

The Vice President's

Conversation on the Future

of Extension

A journey of discovery to create
a dynamic organization
for the next century



THE OHIO STATE
UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

What will be the most challenging trends and issues for Ohioans by the year 2035?

Needs of Ohioans



Visioning



Scenarios-Potential Alternative Futures



Research Trends



Identifying Trends

What will people NEED to thrive in 2035?

As expressed by nearly 400 OSUE employees and stakeholders

Culture & Society

Respect for cultural differences and an understanding and practice of worldwide interconnectedness

Access & Affordability

Equitable distribution across geographic and socio-economic groups in relation to technology, healthcare, education, healthy foods, and energy

Health & Healthcare

Health and well-being achieved through a better understanding and practice of prevention and treatment among all physical, emotional, cognitive, and mental issues; Nutritious, plentiful, and safe food; A shift in paradigm in the delivery and coordination of healthcare

Education & Career

Workforce training (all ages); Skills to evaluate and synthesize information and knowledge; Flexible and diverse educational systems that accommodate life-long learning; A balanced approach between science and humanities

Technology & Innovation

Balanced use and application of technology; Skills to help foster innovation related to food production practices, healthcare, and economic development

Relationship Building, Communication, & Leadership

Leadership, interpersonal, and relationship building skills; Support networks and skills to bring people together and build teams; Capacity to navigate complex issues

Civic/Government Engagement & Security

A focus on influence, accountability, and efficiency in government; Proactive measures to mitigate crime, terrorism, and data insecurity; A practice of good citizenship and social responsibility (across lifespan)

Economic Conditions

A strong, diversified, and resilient economy; Dynamic business communities supported by innovation, collaboration and vigorous entrepreneurship; A strong sustainable infrastructure; Increased use of venture capital and philanthropic support

Environment & Natural Resources

Responsible practices and a focus on sustainability related to water, air, energy development, soils, waste disposal, and agriculture; Prevention and mitigation of the effects of climate change

Personal Development & Accountability

Personal responsibility and management of personal thoughts and behaviors; Flexibility, self-reliance, resilience, self-worth, and positivity; Personal and financial resource management; Decision making skills; Life-long learning

3D Application

A map is just a two dimensional representation of space. But that's not how we live. The space that we live in has depth and nuance that brings dimension and richness to our lives. To pull the ideas in this guide off of the page, to bring them to life, consider a 3D application – Discover, Dig Deeper, and Discuss.

Discover – Read and explore the ideas generated from the VP Conversation.

Dig Deeper – Consider its application to your work. Explore further uncharted territory by reading more about the topics that interest you, teaming up with others to conduct applied research, and/or conducting your own research.

Discuss – Talk with colleagues, stakeholders, leaders, youth, and anyone else who is interested in preparing for and positively impacting the future.



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Identifying Trends

Opportunities

Health & Wellness

Pursue and maintain optimum health and wellness

Resourcefulness

Become self-reliant and thrive

Social Skills, Competencies, & Relationships

Foster personal growth and relationships

Leadership & Career Development

Build personal capacity related to leadership and career development

Agriculture

Effectively manage food production and environment

Community Vitality & Economics

Build vibrant and sustainable communities

Natural Environment

Practice good and sustainable environmental stewardship

Engagement

How we interact with others to provide educational solutions

Operational

How we utilize our assets to maximize operational effectiveness

Connectors

Bringing people together to identify and utilize resources, collaborations, and partnerships to achieve desired outcomes



Paradoxical Tensions

Contradictory ideas that impact OSUE (see insert)

Niche **vs.** All things to all people

Local **vs.** Statewide

High tech **vs.** High touch

Specialized knowledge **vs.** Generalist roles

Centralized admin **vs.** Local autonomy

Ohio State University Extension 2035



Discover



Dig-Deeper



Discuss

How can OSUE – now and in the future – find solutions for the needs?

From more than 3,000 data points

Opportunities: Sharing Research-Based Information and Skills

Health & Wellness

Pursue and maintain optimum health and wellness related to preventive measures; nutrition, food safety and security; cognitive and mental health issues; self-care and medical rights

Resourcefulness

Become self-reliant and thrive through gaining skills related to financial literacy, personal decision making, food preservation methods, and basic living skills

Social Skills, Competencies, & Relationships

Foster personal growth and relationships to improve family dynamics, parenting, interpersonal skills, conflict management, problem solving, mindfulness, personal resilience, citizenship, social technology literacy

Leadership & Career Development

Build personal capacity related to relationship building, group dynamics, decision making, workforce development (all ages), educational attainment, complex and divisive issues

