

Status Report: OSU Extension Portland Area Initiative

July 10, 2007

OSU-Extension's "Return-On-Investment" in the Portland metropolitan area can be shown in the following areas:

1. Internal OSU situation analysis, partnerships, and development of models and new staffing structures.
2. External assessments of community needs
3. Partnerships: new, continuing, and those being explored, including OUS and others
4. Recognized in the Western region and nationally as a leader in advocating new models for Extension in metropolitan regions.

Internal OSU Extension accomplishments

- Extension has invested on-going funds in two Extension faculty (one located in Portland---.50-.75FTE; and one on the Corvallis campus--.25-.45FTE) to provide leadership for the OSU Extension Portland Area Initiative.
- Portland area Extension faculty from the surrounding county offices have regularly provided input and advice on the metropolitan model, communication plans, and new program opportunities. Family and Community Development (FCD) faculty support a regional approach to programming. Other programs are already being delivered regionally—water, small farms, consumer horticulture. The second Extension "Metro Summit" will be held October 10, 2007.
- Extension has invested \$200,000 of program funds in new partnership grants for the Portland metro area:
 - i. The "**Partnership for Clean Air and Health**" project involves new OSU partners in the College of Engineering, external partnerships with Oregon DEQ, and the Metro Council.
 - ii. The "**Childhood Hunger in Oregon: Educating and Engaging the Medical Community**" project partners with OHSU, the Oregon Food Bank, Providence Health Care, and the College of Health and Human Sciences.
- A "metro model" for Extension has been developed and tested regionally and nationally.
- OSU faculty not on Extension appointments are actively engaged in collaborative projects related to urban issues, such as the libraries, faculty in anthropology, and public health who are working on mapping food systems with Extension faculty.
- An internal analysis of communication approaches discovered OSU web pages that are out of date, confusing, and inadequate for end users. The University through Todd Simmons has committed to "fixing" these problems and creating a new up-to-date site.

External Assessments

- Five breakfast needs assessment meetings which included campus Deans and community leaders provided direction and information on citizen expectations and needs in urban settings in five key areas related to the OSU strategic plan. Follow up letters were sent to meeting participants to report findings and progress.
- Statewide needs assessment by Extension solicited 60% of respondents from the metropolitan area. This provided a clearer picture of what urban residents want and how they want it.

Partnerships:

New program partnerships with OUS institutions and others

- **Farm Bill Forum** – OSU Extension co- sponsored with PSU working with Congressman Earl Blumenauer a day-long Forum in Portland. About 200 participants. Forum was taped for broadcasting on cable TV.
- **Urban Rural Interdependence: *One Oregon*** – OSU Extension is providing the leadership for a symposium and subsequent book on the multiple factors that impact the interdependence of rural and urban communities in Oregon. Faculty from PSU, U of O, and EOU, as well as OSU, and the Governor’s Office on Rural Policy are collaborating on this initiative. This will be the basis of future facilitated community conversations on *One Oregon*.
- **Food systems faculty working group** – OSU Extension is bringing together faculty from PSU and OSU with interests in food systems to consider collaborative efforts and to inform one another of their research. An example of the benefit of such efforts is an OSU Horticulture and PSU Institute for Metropolitan Studies collaboration on a statewide assessment of food systems and the joint seeking of resources to fund a larger model, **Community Landscapes, Farms and Food Systems (CLFFS)**.
- **PSU providing office space for OSU Extension metro faculty** – The Institute for Metropolitan Studies in the School of Urban Affairs is offering to provide free office space and a courtesy faculty appointment. In return OSU Extension will set aside the savings in rent as an investment pool for joint ventures, grant match, or services that will support collaborative efforts. OSU Extension has earned the trust of PSU to be a true collaborator and partner.

Continuing partnerships

- Oregon Food Bank—Oregon Family Nutrition and Childhood Hunger program
- Portland Schools and PTA’s—4-H Wildlife Stewards program; Oregon Family Nutrition Program
- Faith communities and housing projects—Oregon Hispanic Nutrition Office
- Food Innovation Center, Small Business Development Center, Portland Community College—Food Business program
- Portland Food Policy Council—Hunger and food systems
- United Way of the Columbia-Willamette—Child nutrition and hunger
- OSU Extended Campus—developing web-based Master Gardener Program

New Partnerships under exploration

- Soil and Water Conservation District—interested in housing Extension faculty in water, gardening, small farms, and food systems
- Metro Government—interested in collaborating on water, air quality, and other environmental issues
- Community Health Foundation—interested in exploring health, nutrition, and hunger issues
- Many others (INR, Sustainable Northwest, WSU Vancouver, Financial Institutions, etc) both public and private

OSU Recognized regionally and nationally as a leader in re-inventing Extension in metropolitan regions

- Emshoff and Houglum were invited to present “learnings” at a Western Extension Regional Think Tank meeting in Las Vegas, NV, on urban Extension models. The group adopted many of the elements making up the OSU model. We invited a PSU faculty member to join OSU at this meeting to provide insight about urban audiences and issues.
- Peer reviewed and selected presentation and poster session by Emshoff and Houglum at a National Urban Extension conference in Kansas City, MO, on the OSU Extension metro model were enthusiastically received, and have resulted in numerous requests for information and partnerships.
- Emshoff and PSU faculty member Sheila Martin were invited to present on a panel at the Urban Serving Universities & NASULGC Commission on the Urban Agenda summer conference in Washington DC, presenting the partnership between the two Universities. This is one of very few, perhaps the only, example of a land grant institution partnering with an Urban Serving University in the country. Our congruent missions are the basis of the partnership as well as the blending of expertise that fills gaps in capacity. This collaboration models what an Oregon University System-wide approach could accomplish for the entire state.
- Because of our work, Houglum and Emshoff have been contacted by USDA CSREES Families, Nutrition, and Youth Administrator for possible pilot project development and testing of a “Health and Wealth” Initiative with low-income audiences. This would be a joint public/private venture.