

# **2+2=<4: A Case for Extension “In-Reach” Efforts**

**NACDEP**  
*April 21, 2009 – San Diego, California*

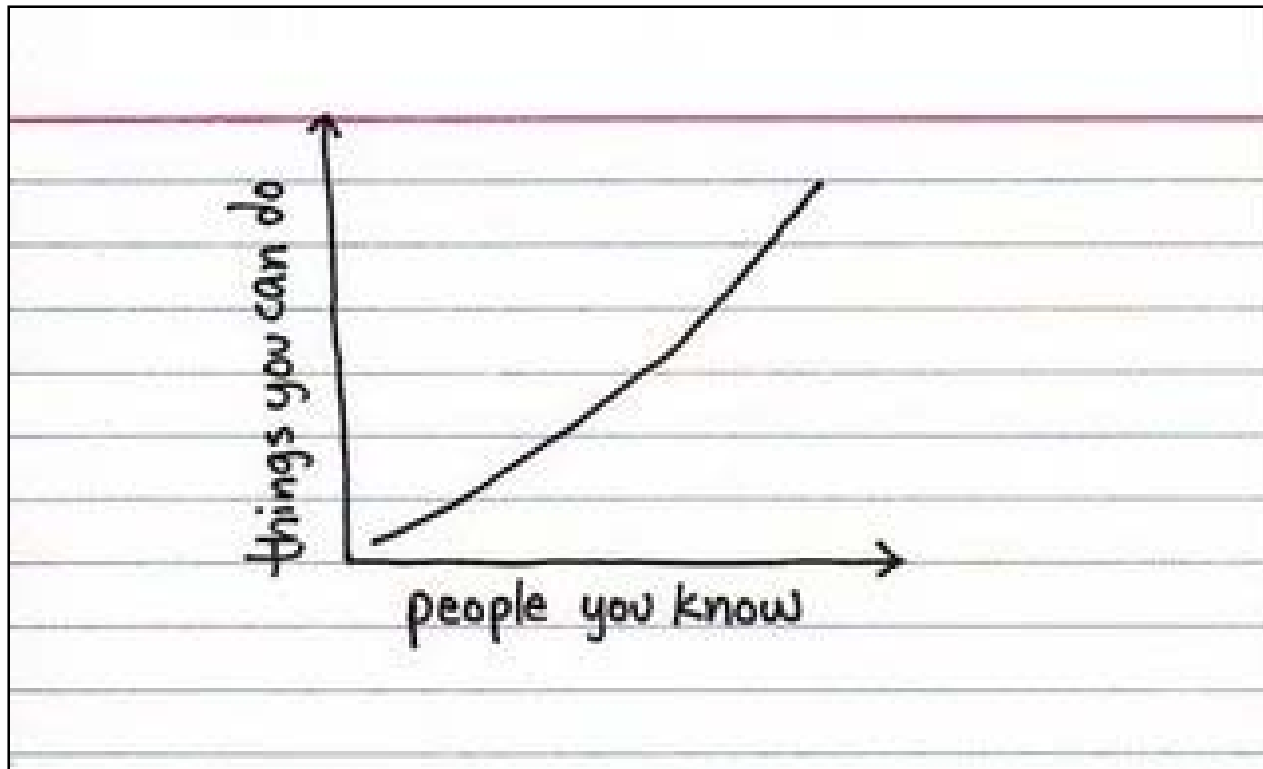
*Scott Hutcheson, Assistant Program Leader  
Economic & Community Development  
Purdue Extension*

