

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

NACDEP
April 21, 2009 – San Diego, California

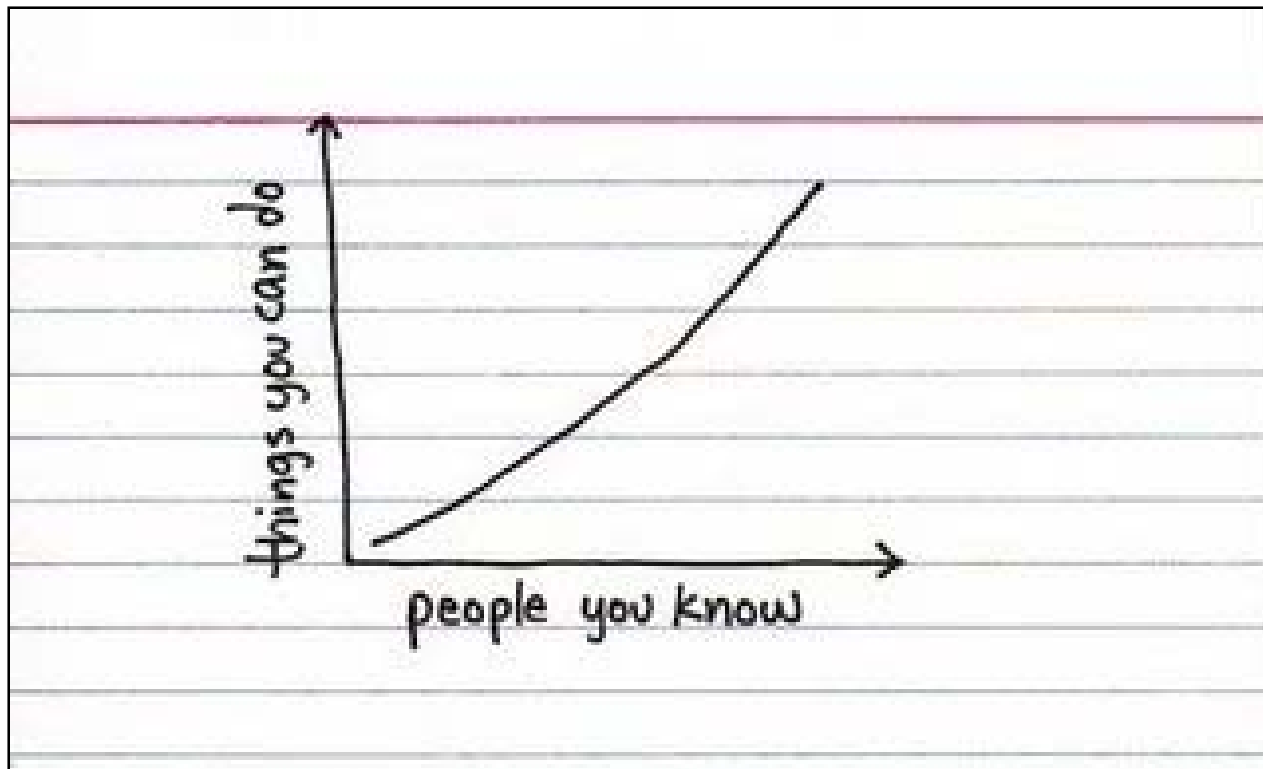
*Scott Hutcheson, Assistant Program Leader
Economic & Community Development
Purdue Extension*

Specialist FTEs by Program Area

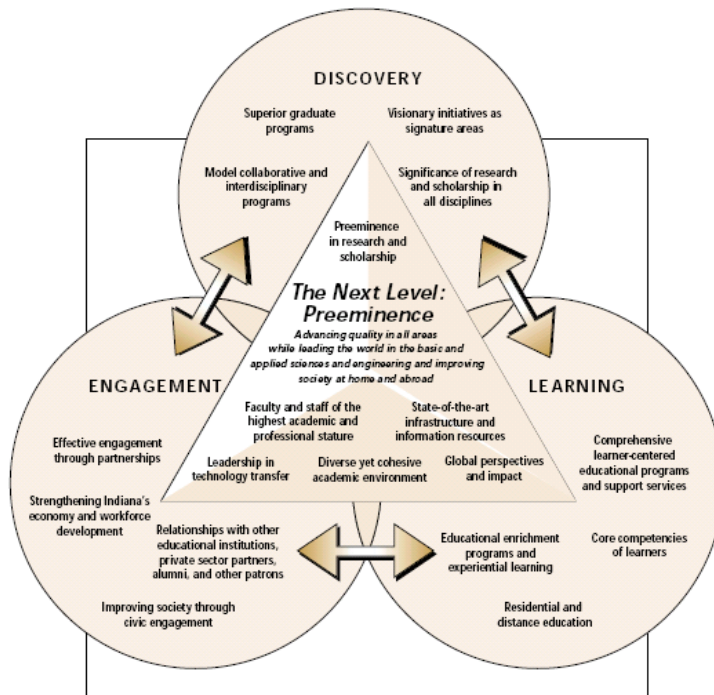
Program Area	FTEs
Agriculture & Natural Resources	81
4-H & Youth Development	22
Consumer & Family Sciences	15
Economic & Community Development	2

