

# Forward Looking Concepts in Cooperative Extension Outreach



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<http://bit.ly/CoopExtFuture>

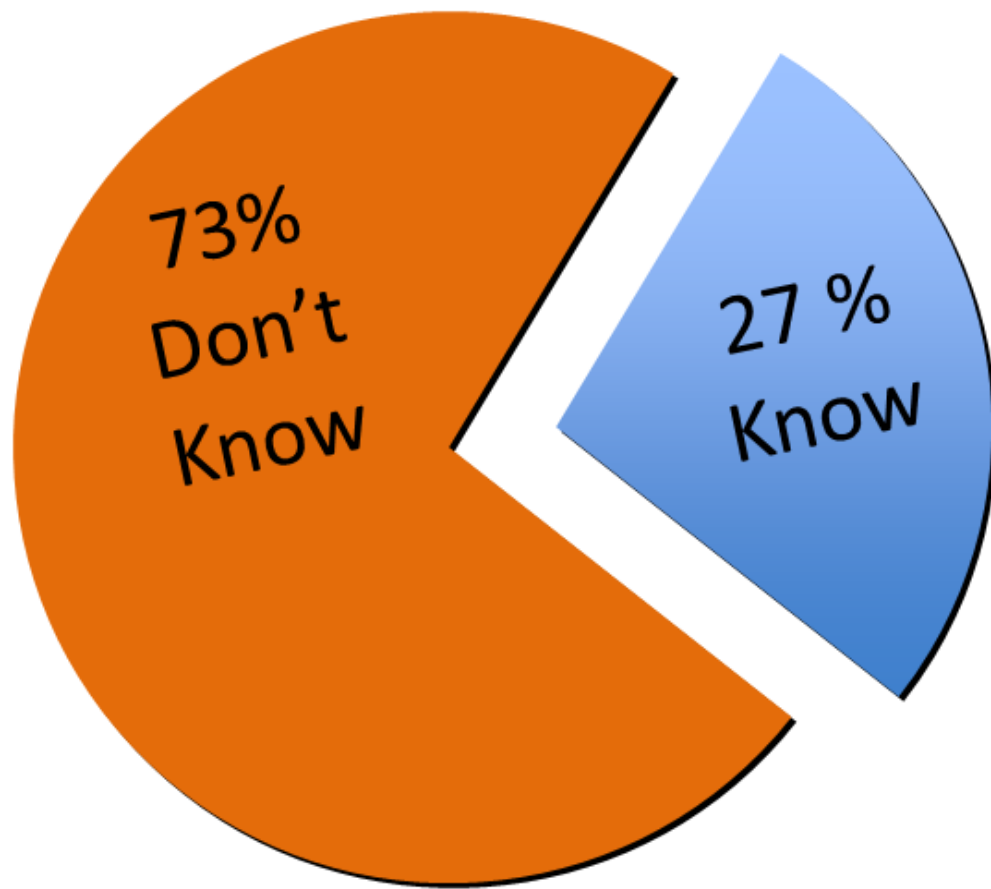
#UCANR2013

#Food2025

University of California ANR State Conference

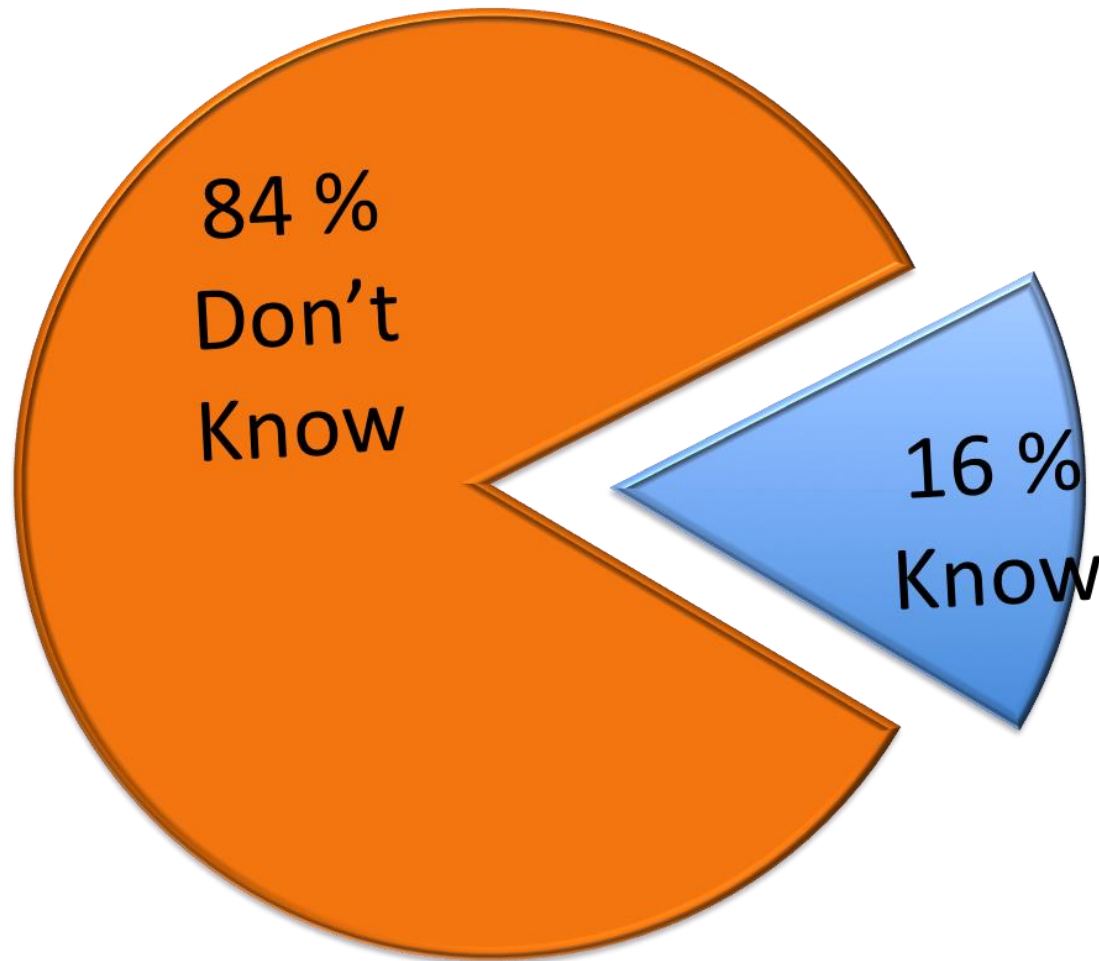
April 11, 2013

# Extension's reach problem



% of adults who  
know and don't  
know of Extension

# Extension's reach problem



% of 18-35  
year olds  
who know and  
don't know of  
Extension



**We are good at what we do!**


**Of those who have used Cooperative  
Extension, **83%** rate Cooperative  
