

Community Engagement and Partnerships within a Successful Urban Extension Model

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OSU Extension Urban Program

- Foundation of urban Extension programs-campus to community
- Strategies in developing collaborative and mutually beneficial partnerships
- Promising practices, lessons learned
- Emerging opportunities
- What does community engagement and partnerships look like in your urban Extension program?

Oregon State University's Strategic Plan

People



OSU
Oregon State
UNIVERSITY

Land Grant

Planet

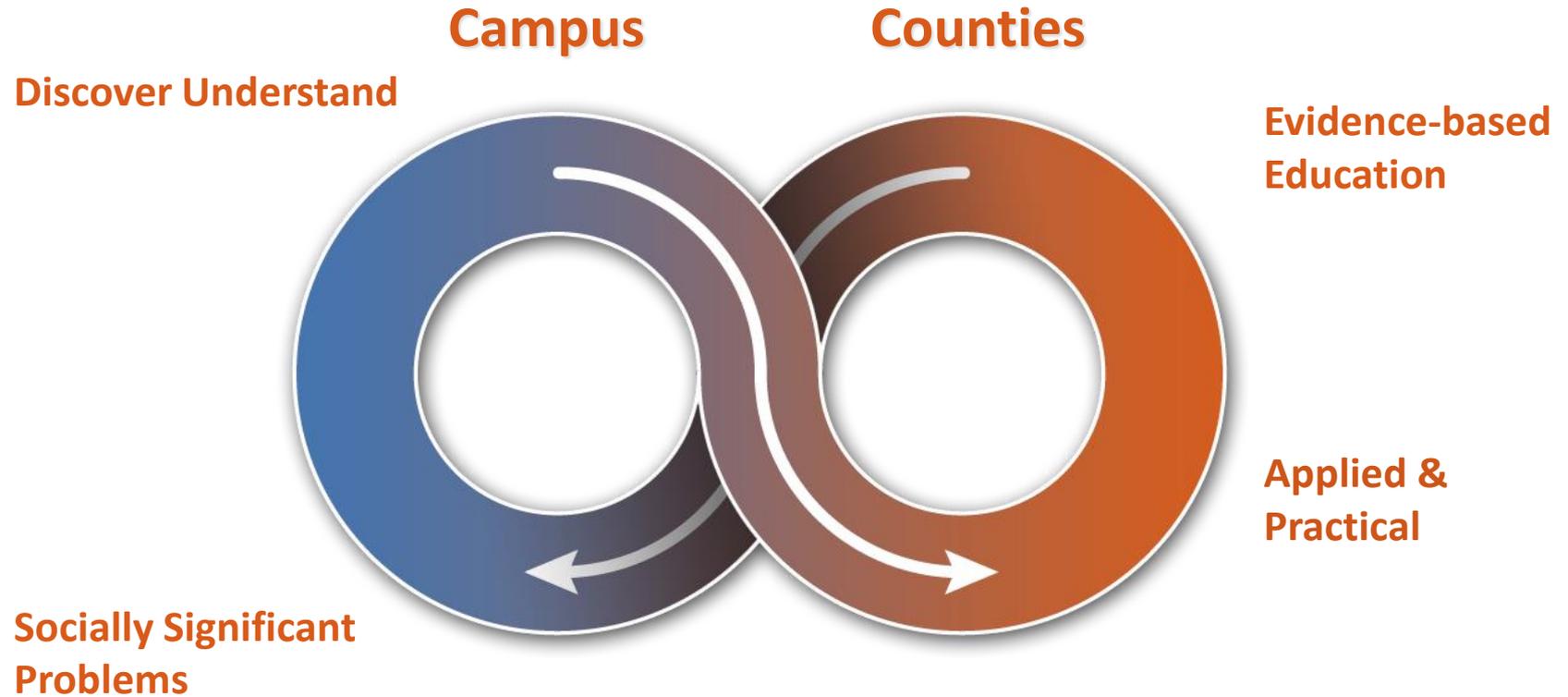


Economy



Oregon State
UNIVERSITY

Campus & Extension County Faculty Interface



Core Program Areas



OSU Extension in the Portland Metro Region



The Vision

Oregon State University Extension leads OSU's engagement and outreach mission in the Portland metropolitan region to meet rapidly changing and emerging needs for the benefit of urban residents and their communities.