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
Economic & Community Development	31,000

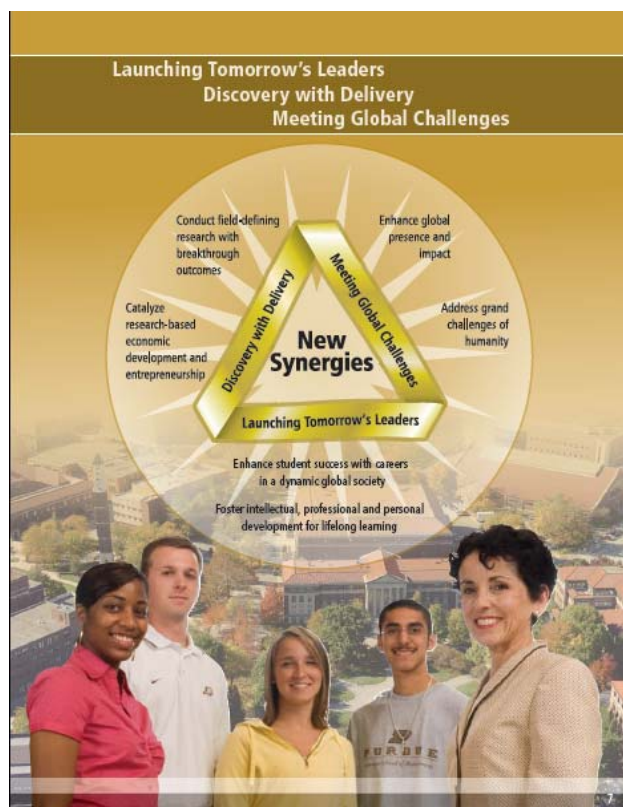


Purdue's Focus on Engagement



- 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 Statewide

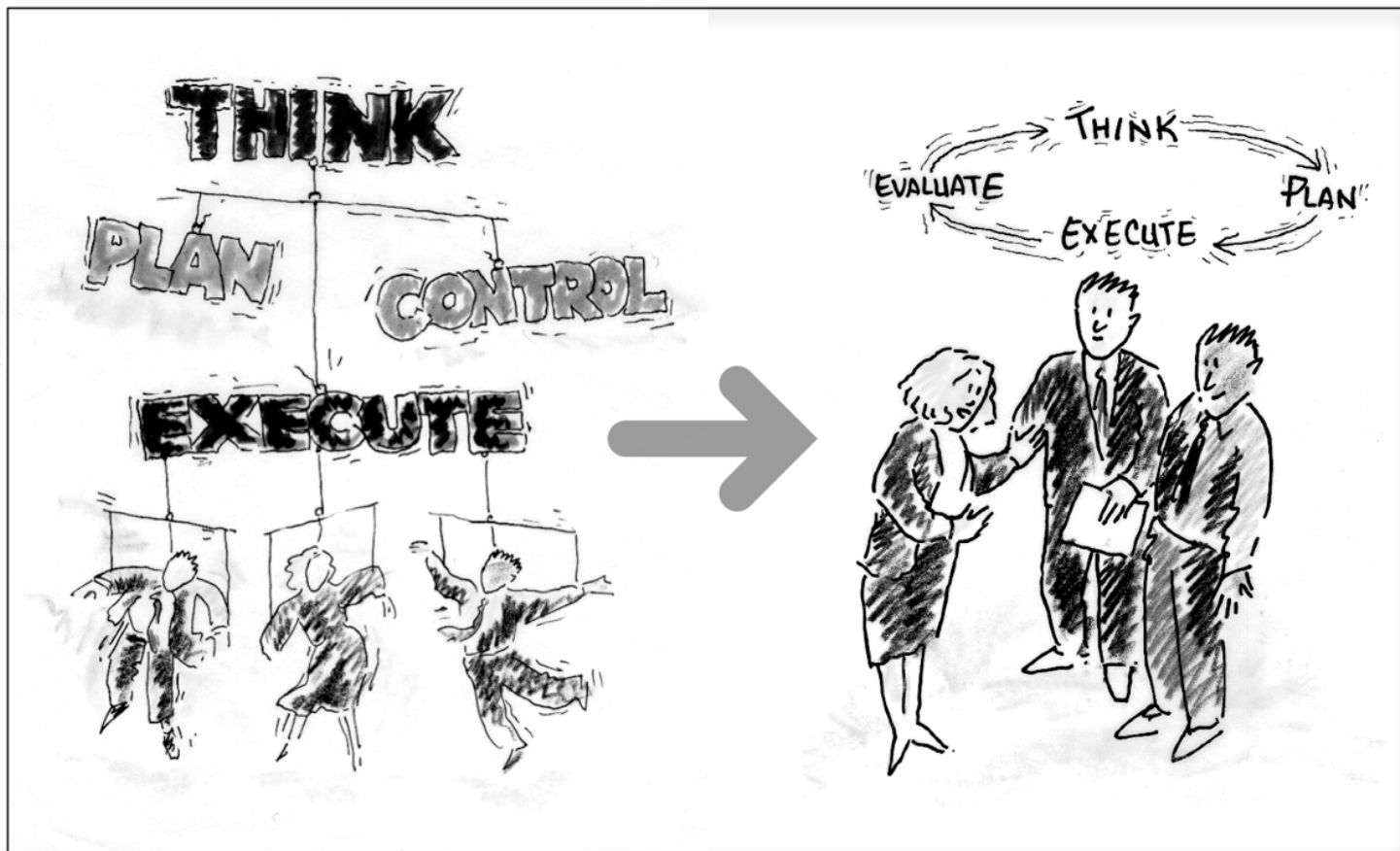
Extension is not the only game in town...or in “state”