Extension as **excellent** or **very good**.**

**Extension is not **reaching** and  
**impacting** enough people.**

**11%** have used Extension.

**23 Million**...sounds like a lot but  
it's not enough.

Bridging the “**knowledge gap**” of who we are and what we do is essential to the future of Cooperative Extension.

A photograph of a bridge spanning a body of water. The bridge has two concrete piers and a metal truss structure. In the background, there are dense green trees. The sky is overcast.

**We must increase our reach and influence.**

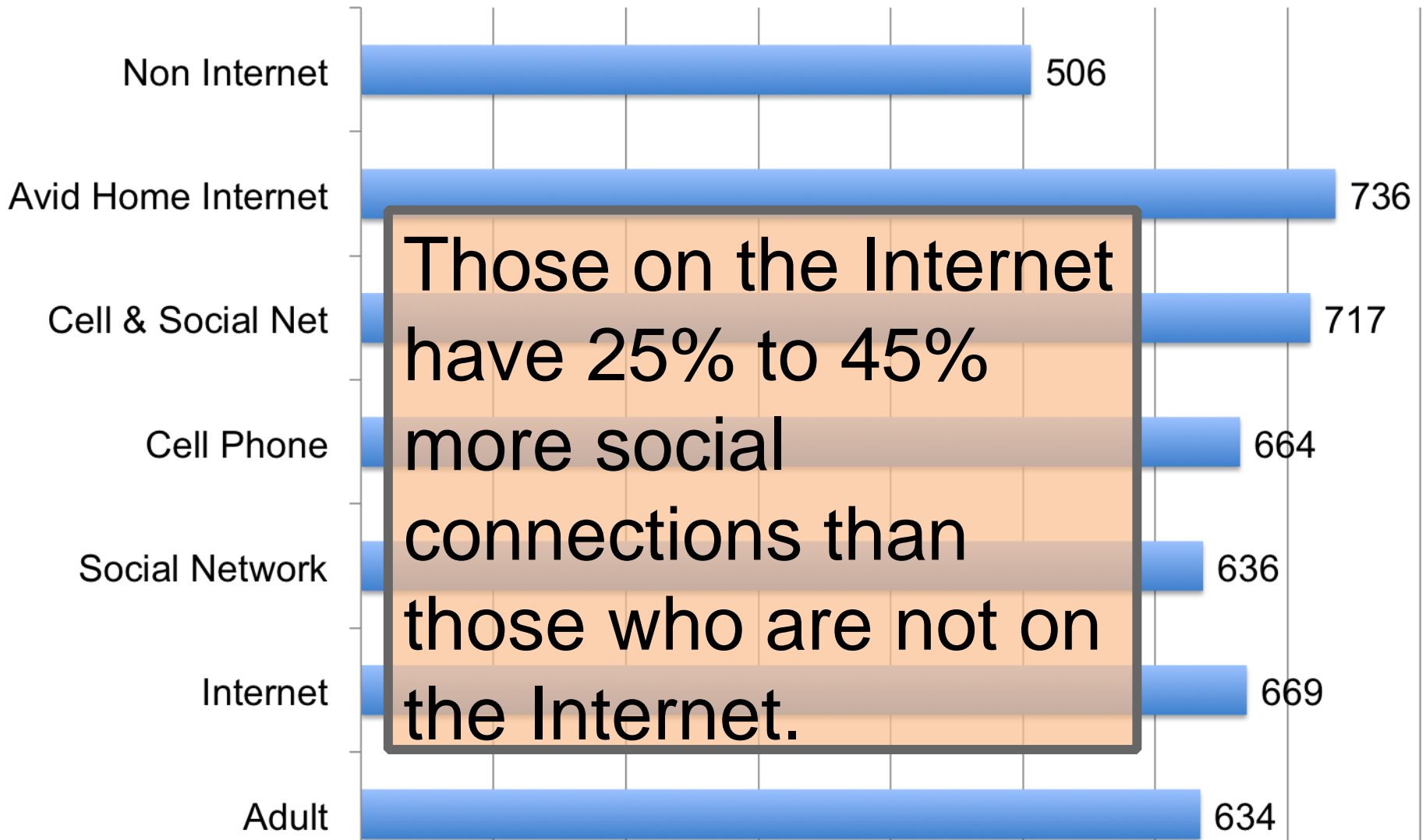
**We need to reach more and influence more.**