A word cloud centered around the word "transformation". The word "transformation" is the largest and most prominent, written in a bold, orange, sans-serif font. Other large words include "efficiency" in dark blue, "integration" in teal, and "simplify" in dark blue. Smaller words in various colors (orange, blue, grey) include: "optimize", "research", "distinctive", "improve", "value", "systematic", "county", "state", "community", "audiences", "cutting-edge", "urban", "rural", "balance", "programs", "grow", "service", "connection", "responses", "clarity", and "programs". The words are arranged in a circular pattern around the central "transformation" word.

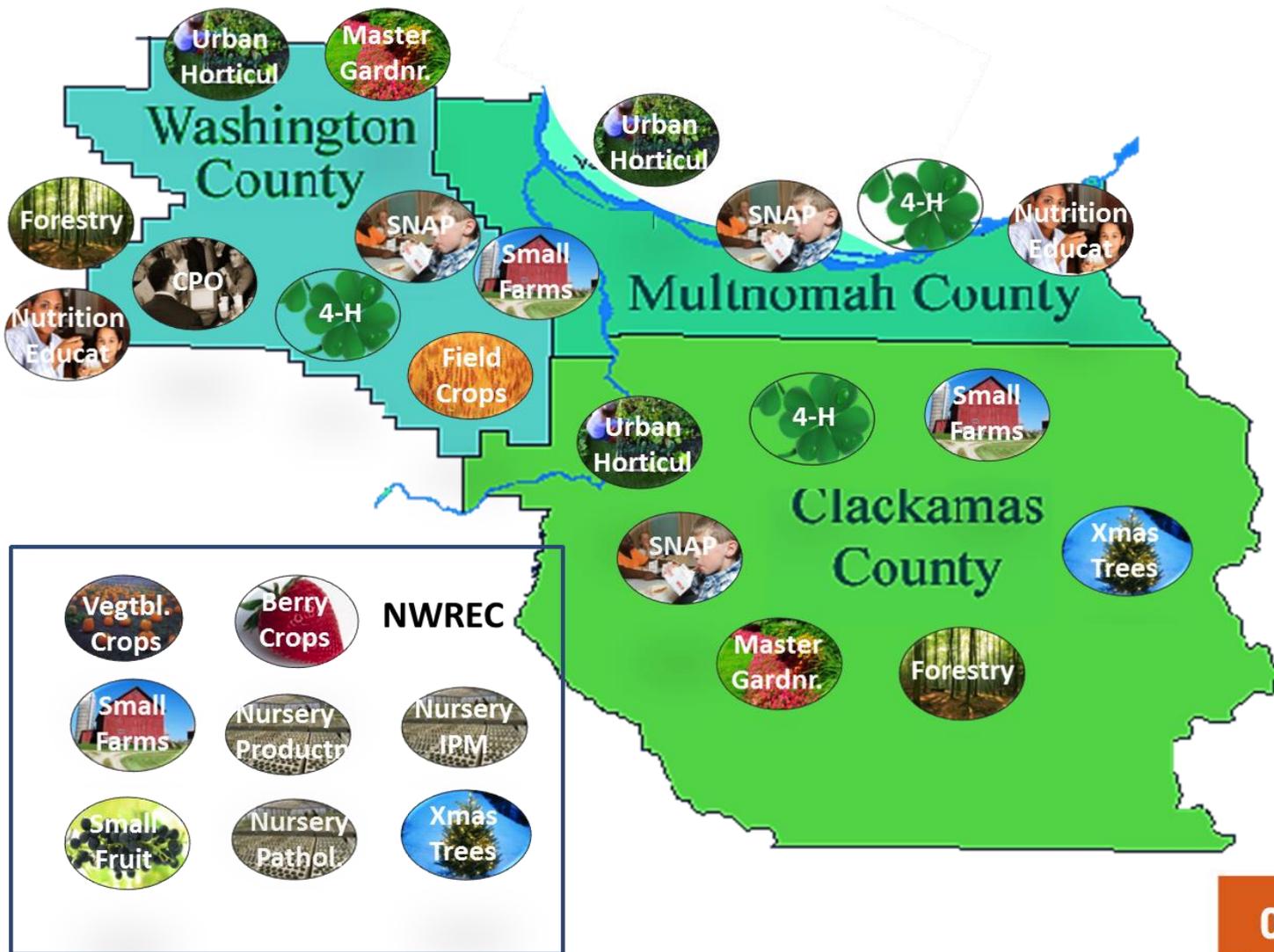
The Foundation

- Toppling the mush
- Held conversations and many meetings with key stakeholders to identify and prioritize issues