- 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

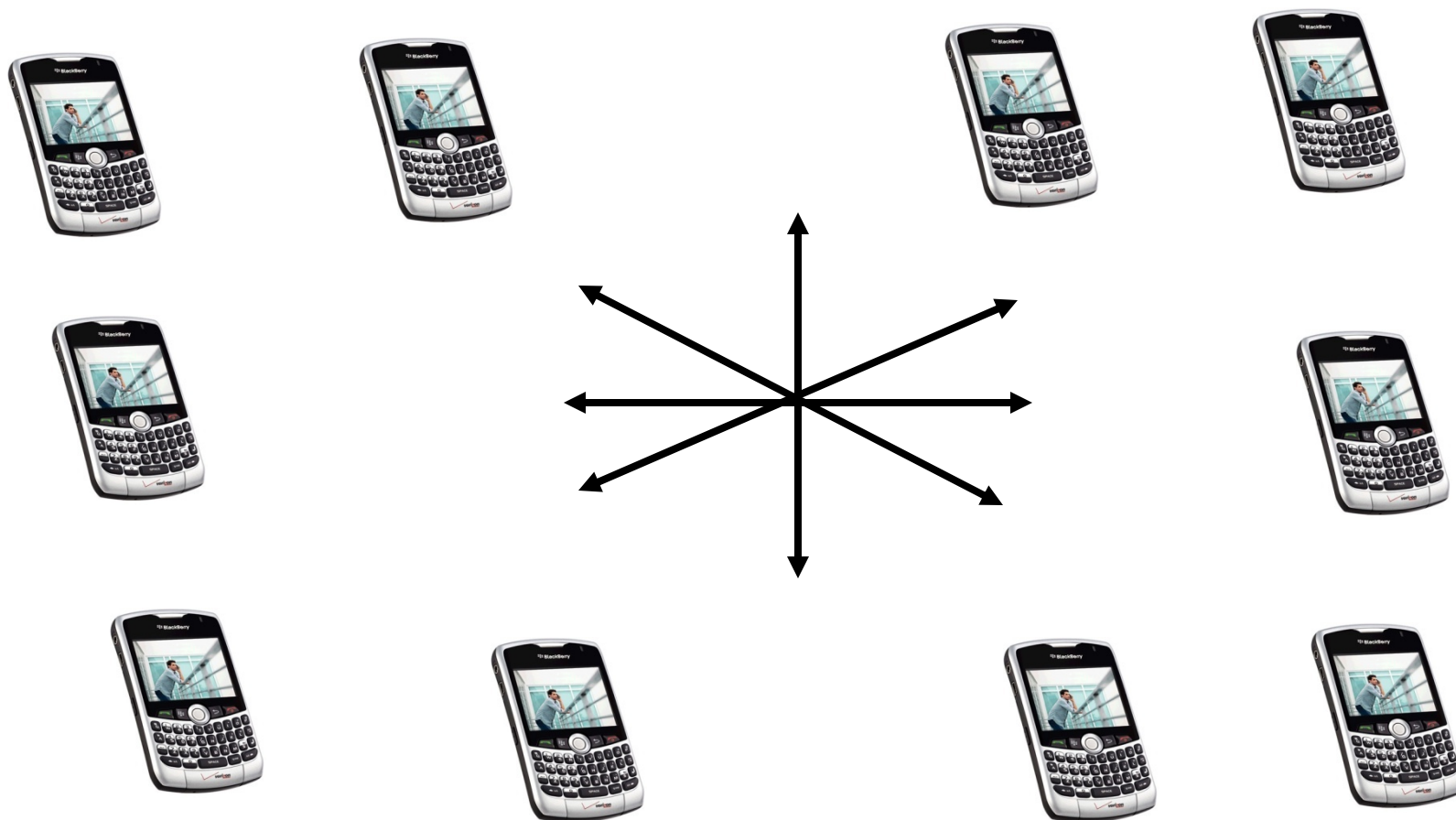
From Hierarchies to Networks



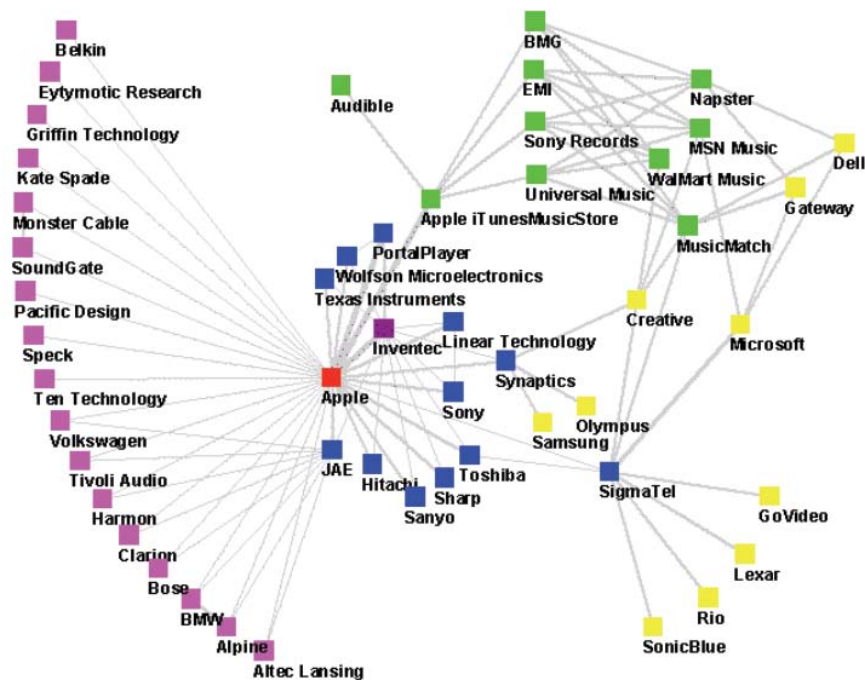
What's the Value of **ONE** Cell Phone?



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?