**Reach >> we have “touched” or been noticed.**

**Influence >> impacts or differences in people’s lives, businesses, and communities.**



# Average number of social ties

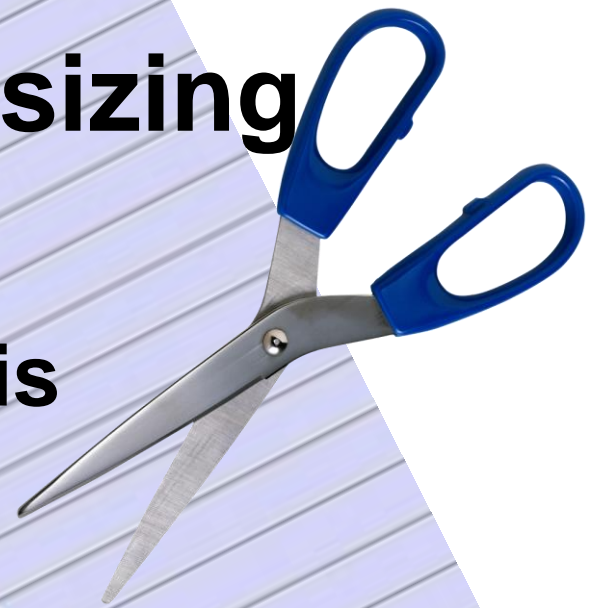


# **Recent history of downsizing**

**One solution to budget cuts is restructuring.**

- **About efficiency.**
- **Not about increasing reach.**

**Downsizing decreases our possibility of increasing reach.**



# Current Methods

A word cloud of various communication and outreach methods. The words are arranged in a dense, overlapping cluster. The colors range from dark brown to dark blue. The words are: Webinars, Websites, Events, Newspapers, County Offices, Partnerships, Newsletters, Services, Visits, Social Media, Program Meetings, Phone, Community, Volunteers, Email, Radio, and TV. The words are of varying sizes, with 'Program Meetings' and 'Social Media' being among the largest.

Webinars Visits  
Websites SocialMedia  
Events ProgramMeetings  
NewspapersPhone  
CountyOffices Community  
Partnerships Volunteers  
Newsletters EmailRadio  
Services TV

# **Improve reach and impact**

**See audiences more as members of communities.**

**Become nodes in networks.**

**Increase others' talking about CES & our work.**

**Increase conversations with others.**

# **Approach education differently**

**Is Not *only* a Communications Unit activity.**

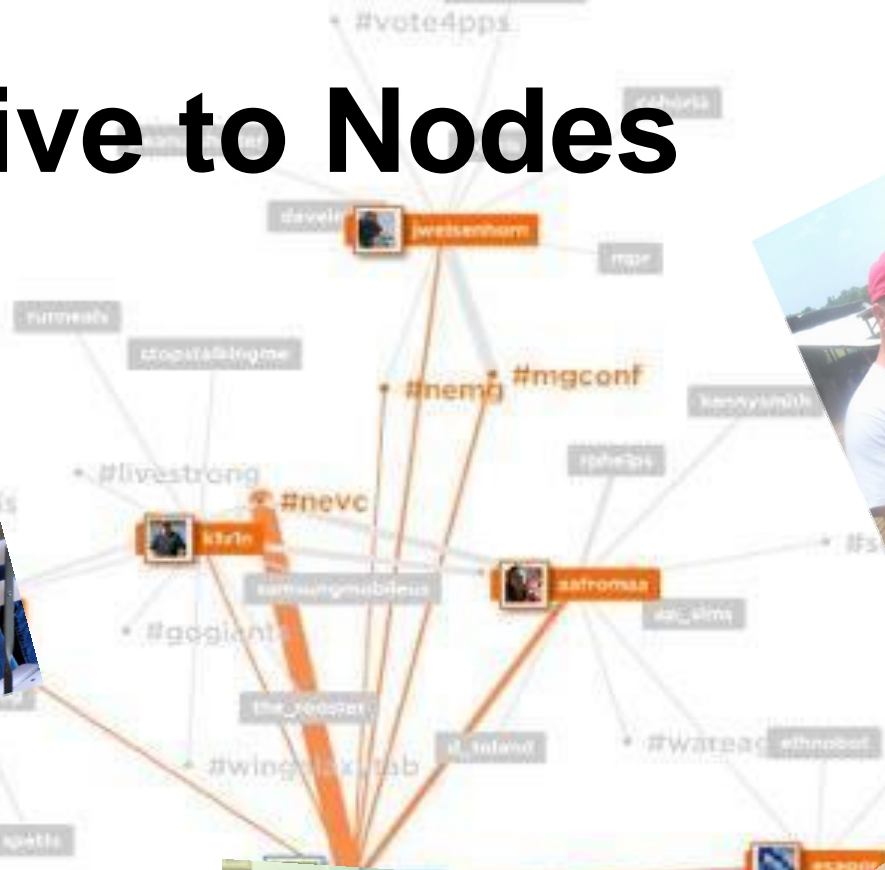
**Increase the number of social ties Extension professional's have.**

**Capitalize on social ties to cooperate and collaborate within communities to enhance educational efforts.**

**Think of ourselves as members of a community. We don't always have an audience.**



## A photograph of a young woman with dark hair, wearing a light grey t-shirt, sitting at a red high-top table in a cafe. She is looking down at a black smartphone in her hands. On the table next to her is a glass of iced tea with a straw and a small open book. A black wallet and a small red object are also on the table. The background is a textured wall. The photo is tilted clockwise.