- Engagement with learners
- Honor and represent diversity
- Leadership to champion
- Transparent communication critical to all
- Formed two education councils as 'eyes and ears', evolved to RECAN
- Assess what to invest in, with what, and where

Diversity Represented and Audiences Served



Our Footprint Today



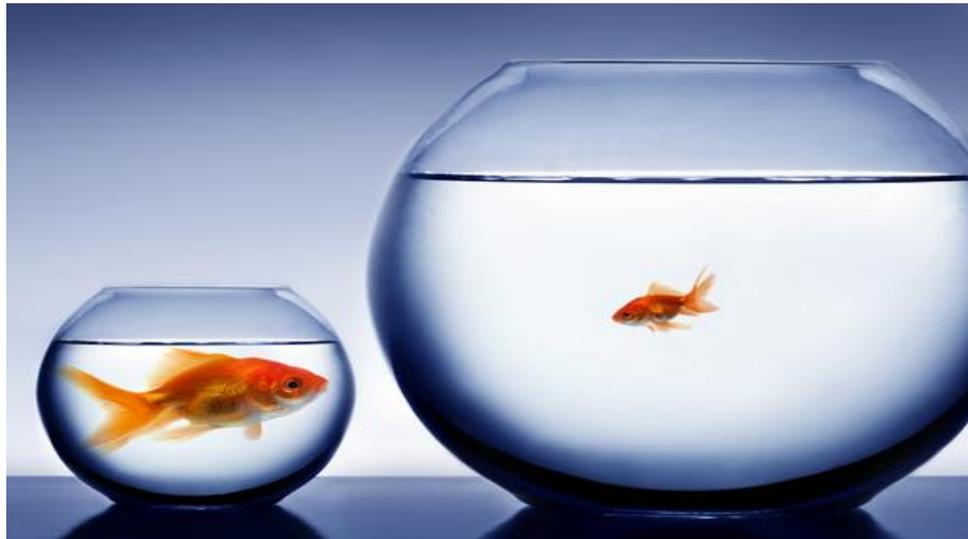
Strategy

Engage and empower the community to identify and solve challenges. Community members, in partnership with Extension faculty, are actively involved in problem solving for community solutions



Desired Outcomes and Evaluation

Driven by logic model framework, outcomes are based on the scholarship of engagement which is incorporated into teaching, research, and outreach work. Outcomes and evaluation methods are shared with and by our partners