Agriculture

Effectively manage food production and the natural environment related to farm preservation and land use, urban farming, production practices, innovation and technology solutions, awareness, and generational sustainability

Community Vitality & Economics

Build vibrant and sustainable communities by creating entrepreneur friendly environments; Mindful and proactive perspectives on planning and approaches to change; Understanding regulations, economics, food systems, and global impacts; Practicing sustainability; Understanding the impact of urban growth

Natural Environment

Practice good and sustainable environmental stewardship by monitoring and interpreting research databases for environmental quality; Understanding implications of food production practices and energy development; Understanding and adapting to the effects of climate change; Recycling, repurposing, and conservation

Opportunities: Maximizing Our Educational Impact

Engagement

Utilize a variety of innovative delivery methods; Seek balance between technology and personal interaction as well as practical and experiential application; Develop customized services, addressing the concept of N=1; Coordinate interdisciplinary teams around issues; Utilize innovative approaches, such as open source, to acquire and share information; Provide free or affordable access as needed; Offer certifications and CEUs that are supported by business and industry; STEAM curriculum for youth audiences; Act as a knowledge broker sharing ideas in research and practice to solve problems

Operational

Improve communication and networking to prevent duplication of efforts; Continually assess and utilize current and relevant technology; Manage data security in-house; Document value and impact of educational efforts; Provide resources and support for employees to perform job responsibilities

Connectors

A primary role of the organization is to serve as a connector, bringing people together to facilitate conversations; To build community; To encourage community involvement, problem solving, and change; To educate, facilitate, and stimulate thought, discourse, and action

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Dig-Deeper



Discuss



Guiding Principle Organizational Integrity

Research-based, unbiased, practical, and reliable solutions

How might these principles impact OSUE's partnerships and funding?

Community-Based; Nimble and Responsive

Approaches to Educational Solutions

University-Wide Collaboration

Integrated Across Disciplines

Evaluation and Assessment

Continuous Improvement

Dynamic Partnerships

Global Intelligence

Creative

Inclusive

INTEGRAL TO SUCCESS

Guiding Principle Flexibility & Adaptability

Ability to be nimble and responsive

Guiding Principle Future Focused

At a team or unit level, what can be done to engage in a futuring mindset? How will these activities impact your team's direction and outcomes?

A culture that encourages adventurous forward-thinking and innovation

LOGISTICS OF WORK

- Regional
- Home-Based
- Blurring Boundaries
- Technologically Advanced
- Team Concept
- Crisis Response
- Urban and Rural Apprenticeships
- Strong Volunteer Core
- Technological Support
- Rewards for Excellence
- Academic Freedom

Guiding Principle Service Mindset

Focus on impact of OSUE's educational efforts

Cutting edge: technology, communication, and education

Apps

On-demand

Online

- Sustainability
- Personal Economies
- Human Synergy and Health
- Community and Business Vitality
- Engaged Ecosystems
- Food Production
- Food Systems
- 4-H for all ages
- Leadership
- Group Systems Development
- Personal Responsibility

EDUCATIONAL SCOPE

Should Extension workers of the future serve as specialists, generalists, or something else?

Unbiased, Diversified, Ethical
A great return on investment

FUNDING

Guiding Principle Collaboration and Partnerships

Leveraging the strengths of partners and volunteers

What can YOU do to enhance and develop new partnerships?

To learn more about each of the topics found throughout the landscape visit:
go.osu.edu/osue2035



REPUTATION

- Credible
- Unbiased
- Inclusive
- Trusted
- Ethical
- Accessible
- Innovative Change Agents
- Leaders with Influence
- Educational Catalyst
- Research-Based

Delivery Systems
Methods by which OSUE shares educational information

Guiding Principles

Recurring themes of importance and identity for OSUE that represent thinking and attitudes that build OSUE's sustainability and success as well as behaviors and practices that maximize the image, reputation, and impact of OSUE

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Steering Committee Members

- Graham Cochran, Co-Chair
- Becky Nesbitt, Co-Chair
- Emily Adams
- Karen Argabright
- Bruce Clevenger
- Susan Colbert
- Greg Davis
- Amy Elhadi
- Dan Herms
- Mark Light
- Laquore Meadows
- Jamie Seger

Consultants

- Steve Millett
- Futuring Associates, LLC
- David Staley
- The Ohio State University

OSU and CFAES Leadership

- Bruce McPheron
- Ryan Schmiesing



WHAT COMES NEXT?

We each play an important role in envisioning and creating the future. Individually we offer unique perspectives and experiences, and when combined, we create an organization that is strong, diverse, and ready to take on the challenges and opportunities of the future. Use the information and ideas generated in VP Conversation project to continue to explore current or future opportunities. Engage with others in your community by discussing and learning more about how we can work together to identify and address the most pressing needs. As an organization, let’s remain flexible, agile, and nimble by continuing to utilize our futuring skills.