# New Mindset

## OVERALL WINNER

Volkswagen



86,614  
TWEETS

+69%  
SENTIMENT

69  
SCORE

## MOST TALKED ABOUT

Bud Light



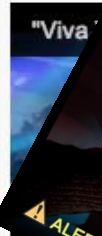
86,880  
TWEETS

+68%  
SENTIMENT

68  
SCORE

## MOST LOVED

Taco Bell



55,592  
TWEETS

## OVERALL STATISTICS

OVERALL TWEETS 670,962

TWEETS WITH HASH TAG 10,827

## SCOREBOARD

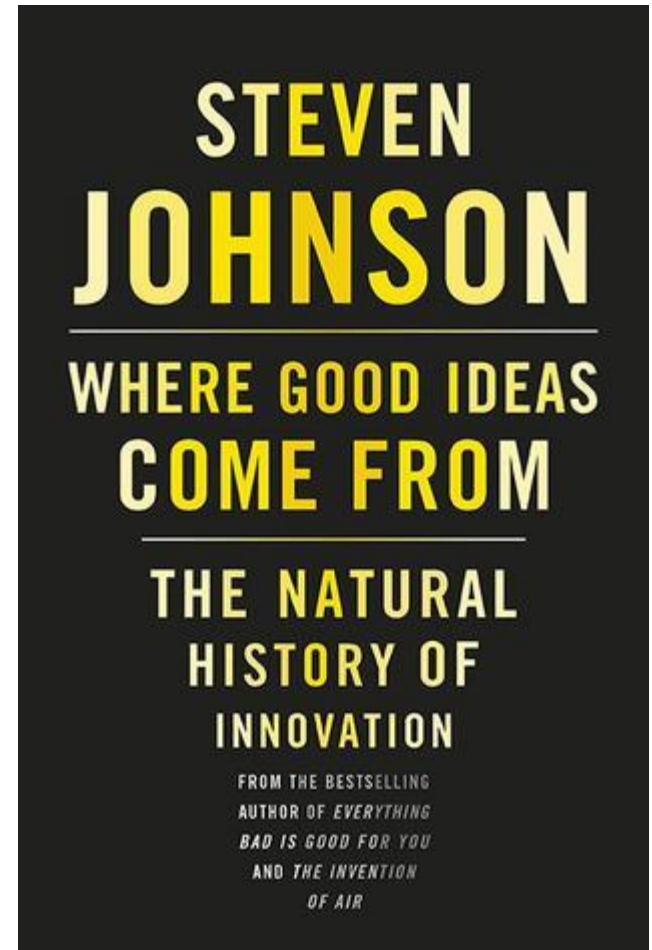
COMPACT VIEW LARGE VIEW

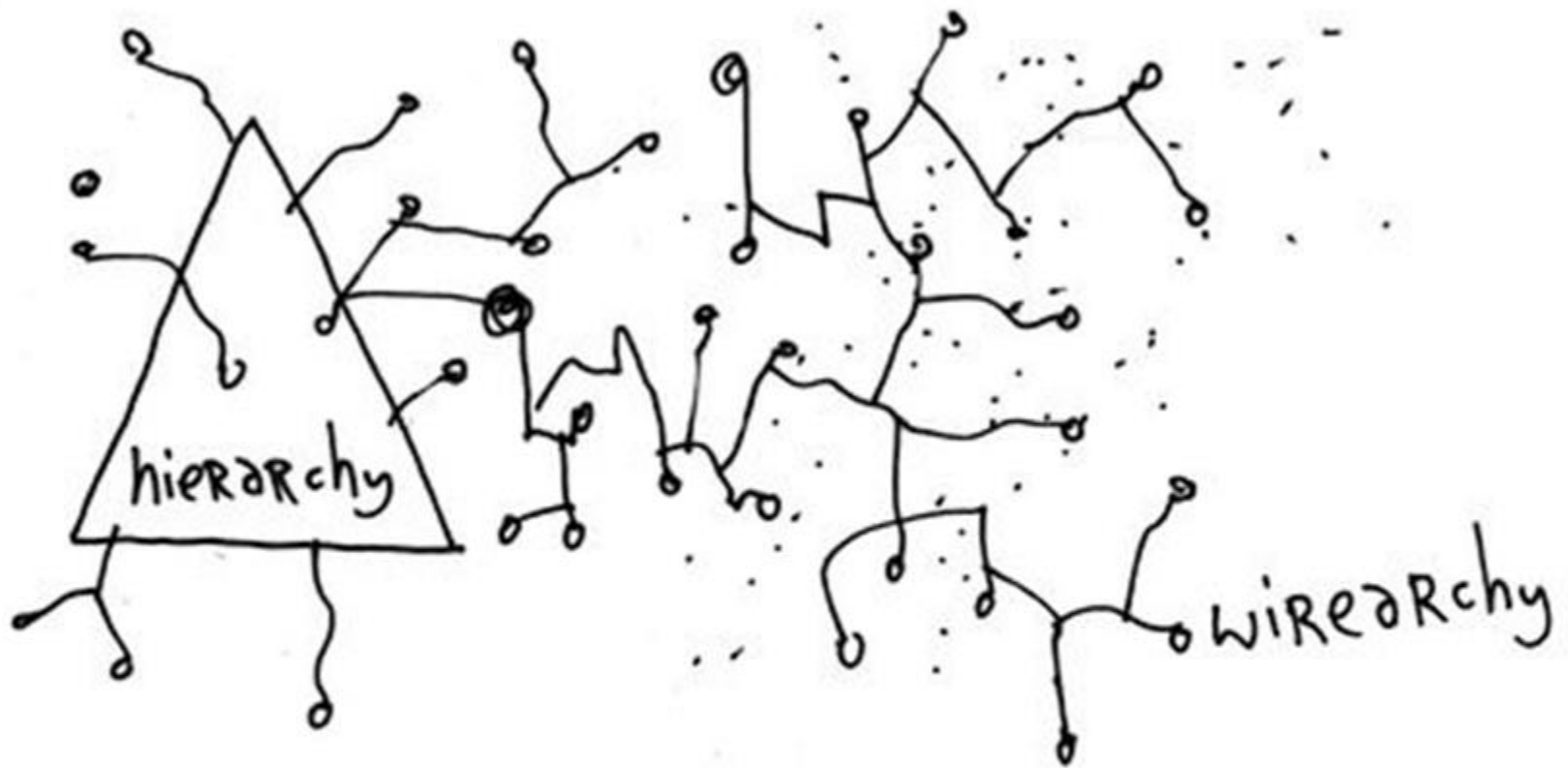
1. Volkswagen	86,614 TWEETS	+69% SENTIMENT	69 SCORE
2. Bud Light	86,880 TWEETS	+68% SENTIMENT	68 SCORE
3. Calvin Klein	68,954 TWEETS	+70% SENTIMENT	56 SCORE
4. Audi	63,294 TWEETS	+75% SENTIMENT	55 SCORE
5. Taco Bell	55,592 TWEETS	+81% SENTIMENT	53 SCORE
6. Doritos	48,602 TWEETS	+78% SENTIMENT	44 SCORE