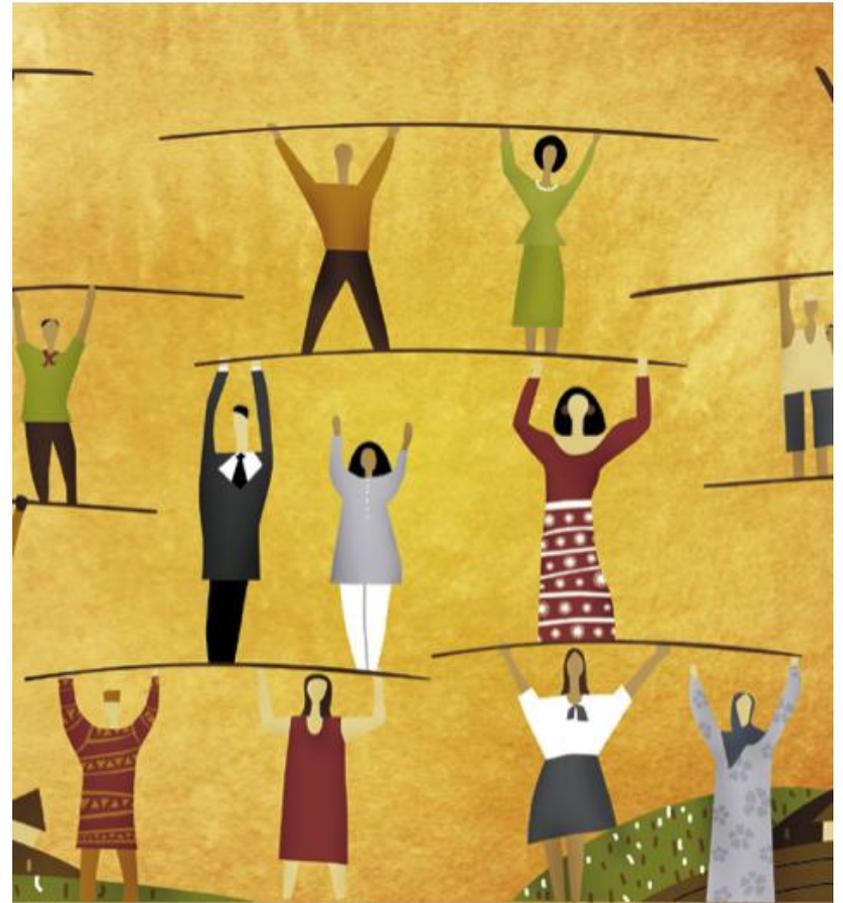
Leveraging Limited Resources

- Resources desired or doing the same amount of work with quality & foci, prioritizing & working strategically?



Partnership Support and Appreciation

- Strengthens, enhance, leverage existing partnerships
- Identify new and creative partnerships



Strategies of Partnership

- Create space, set table
- Listen, talk and ensure communication and expectations is clear
- Need something to be actively engaged in with partners
- Mutually reinforcing activities
- Allow for experimentation
- Be up for the process and inclusion of others
- Maximize assets of each other
- Recognize partners for their contributions

Strategies of Partnership

- Active, collaborative and meaningful relationship
- Partners have equal decision making abilities, stand on same footing
- At times, must be strategic and go alone
- Have structure, yet be flexible (MOUs and IGAs)
- Active and continuous communication
- Hold each other responsible, level of accountability
- Use the word “partnership” judiciously. Use only for “fellow travelers”
- Co-branding=healthy partnerships
- University itself is actively engaged and supports

Partnerships are Relationships with People!



Promising Practices, Lessons Learned

- Learning and discovery, are central to addressing challenges and opportunities
- Urban is are very different from traditional county based programs, less direct service, consultative
- Initiative based vs. program works!
- Community wants access to university research
- Staffing models are different and that is OK
- Strengthened the economic, environmental, and social well-being of urban residents and their communities.
- Increased opportunities to inform public policy

Promising Practices, Lessons Learned

- Acknowledge programs are more complex in scope; collaboration and partnerships
- Expect multiple areas of expertise to collaborate on projects
- Decisions are made by informed active participation of partners and stakeholders
- Partners are critical: all levels of government, non-profit's, private sector, other universities
- Effective leadership = strategic, facilitative, participatory and inclusive roles

Promising Practices, Lessons Learned

- County boundaries and pride are important, but leveraging resources is critical. Demonstrate it through partnerships
- Diverse source of sustainable funds, i.e. foundations, fee for services, contracts
- Programs integrate into the community and have become their 'bricks and mortar'
- Greater visibility for programs and upticks of support with funding and collaboration

Emerging Opportunities

- WCMER
- NUEL
- Resources from the institution within O&E and the larger university and that of other learning partners i.e. urban serving institutions etc.
- OSU Open Campus and Juntos
- Formation of alliances, new partnerships
- Niche markets and initiatives, food systems, citizen involvement
- Convener, catalyst, capacity builder, advocate and champion
- Civic engagement, deliberative dialogue, use cultural tools

Outreach begins with an answer
Community engagement ends with
one.....listening more than we speak



Thank You

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