# Specialist FTEs by Program Area

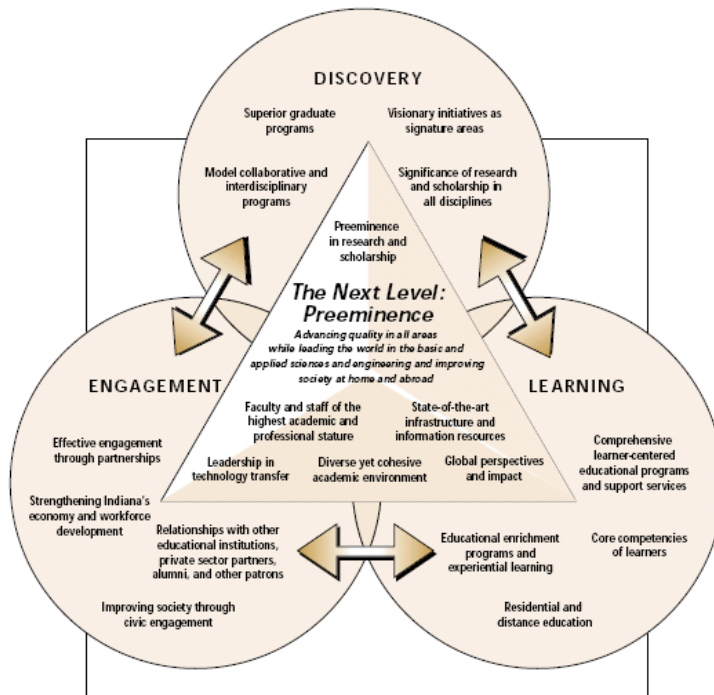
Program Area	FTEs
Agriculture & Natural Resources	81
4-H & Youth Development	22
Consumer & Family Sciences	15
<b>Economic &amp; Community Development</b>	<b>2</b>

# Output (Direct Client Contacts) per FTE

Program Area	Direct Contacts
Agriculture & Natural Resources	11,000
4-H & Youth Development	4,000
Consumer & Family Sciences	101,000
<b>Economic &amp; Community Development</b>	<b>31,000</b>

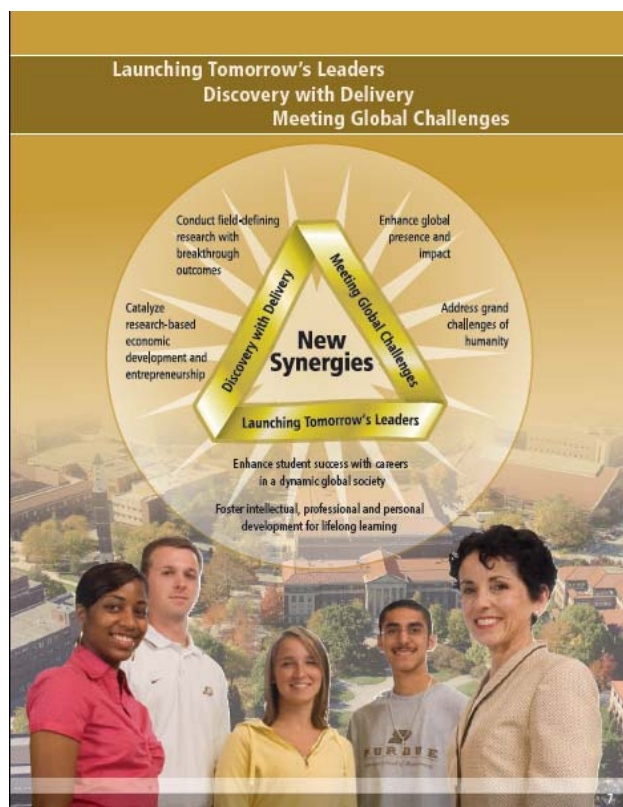


# Purdue's Focus on Engagement



- 2001-2006 Purdue Strategic Plan
  - Discovery
  - Learning
  - Engagement

# Discovery with Delivery



- 2008-2014 Purdue Strategic Plan
  - Launching Tomorrow's Leaders
  - Discovery with Delivery
  - Meeting Global Challenges

# Office of Engagement

*Through the Office of Engagement, the university uses its resources to address issues affecting the state's prosperity and quality of life. Areas of focus include economic development, P-12 education, community service and lifelong learning and scholarship of engagement.*

- Led by Vice Provost of Engagement
- Engagement Associate Deans Council
  - Includes CES Director
- Engagement Council
  - Includes ECD Program Leadership

# Engagement & ECD

*Both the ECD Program Leader & Assistant Program Leader have split appointments in Extension and Engagement's Center for Regional Development.*



