

CAES 2020 Strategic Planning Outreach Action Team
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Goal 1: CAES educational programs be at the forefront of all land-grant institutions.

Goal 1B: Extension education programs will be vital, dynamic, and engaged at the county level throughout the state.

Improve marketing and communication of Extension programs and their value to the entire state beyond clientele

- **Baseline:** Impact Statements, Marketing efforts by the OCTS
- **Short-Term Benchmark:** Develop marketing materials (social media, television, radio, newspaper, mobile devices) showing Extension's value to our stakeholders and audiences that we do not reach. Communicate Extension's Brand to all employees and outside audiences.
- **Mid- and long-term Benchmark:** Partner with another college within UGA to come up with cutting-edge, effective marketing techniques.

Encourage collaboration between departments and non-UGA agencies via a multidisciplinary approach.

- **Baseline:** Contact Department Heads on collaborative efforts of faculty within CAES and Non-UGA Agencies.
- **Short-term Benchmark:** Encourage Department Heads and District Directors to promote collaboration across departments and with agencies outside of UGA. Work together rather than duplicating services.

Prioritize programs to meet the needs of clientele based on expertise of faculty and emerging trends (Be more proactive rather than reactive)

- **Baseline:** List of traditional programming within ANR, FACS, 4-H, County Needs Assessments, GA Counts Reports
- **Short-term Benchmark:** Evaluate effectiveness of current programming efforts.
- **Mid-range Benchmark:** Determine which programs should be discontinued and which new programs need to be offered.

Maintain County Delivery System (in the absence of a fully-staffed system)

- **Baseline:** Number of Counties with Extension Offices, Number of Agents, Number of Program Assistants
- **Short-term Benchmark:** Enhance Mentoring Program between Experienced Agents and New Agents

- **Short-term Benchmark:** Establish network of Specialized Agents who can be accessed by clientele and inexperienced agents (following the example of the Forage Extension Team and the Radon Team)
- **Long-term Benchmark:** Hire more Agents when resources become available

Goal 2: CAES research and extension programs will be accessible and applicable to all segments of the population in the state of Georgia.

GOAL 2A: Supplement continued support of traditional stakeholders with emerging technologies for greater speed of delivery and accessibility to a diversity of Georgians.

Training

Short Term

- Encourage use of services like Lynda.com, but do not depend on these services
- Provide an incentive to certify their participation
- Provide professional development opportunities for OCTS and support unit staff
- Increase communication and collaboration between IT support staff among CAES departments, and CAES facilities.

Benchmark –

- Minimum of one annual OCTS planning session a year to include Departmental IT staff.
- Encourage faculty reporting of certificates of completion on faculty activity reports. [The lynda.com Certificates of completion program is a new incentive that rewards members for completely watching a course on lynda.com. Upon completion of a course, a certificate is automatically generated that is viewable online, downloadable, or emailable to anyone. All lynda.com courses are eligible for earning Certificates of completion.]

Mid-Term

- Hire dedicated training staff \$73,000.
- Provide IT training for faculty and appropriate staff
- Provide resources for advanced access to emerging technologies for OCTS and support unit staff

Benchmark –

- Hire a minimum of 1 dedicated training staff members by 2015.
- Provide discretionary funding for OCTS to acquire emerging technologies equipment and training. (\$120,000)

Equipment

Short Range

- **Tandberg Issues**
 - Faculty not trained enough on use of Tandberg
 - Not reliable connectivity
 - Explore alternative solutions
 - Improve videoconference software and technology including web-based and mobile webconferencing platforms (e.g., GoToMeeting/Skype, useful on iPad/tablets from the field).
- **Mobile devices**
 - Public/stakeholders demand quick/timely answers, mobile accessibility
 - Faculty and appropriate staff should have access to mobile devices (i.e., smartphones, tablet/ipad, etc.) appropriate to their job.

- Websites and decision aids should be accessible and functional on mobile devices
- Priority to hire additional support for:
 - o Mobile platform development
 - Distance diagnostics
 - Mobile decision aids
- 508 compliance, multilingual
- Computers on Campus
 - Need more access
 - Increased connectivity
 - o Improve printer access
 - o Replace aged equipment, improve computers and computer labs
 - o Address and improve

Benchmark -

- Explore central approval/procurement and administration of Tandberg units to control lifecycle and maximize operational effectiveness by 12/31/14.
- Hire a minimum of one additional staff to develop mobile platform to support Extension publications by 6/30/14. (\$60,000)
- Fund an incubator grant to equip and enable a mobile workforce (\$400,000)
- Create an inventory of computers and peripherals within student labs with an assessment of age/suitability by 6/30/14.

Mid-Term

- Have long-range plan for routine replacement/upgrading to remain relevant.

Connectivity

- Make high-speed internet connectivity and wireless availability consistently available at all campus and county locations.

Benchmark –

- Establish a minimum upload/download speed expectation for interaction with University resources from off-campus facilities and provide funding for locations below minimum requirements (6/30/17).