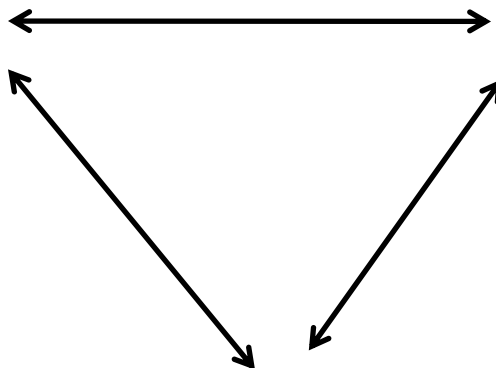
Energy Efficiency for Local Government

- 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

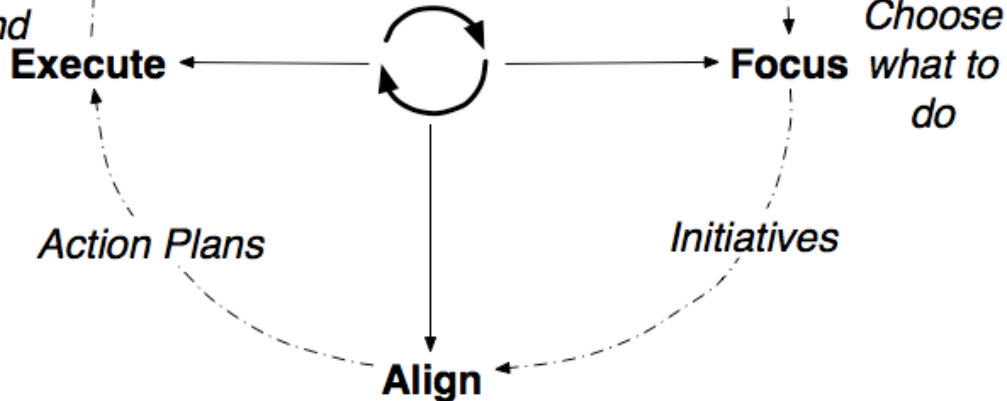
Initiatives

Align

*Identify and align
resources to
specific initiatives*

What will we do together?