Purdue Center for Regional Development

*Economic and Community*  
**DEVELOPMENT**

# Purdue Statewide

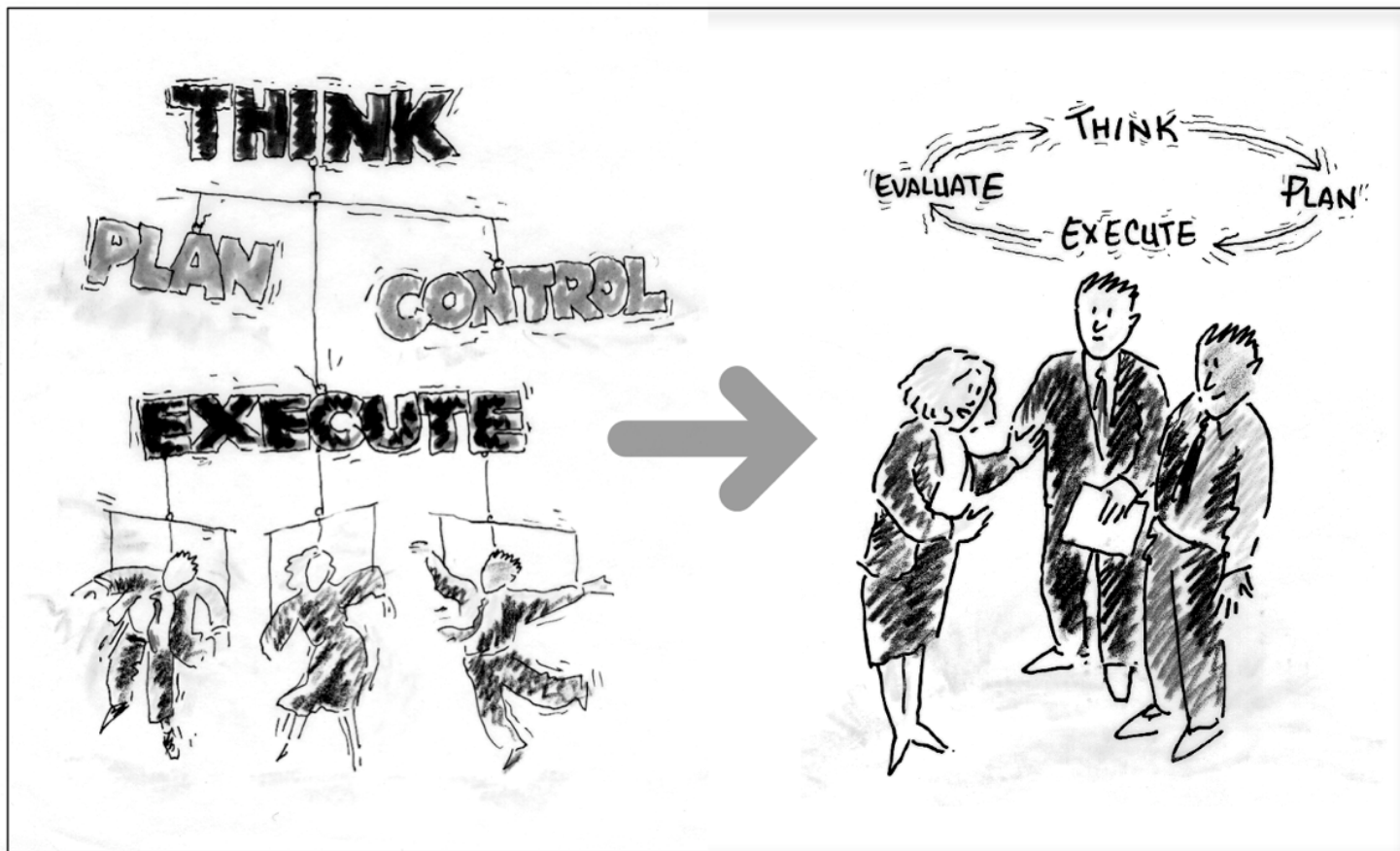
*Extension is not the only game in town...or in "state"*

- 3 Engagement Offices
- 6 Purdue Campuses
- 11 Statewide Technology Offices
- 12 Technical Assistance
- 4 Purdue Research Parks
- 9 Purdue-Affiliated Learning Centers
- 92 Local Extension Offices

# Recent Internal Collaborators

- Burton Morgan Center for Entrepreneurship
- Technical Assistance Program
- Manufacturing Extension Partnership
- Rengenstrief Center for Healthcare Engineering
- Purdue Research Park
- Mechanical Engineering Technology
- Center for Global Supply-Chain Networks
- Krannert Management & Economics Library
- Center for Regional Development
- Department of Political Science
- Birck Nanotechnology Center