Delivery

Short-Term

- UGA should institute offers such as flex time, working from home, and telecommuting to offset low-pay and poor morale.
- Don't abandon traditional publications to the exclusive pursuit of digital/electronic media.
 - Maintain support for hand-outs and hard-copy publications
 - o Financial support allocated to print publications
 - Marketing aspects of publications and hand-outs
- Websites need to be brought up to date
- Publications
 - help needed to update
 - need assistance to scan in or retype old publications
- Social Media and Web-based Systems
 - o Extension
 - Marketing
 - Communication/Education
 - o Report impact via social media
- Proactive communication about emerging issues, rather than reactive.

Benchmarks-

- Increase county extension office print publication budgets by 10% by 7/1/15.
- Hire CAES Social Media Coordinator/ Web designer (\$60,000) by 7/1/15.

Mid-Term

Capability to Make Videos

- Production (equipment/software)
- Time/Personnel
- Provide video to and engage more with local television stations

Benchmark –

- Hire professional videographer (\$60,000) for CAES by 6/30/15.

Goal 2B: Programs will attend to emerging needs of a growing urban population as well as address the changing demographics of the state.

Reach more people with Urban Extension Programs in focused areas of food awareness, environment, health & wellness, and youth

- **Baseline:** There is a need to hire an Urban Extension Director. No one is currently in this type of position within Extension that coordinates activities across all three program areas. There is also a need to hire more Extension educators to reach a growing population. Urban and urbanizing counties need to be identified in order to establish a baseline. The committee suggests an operational definition of counties exceeding 80,000 people as reported in the 2010 census which would include 29 of the most populated counties (Fulton, Gwinnett, DeKalb, Cobb, Chatham, Clayton, Cherokee, Henry, Richmond, Muscogee, Hall, Forsyth, Bibb, Paulding, Houston, Douglas, Coweta, Columbia, Clarke, Carroll, Lowndes, Fayette, Whitfield, Bartow, Newton, Floyd, Dougherty, Rockdale, and Walton). This definition is simply to be used to identify the most likely urban trends as the committee recognizes urban issues may also extend to less populated areas of the state.
- **Short and mid-term Benchmark:** Hire an Urban Extension Coordinator/director whose responsibilities include coordinating defined urban counties.
- **Mid-term Benchmark:** Urban programming focus to promote: Agriculture (food awareness); Natural Resources (Environment); FACS (Health and Wellness); 4-H (youth) issues.
- **Mid-term Benchmark:** Reassess and define urban counties based on populations and trends.
- **Mid-term Benchmark:** Determine additional staffing needs for Extension educators to deliver ANR and FACS programs in urban areas.
- **Long-term Benchmark:** Secure funding needed to market and communicate impact to urban stakeholders and legislators through mass media/television, etc.
- **Long-term Benchmark:** Increase awareness between urban & rural issues.

Reach more Urban Youth with Urban Extension Programs in focused areas of food awareness, environment, health & wellness, and youth

- **Baseline:** Currently reaching approximately 30% of urban youth in 5th – 6th grade 4-H meetings.

- **Short and Mid-term Benchmark:** Focus youth programming on urban issues i.e. food awareness; environment; health & wellness.
- **Mid-term Benchmark:** Hire additional faculty/staff to deliver 4-H programming in urban areas.
- **Long-term Benchmark:** Hire a proportional number of staff to meet the population needs of urban counties.

Expand local programming to reach audiences not currently served through the CAES

Baseline

With a greatly reduced amount of staff and resources, a limited number of people can be reached and programs offered. Since 2003 the Extension budget has decreased 29%. Through grants and restored state funding, more programs can be targeted to those CAES is not currently serving adequately.

Benchmarks

- **Short-term Benchmark** - Hire an urban Extension director to coordinate large scale programs across urban areas. This person will apply for non-traditional funding and communicate the impacts to key decision makers.
- **Short-term Benchmark** - Increase funding allocated to the County Extension programs in order to meet the needs of the audiences not currently reached the highly populated areas.

Needs and Funding Opportunities Matrix

UGA Strategic Direction IV – Serving the Citizens of the State of Georgia & Beyond	Program/Project/Other	Total Cost	Private \$	State \$	Fed. \$	Other \$
CAES Goal 1B- Extension education programs will be vital, dynamic & engaged at county levels throughout the state.	Restore County Delivery to 2003 Levels of Staffing 121 Agents needed @ \$75k	\$9 million				
CAES Goal 2A- Supplement continued support of traditional stakeholders with emerging technologies for greater speed of delivery & accessibility to a diversity of Georgians.	Fund mobile technology/ social network incubator and training grants & funding pool for special purpose labor	\$713k				
CAES Goal 2B – Programs will attend to emerging needs of a growing urban population as well as the changing demographics of the state.	Hire an Urban Extension Director Create matching funds for outreach in county operations (restore operating funds for Extension to 2005 levels)	\$75k \$566k				

Tasks completed:

- **Committee reviewed all of the raw data from the strategic planning stakeholder sessions.**
- **Strategies and action items were created after careful review and interviews with key decision makers.**
- **Final report submitted.**