UNIVERSITY OF NEBRASKA
HENDERSON	JASON	PURDUE UNIVERSITY
HERNANDEZ	HIRMAR	IOWA STATE UNIVERSITY
HIBBERD	CHUCK	UNIVERSITY OF NEBRASKA
HORNTVEDT	JODY	UNIVERSITY OF MINNESOTA
JONES	SHELDON	VICE PRESIDENT, FARM FOUNDATION

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KENNEDY	ZACHARY	UNIVERSITY OF ILLINOIS
KRESS	CATHANN	IOWA STATE UNIVERSITY
MARTIN	KEN	THE OHIO STATE UNIVERSITY
MARTINEZ	GERARDO	UNIVERSITY OF MISSOURI
MOSS	MYRA	THE OHIO STATE UNIVERSITY
OLSON	KENT	UNIVERSITY OF MINNESOTA
O'NEILL	KARI	SOUTH DAKOTA STATE UNIVERSITY EXTENSION
RICE	TRUDY	KANSAS STATE UNIVERSITY
SALAZAR	KARA	PURDUE UNIVERSITY
SCHEFFERT	DONNNA RAE	LEADERSHIP TOOLS
SCHMITT	MIKE	UNIVERSITY OF MINNESOTA
SCHROEDER	BRANDON	MICHIGAN STATE UNIVERSITY EXTENSION
SCHROEDER	CHUCK	UNIVERSITY OF NEBRASKA - LINCOLN
SHEPARD	ROBIN	NORTH CENTRAL COOPERATIVE EXTENSION ASSOCIATION (NCCEA)
STONE	BARBARA	KANSAS STATE UNIVERSITY
TEMPLIN	LIZ (ELIZABETH)	UNIVERSITY OF MINNESOTA
TOOTLE	DEBORAH	IOWA STATE UNIVERSITY AND UNIVERSITY OF WISCONSIN-EXTENSION
TRAUTMAN	KARLA	SOUTH DAKOTA STATE UNIVERSITY EXTENSION
WILCOX	MICHAEL	PURDUE UNIVERSITY
WILSON	JENNIFER	KANSAS STATE UNIVERSITY
WISE	GREG	UNIVERSITY OF WISCONSIN EXTENSION
ZOIA	BONNIE	MICHIGAN STATE UNIVERSITY EXTENSION