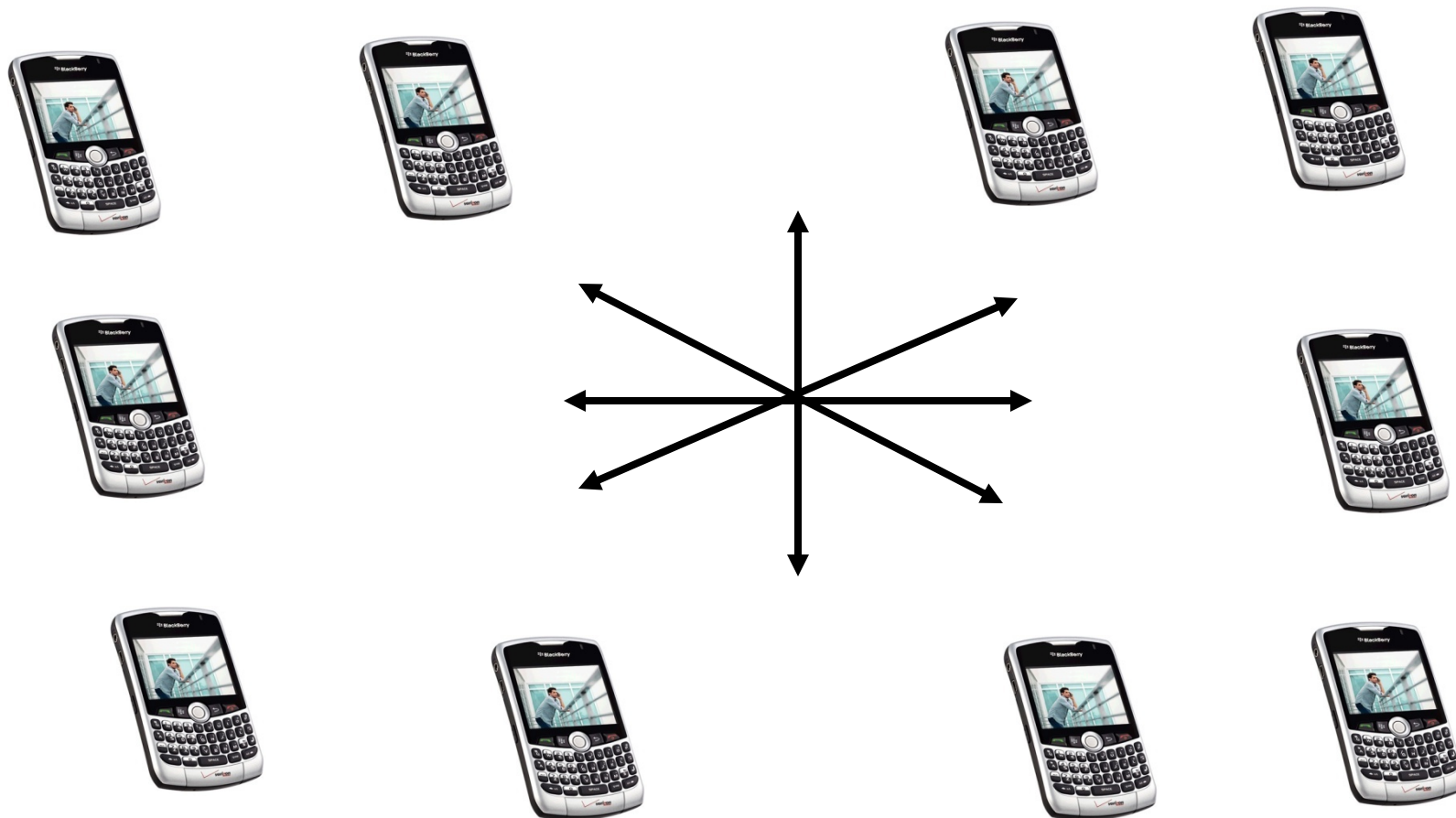
# From Hierarchies to Networks



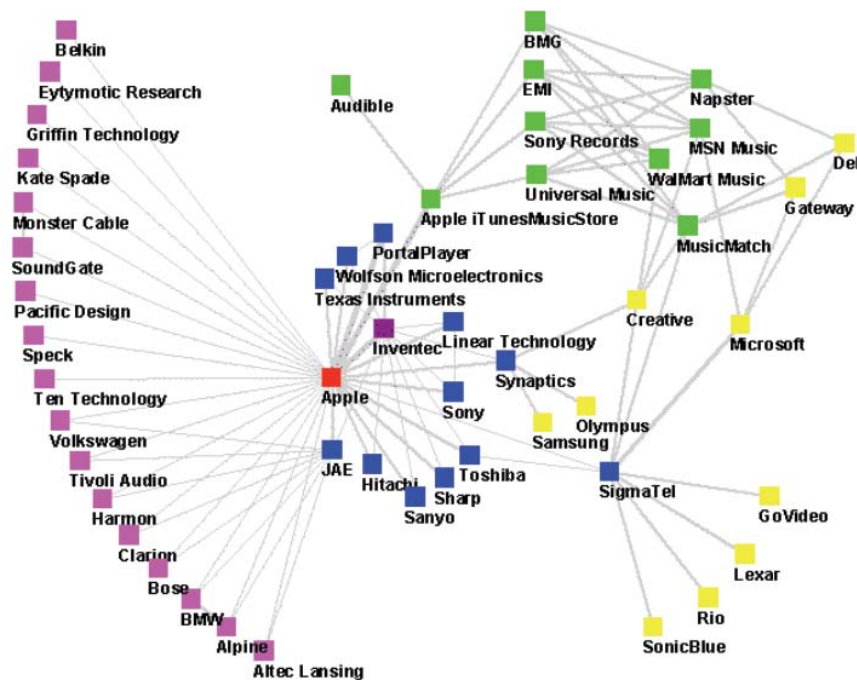
# What's the Value of **ONE** Cell Phone?



# What's the Value of **TEN** Cell Phones?



# Linking & Leveraging Assets to Create New Value



# Entrepreneurship Support

- Purdue Extension had an interest in implementing an Economic Gardening program but lacked the data resources.
- Krannert Management & Economics Library wanted to extend their reach beyond the campus to the people of Indiana but lacked a means of distribution.
- An asset mapping exercise helping bring the two together.

# Entrepreneurship Business Information Network

- Inspired by the *Economic Gardening* Model
- Partnership of
  - Purdue Krannert Business & Economic Library
  - Purdue Extension
  - Small Business Development Centers





*Bringing to County Extension Offices data and information sources valued at \$177,000 annually*