Discover – Read about futuring and forecasting to learn strategies to continue to grow your skills and knowledge about futuring and forecasting.

Dig Deeper – Seek professional development opportunities or participate in educational, creative, and scholarly presentations that challenge our view of the future or that provide research-based information about trends and future-focused topics.

Discuss – Dialogue about future opportunities with folks in your communities, your organizations, your profession. Continue to challenge yourself to remain open to the possibilities and take action.

Keep the conversation going!

For more information regarding the VP Conversation visit go.osu.edu/OSUEFuture

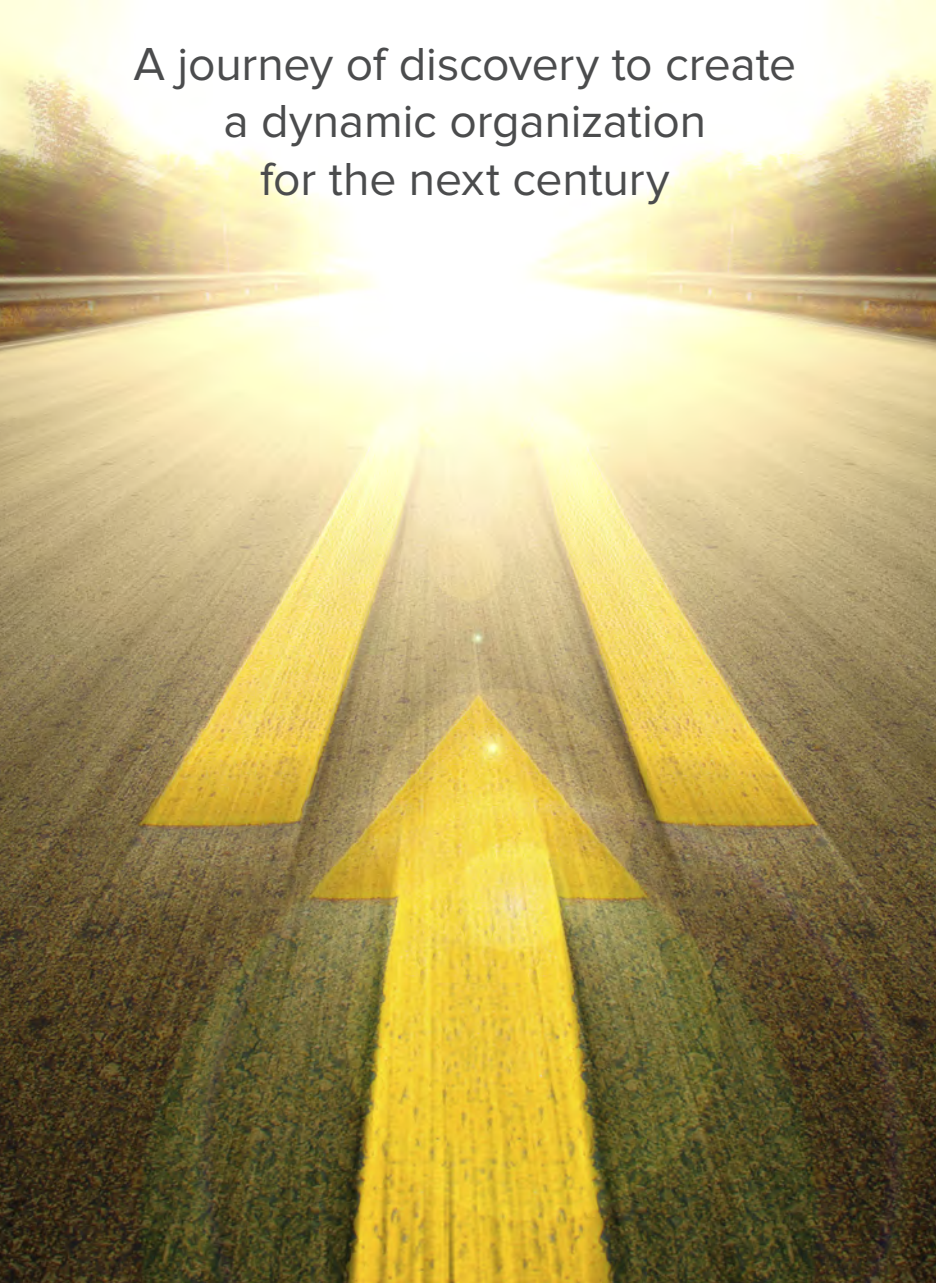
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