*“This is not the wisdom of the crowd, but the wisdom of someone in the crowd. It’s not that the network itself is smart; it’s that the individuals get smarter because they’re connected to the network.”*





*Formal education is a walk through the zoo,  
informal learning is a walk through the  
savannah.* <http://stephenwhart.com/quotes>



*Formal education is knowing a tomato is a fruit, informal learning is not using it in fruit salad.* <http://stephenwhart.com/quotes/>



<http://www.flickr.com/photos/elanaspantry/3554762608/>

*Formal education is bricks and mortar,  
social learning is clouds and streams*

<http://stephenwhart.com/quotes/>



<http://www.flickr.com/photos/mnsc/2768391365/>

*Formal education is the playbook, social learning is the huddle*

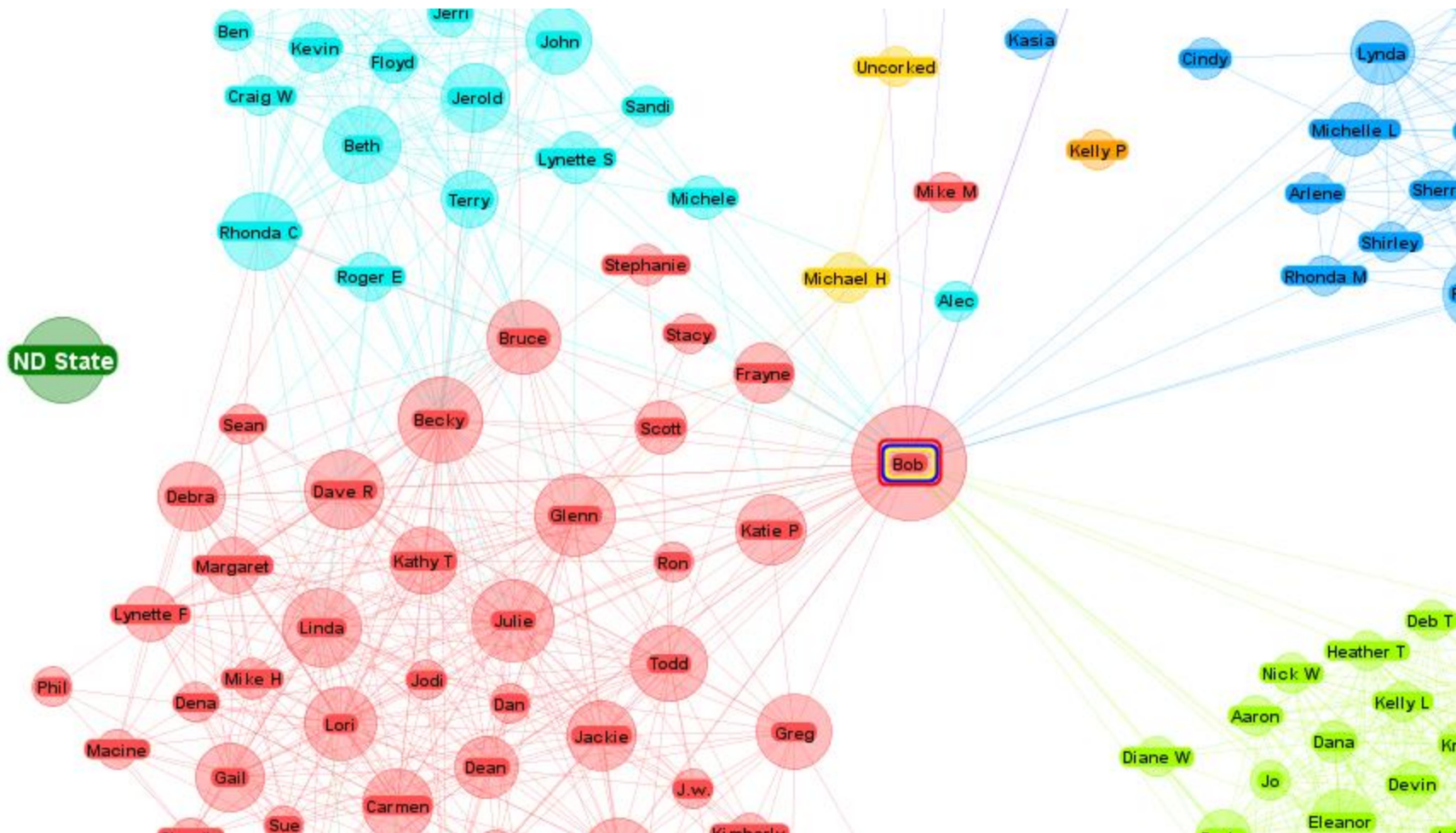
<http://stephenwhart.com/quotes/>



<http://www.flickr.com/photos/whetzel/55214370/>

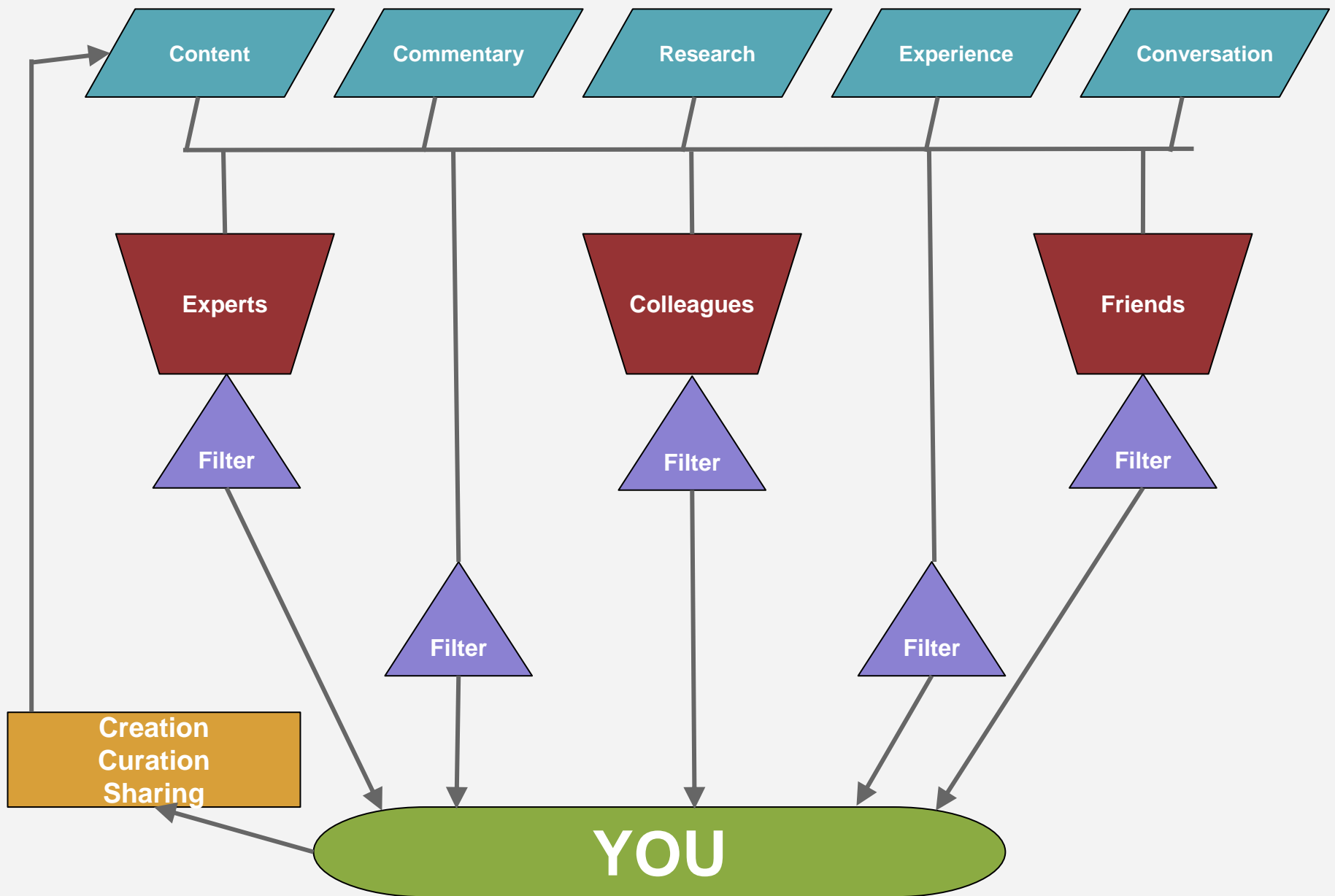
# What is a learning network?

a group of people who share common  
**emotions, values or beliefs**, are  
actively engaged in **learning together**  
**from each other**

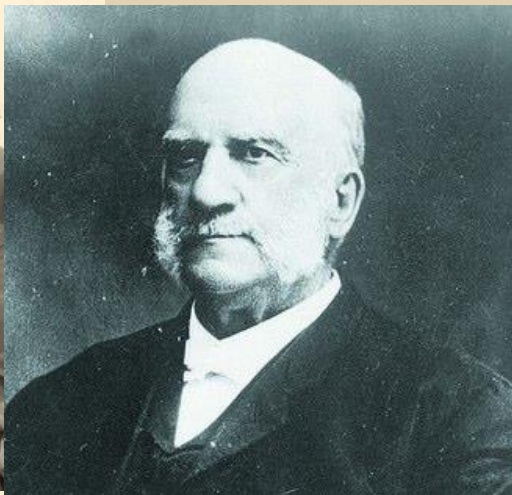
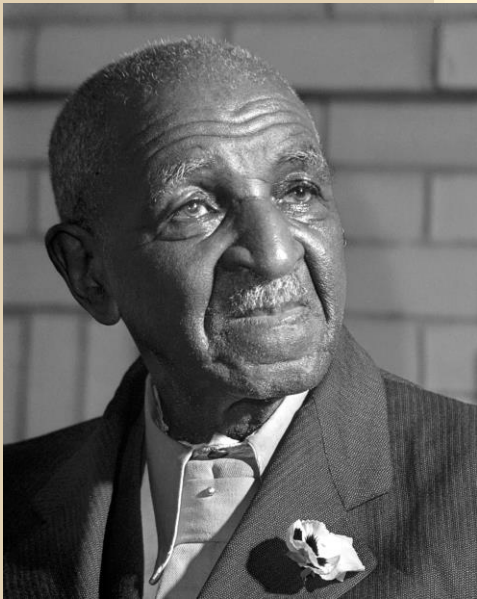