**Helps entrepreneurs answer questions like:**

- What other products or services out there that are similar to mine?
- Who are my potential customers and how do I reach them?
- What are my potential customers like?
- What are the latest trends in my industry?
- What legislative issues could effect my business?

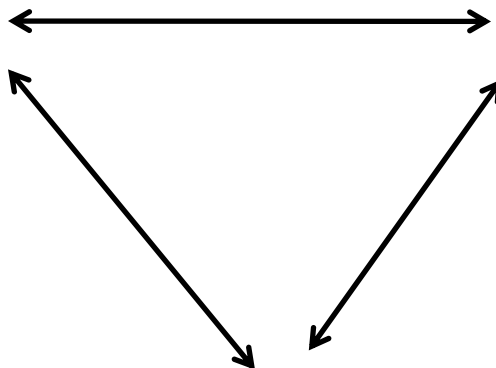
## **Energy Efficiency for Local Government**

- Local Purdue Extension Offices engaged in conversations about how local government can save money
- Purdue TAP/MEP had a very successful industry energy efficiency program
- Piloted an energy efficiency program for local government

# **Energy Efficiency for Local Government**

- Green Generalist Program
- Energy Efficiency & Financial Decision Making Program
- Demonstration of significant ROI

# Linking & Leveraging Assets



*What could we do together?*

*Develop ideas about  
what we can do  
together*

**Explore**

*Use the **Strategic Doing**  
cycle to guide conversations  
that will build the network*

