Vision for Purdue Extension and Role in Public Policy Education

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Purdue University is an Equal Opportunity/Equal Access institution.
The Research-Extension Continuum

Issues (Problems and Opportunities)

- Discovery/Knowledge
- Adaptation and Application
- Clientele Condition

Extension programs
- Educational Resources
- Workshops/Conferences
- Demonstrations/Field Days
- New technology
- Media

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Re-energizing our Mission

The mission of the Purdue University Cooperative Extension Service is education of Indiana citizens through the application of land-grant university research and knowledge base to develop youth and strengthen agriculture, families and communities.

In Good to Great, Jim Collins asks us:

- What are we deeply passionate about?
- What can we be best in the world at?
- What drives our resource engine?
Elements of a Transformational Extension Program

• Choose real issues, important to our clientele
• Educational objectives (Logic model)
  – Identify outcome, target audience, method
• Adequately resourced
  – Educational resources
  – Funding – entrepreneurship is crucial
• Effectively marketed
• Delivered in a learner-centered environment
• Assess outcomes (short, medium & long-term)
Extension’s Role in Public Policy

• What issues?
• Target audience?
• Who should be involved?
• What do we do?
  – Research
  – Analysis
  – Education/information
  – Facilitation → Response
Purdue Public Policy Education Model

Adapted from Marshall Martin - Dec, 2007

- Define the issue/problem
- Possible alternatives/solutions
- Potential consequences
- Facilitate a response
Excellence in Extension

We recognize:

– Outstanding, broad-based customer service
– New audiences
– Transformational extension programs
– Innovation and creativity
– Scholarly outputs
  • Publications, curricula, web resources, new technology, etc.
– Teamwork (specialist/educator/constituent)
– New partnerships and resources
– Leadership
– Organizational citizenship
– Extending your circle of influence
Raising the Bar

Level 4
Transformational extension programs (educational and empowerment strategies focused on complex issues)
Broad-based impact with significant changes in behavior, practice or condition

Level 3
Workshops, conferences and other educational strategies with specific learning objectives
High impact to target group (could be transformational on relatively simple issues)

Level 2
Media work, civic club presentations and other strategies to disperse information
Probably low impact but wide dispersal of information and ideas

Level 1
One-on-one contacts, service roles
Potentially high individual impact

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Collaboration to Accomplish the Extension Mission

Extension Educators

- Program delivery with some development
- Local/regional focus (real-time response to issues)
- Issue identification & program strategy – functions as convener/mobilizer, change agent, transformer, developer
- Resource development
  - Collaborate on educational resources
  - Evaluates creative teaching methods
  - Fee revenue, donations, etc.
  - Partnerships
- Extensive direct teaching in a variety of settings
- Follow-up (one-on-one, media, etc.)
- Program assessment

Extension Specialists

- Program development with some delivery
- Regional/national focus (focus on problem prevention and proactive solutions)
- Issue identification & resource development strategy
- Resource development
  - Publications, websites, decision-support tools, curricula
  - Explores creative teaching methods
  - Grants, etc.
  - Partnerships
- Direct teaching focused on major conferences, workshops or regional programs
- Program assessment

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