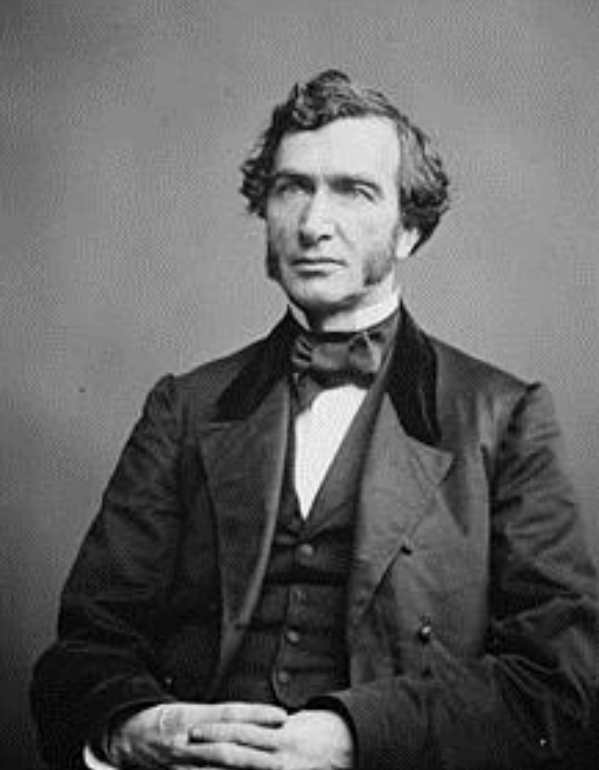
# What is a personal learning network?

a deliberately formed network of **people** and **resources** capable of guiding our independent learning goals and professional development needs



Adapted from "Creating a Personal Learning Network," <http://www.slideshare.net/corinnew/creating-a-personal-learning-network-5016387>





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**Estrus Behavior in Mares, provided by eXtension**

From: eXtension (October 01, 2009) 16,531 views

This video, produced by the University of Nebraska, illustrates the normal behavior of mares in estrus. This video was designed to help educate horse breeders on horse breeding management.

[View comments, related videos, and more](#)

**Uploads (172)**

- Estrus Detection Methods for Horses, 7,616 views - 7 months ago
- Estrus Behavior in Mares, provided by eXtension, 16,516 views - 7 months ago
- Horse Training: Progression of Training, 1,254 views - 9 months ago

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**Favorites (7)**

- Why eXtension? eXtension... - 1,178 views
- Purina Horse TV - Little Girl, PurinaHorse - 2,236 views
- Purina Commercials - Horse, Cattle, PurinaHorse - 873 views

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**Effective Horse Training (13)**

- The Horse's Nature, provided by eXtension eXtension - 560 views



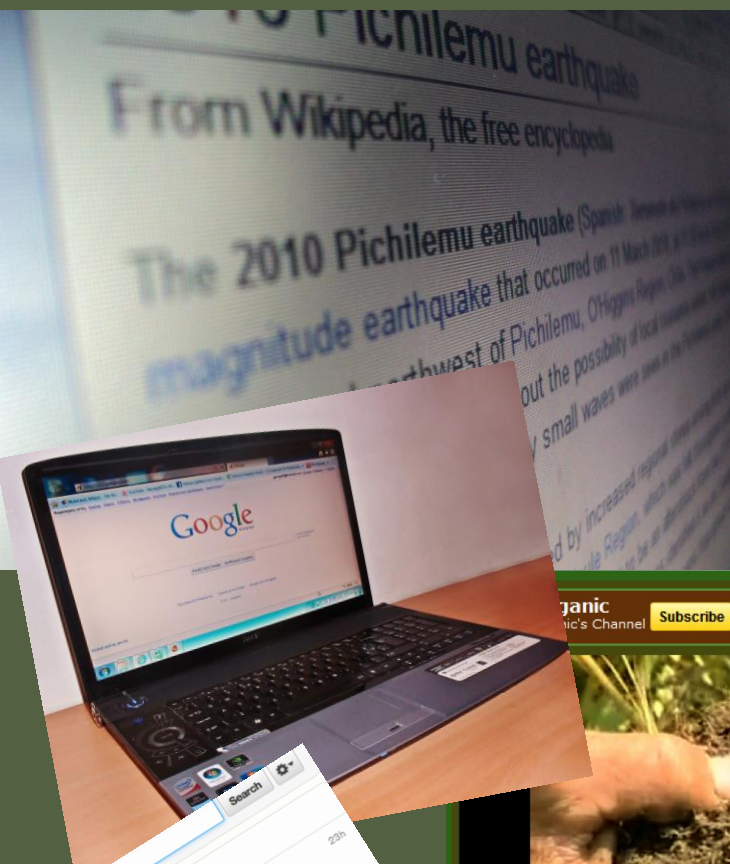
# Frank Kovac?



# The Frank Kovac Effect



"To be a planetarium director, you need a college degree, but if you build your own, you can run it!"      Frank Kovac



**Post Results (97)** | Topic Results (2) | User Results (0)

97 posts found

### Inclusive Business and Impact Investing

Curated by W. Robert de Jongh

www.new-ag.info - March 1, 3:04 PM

#### New Agriculturist: Points of view - Feeding the world in 2050

**Video Highlights**  
Feeding the World Summit

In February 2012, the Economist Group held an inaugural Feeding the World summit in Geneva. With the global population expected to reach 9 billion by 2050, the goal of achieving food and nutrition security for all remains a daunting one. In February 2012, the Economist Group held an inaugural Feeding the World summit in Geneva, featuring progressive thinkers in agribusiness, policy, science and international development. One focus was the role of the private sector in building a more inclusive and sustainable food system.