*Evaluations*

*Insights*

*Execute and  
measure  
results*

**Execute**

*Choose  
what to  
do*

**Focus**

*What should we  
do together?*

*Action Plans*

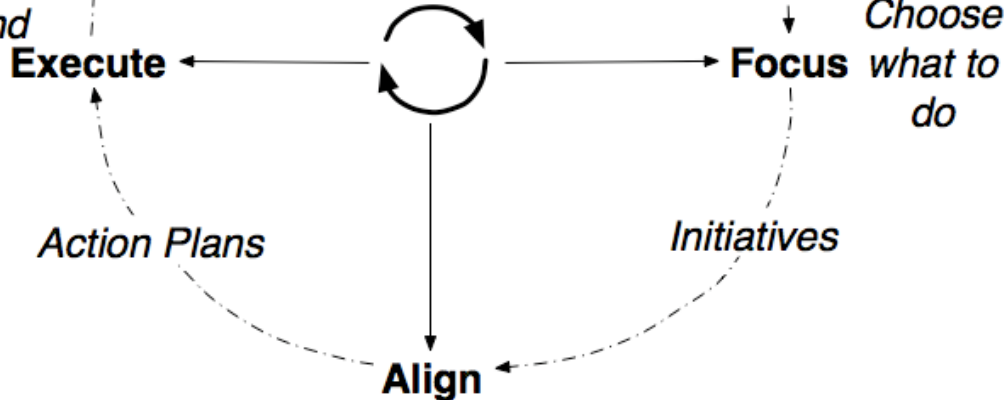
*Initiatives*

**Align**

*Identify and align  
resources to  
specific initiatives*

*What will we do together?*

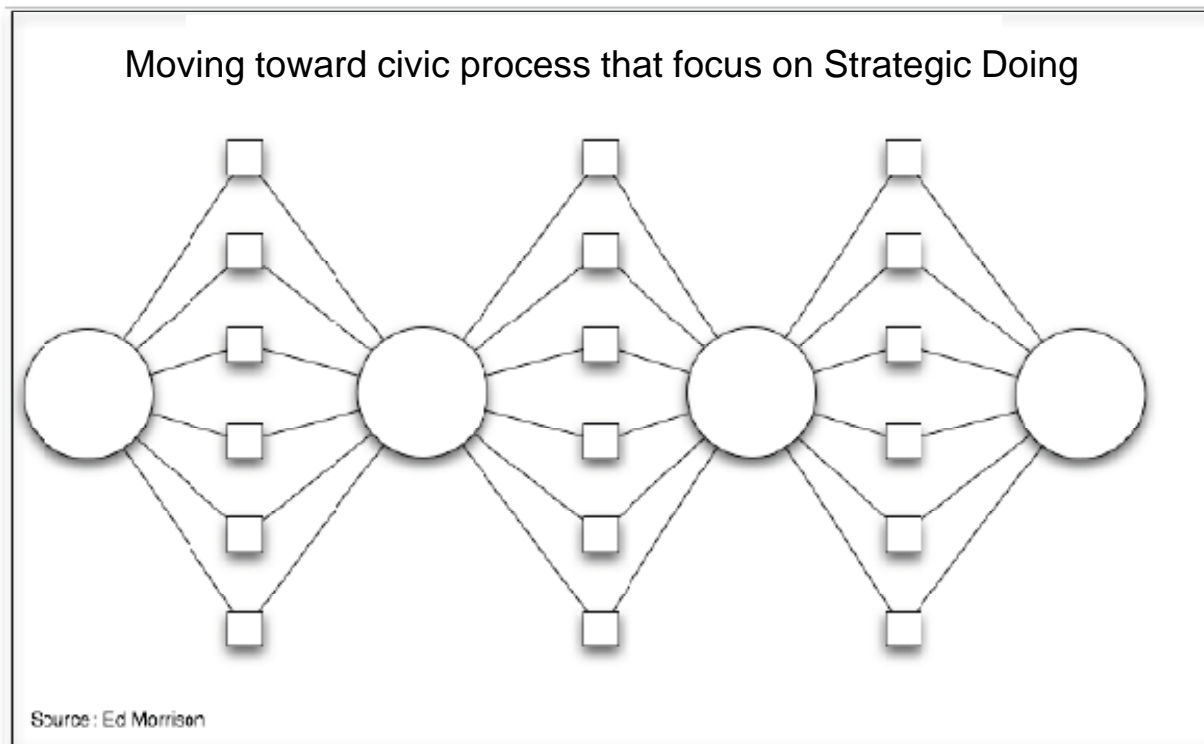
*How will we  
learn together?*



# Strategic Doing

1. What could we be doing together?
  - Exploring our assets to find new opportunities
2. What should we do together?
  - Focusing on one opportunity at a time and defining, as clearly as possible, the “strategic outcomes” we want.
3. What will we do together?
  - Launching new initiatives by aligning our resources with “link and leverage” strategies.
4. What are we learning together?
  - Learning what works by executing and measuring what happens