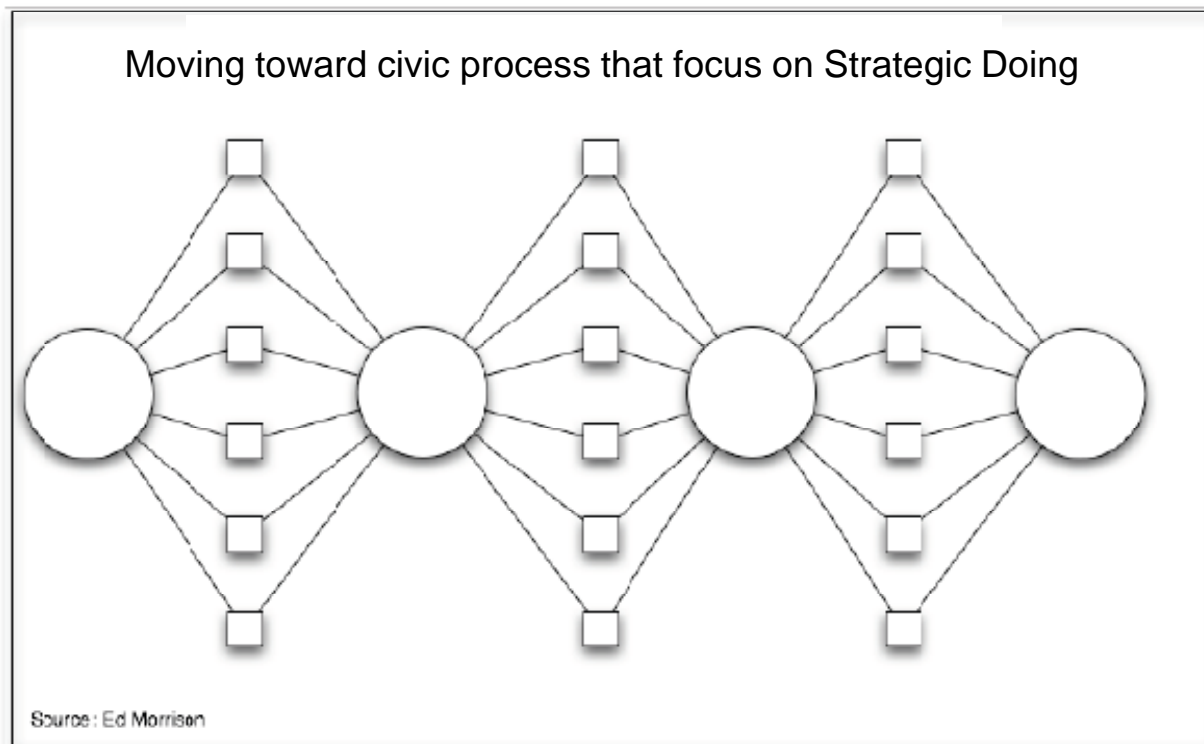
*How will we
learn together?*



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

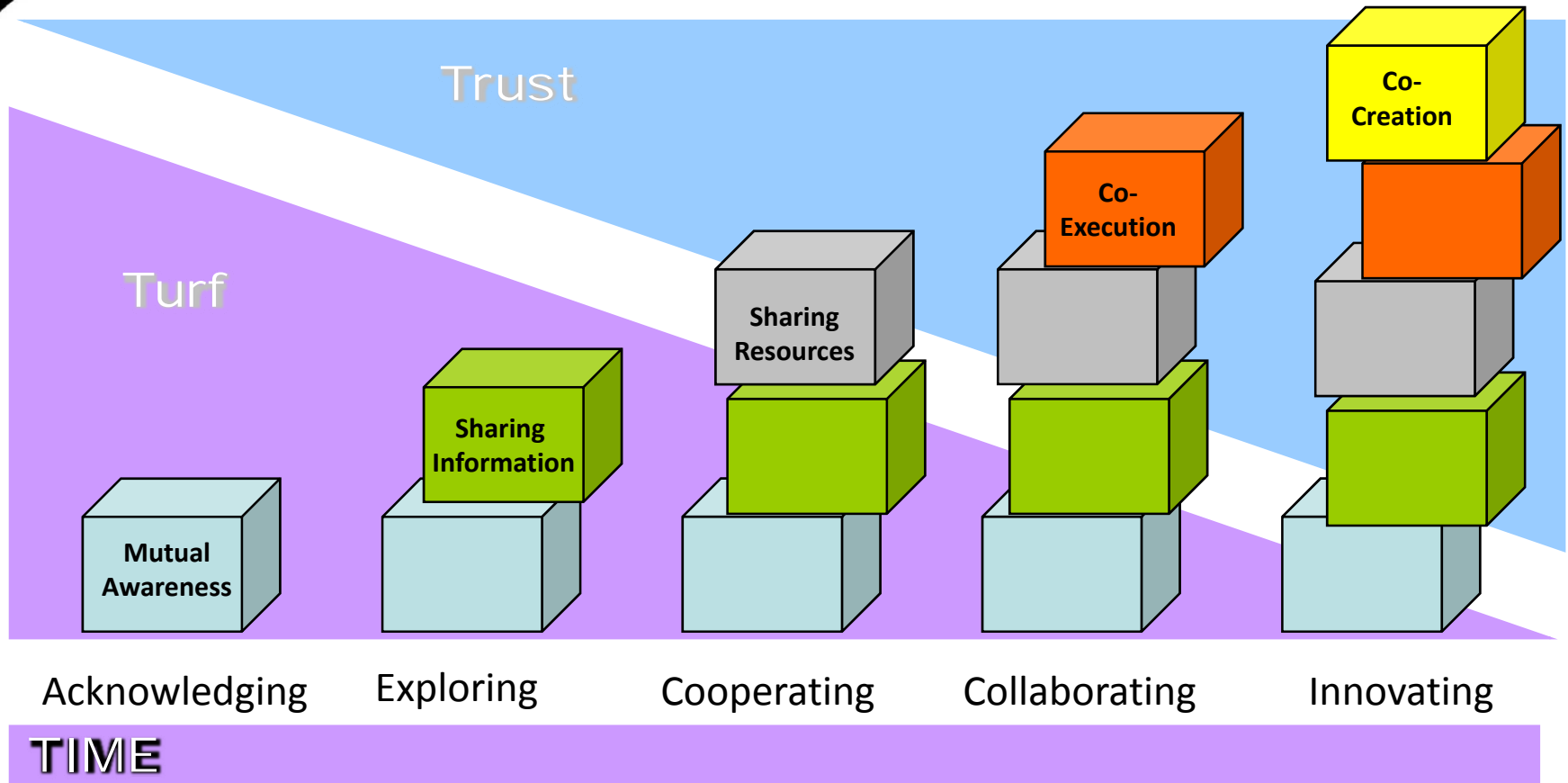
**We need to move our thinking from events
and “programs” to processes....**



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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*This presentation is available for download and **discussion** at the
Purdue Extension ECD blog – <http://pcrd.typepad.com/ecd>*