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### Food, Policy, and Access

Curated by jamielyn3

www.guardian.co.uk (via @saumya0333) - October 14, 2011 10:21 AM

#### Girls are key to food security in poor countries, report says

*"Adolescent girls and women are fundamental to unlocking the full potential of agricultural development and feeding the world, according to Chicago thinktank (RT @UNDP Girl power!"*

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AT&T 7:20 AM 83%

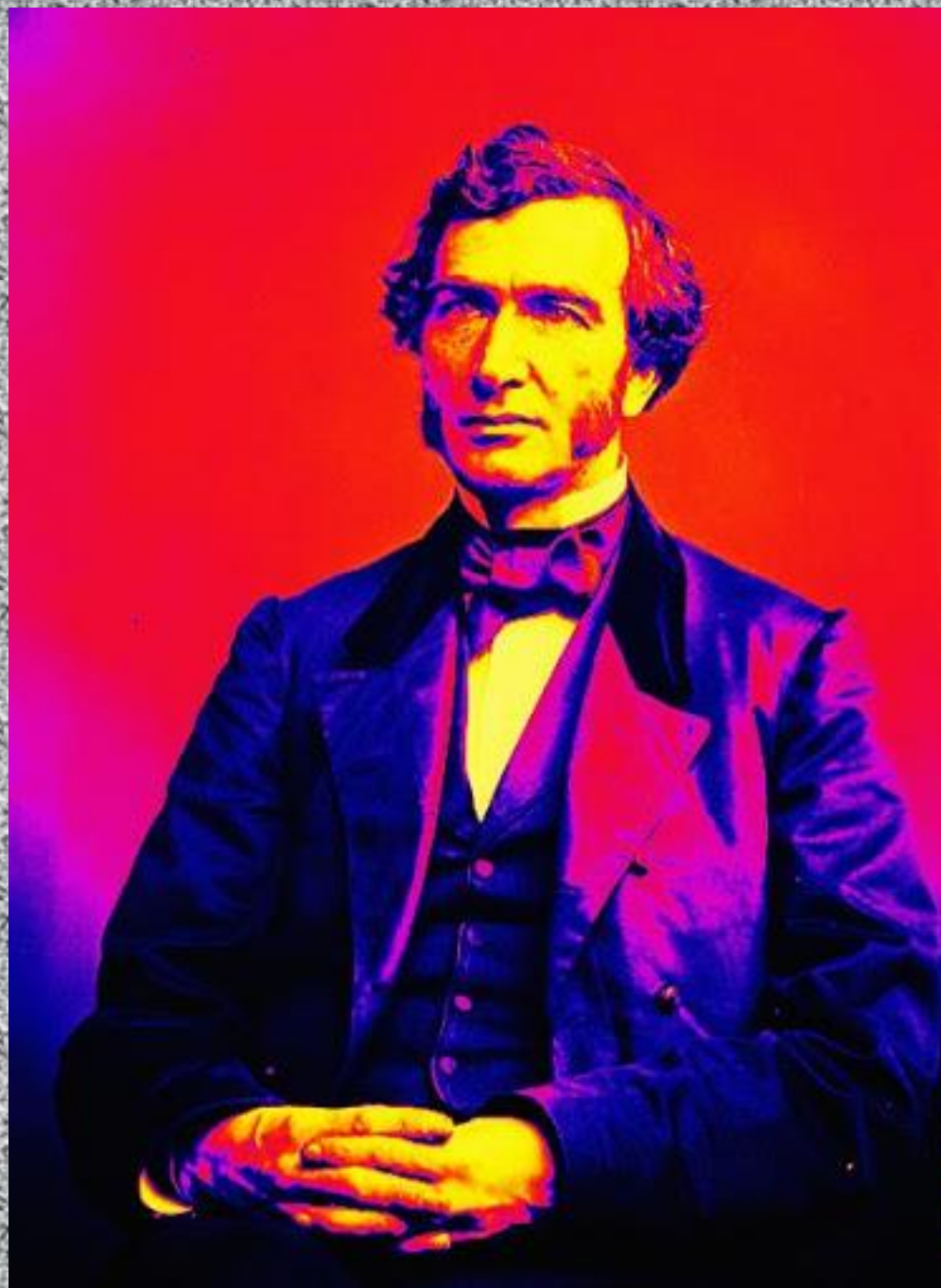
[Groups](#) **LSU AgCenter rice ent...**

**Natalie Hummel** <http://www.facebook.com/video.php?v=10150282699291221&comments>

**Injury from an ongoing armyworm infestation in a rice field. [HD]**

Jun 17 3:05 PM

**Natalie Hummel** <http://louisianariceinsects.wordpress.com/2>



Much of this presentation was inspired by

*Where Good Ideas Come From* by Stephen Johnson

*The Connected Company* by Dave Gray and Thomas Vander Wal

Publication and Video on Platforms

<https://store.aces.edu/ItemDetail.aspx?ProductID=16954>



29

+1'd or added to circles



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# eXtension Network Literacy

Helping professionals use online technologies to enhance communications, sharing and learning.

2 circles

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Posts About Photos Videos



eXtension Network Literacy - Mar 9, 2012 - Public

A great discussion with +Bob Bertsch and Alice Henneman about using online networks in Extension.

**Working Differently in Extension Podcast 020 - Alice Henneman, UNL Extension — NDSU**

A discussion of the use of social media tools, like Facebook and Pinterest, in Extension education with Alice Henneman, food safety and nutrition educator with University of Nebraska-Lincoln Extension...

+1 - Comment - Hang out - Share

1 share - Stephen Judd



eXtension Network Literacy - Mar 7, 2012 - Limited

Dejan SEO originally shared this post:

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A helpful guide on how to use Google+ elements professionally and in line with Google's branding guidelines. Announcing your personal or brand

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