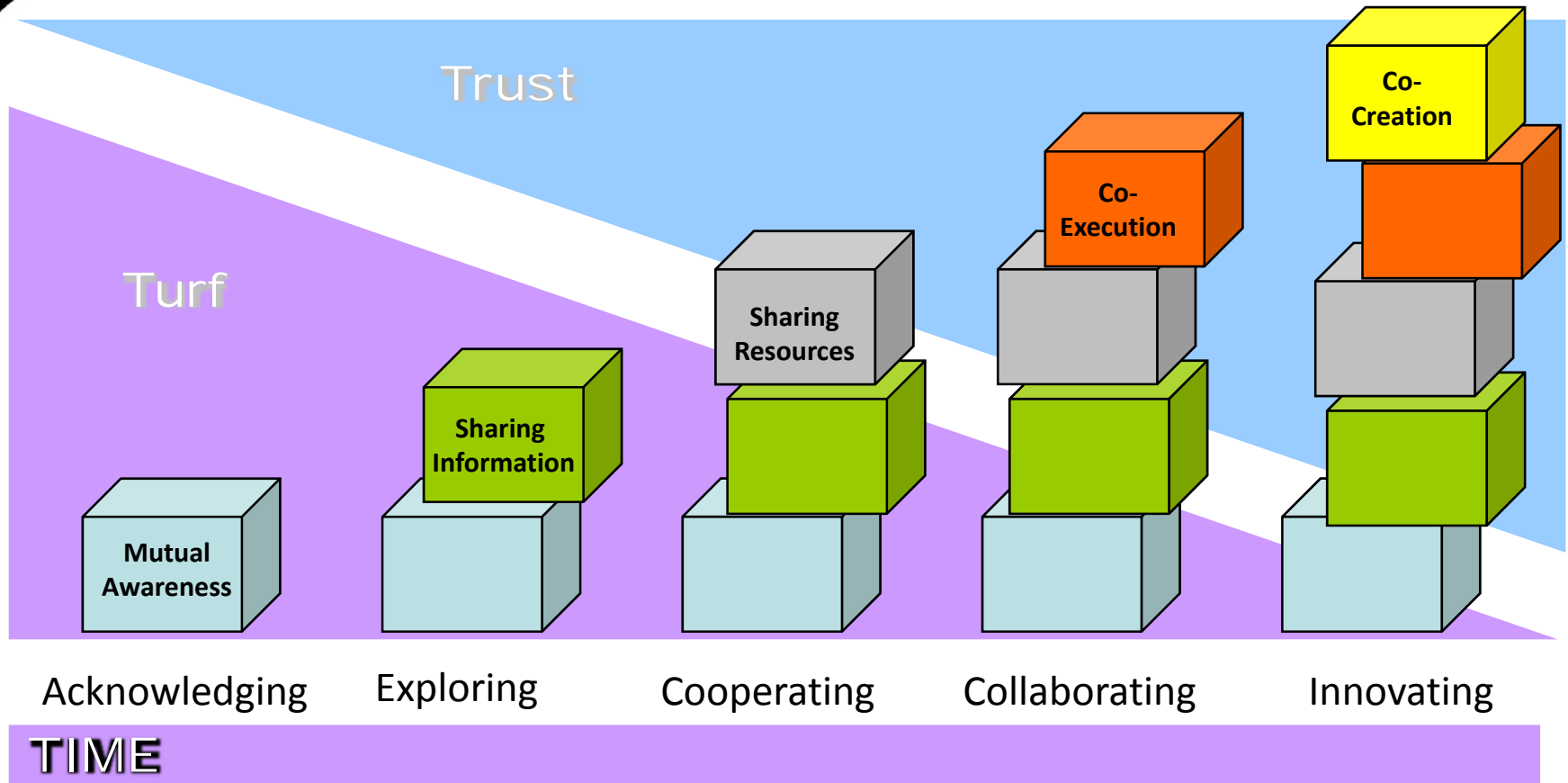
**We need to move our thinking from events  
and “programs” to processes....**



# Concerns from Extension

- If I'm not the "expert" what's my role?
- Who gets credit?
- Where's the org chart?
- What are my priorities?
- Is someone going to call me if they come into my county?"
- What if no one answers the phone?

# Innovation Continuum



*You have to walk before you run*

# Contact

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