

Building Our Extension Connections

- Jackson, Clay, Platte and Cass Counties in Missouri
- Wyandotte, Johnson, Douglas and Leavenworth Counties in Kansas

January 28, 2019

Overview

Counties considered part of the Kansas City metropolitan area came together to discuss the current state of our region and how might Extension address those needs. There were a total of eight counties represented throughout the day from K-State Research and Extension and MU Extension.

Event Summary

Introduction:

Dr. Jody Squires and Dr. Jim Lindquist open the day with a historical snap shot of when these meetings had occurred in the early 1990's. They set the tone for the day by giving examples of what happened in the past through collaborations across state lines.

Session 1:

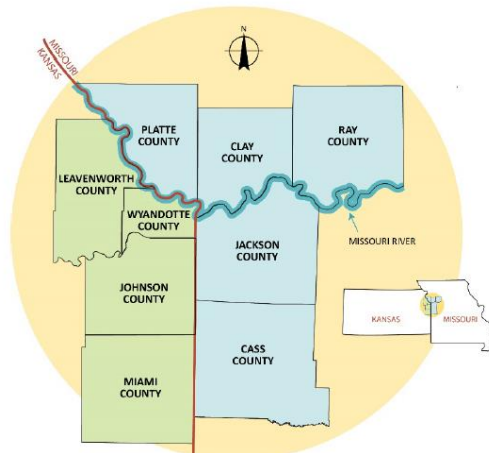
Dr. Frank Lenk serves as the Director of Research Services for the Mid-America Regional Council presented on "Trends and Issues in Greater Kansas City."

Highlights of Dr. Lenk's presentation








- Introduced MARC and their priorities

ABOUT MARC

Since 1972, the Mid-America Regional Council has served as the nonprofit association of city and county governments and the metropolitan planning organization for the bistate Kansas City region. Governed by a board of local elected officials, MARC provides a forum for the region to work together to advance social, economic and environmental progress. We promote regional cooperation and develop innovative solutions through leadership, planning and action. The MARC region includes nine counties and 119 cities — 4,423 square miles — with an estimated population of 2 million.



2019 EXPENDITURES BY POLICY GOAL AREA

	EFFICIENT TRANSPORTATION AND QUALITY PLACES	\$7,848,126
	HEALTHY ENVIRONMENT	3,095,364
	COMPETITIVE ECONOMY	853,445
	EFFECTIVE LOCAL GOVERNMENT	1,469,901
	SAFE AND SECURE COMMUNITIES	11,241,891
	THRIVING OLDER ADULTS AND COMMUNITIES	12,249,779
	QUALITY EARLY LEARNING	36,635,427

- KC Region Employment and Population Forecast
 - Hispanic population will have a dramatic increase by 2035 in the metro area
 - Multi-Racial will also increase significantly
 - Transit is an equalizer
- www.Kcqualityoflife.org this was a new website for the majority of the participants and has relevant current data of our service area
- Presented KC Rising: a long-term vision for the greater Kansas City region to build capacity, bring existing businesses to scale and fully realize the KC region's potential. KC Rising is regional in focus, but global in perspective targeting high growth in trade, people and ideas.
 - Discussed the Talent to Industry Exchange (TIE) which is supported by KC Rising
- Dr. Lenk's Lessons Learned through his presentation of number impacting the KC Metro were:
 - Action takes place where there is already energy.
 - Progress is made in repeated rounds of baby steps.
 - A good idea is never wasted...Those initially rejected in one round become the basis for moving forward in the next
 - It takes everyone to get something done, but any one person or interest can halt anything.
 - Trust is the real agenda

Session 2:

- Groups were established by program area and interest
- Roundtable Discussions were held for introductions and answering one of the following questions:
 - One thing you love about your job
 - Favorite way to revive yourself during the workday
 - One program or project you are most proud of

Session 3:

- Each group was asked to report the following
 - Top 3 Strengths as a Discipline within Urban Extension
 - Top 3 Opportunities that we could Capitalize On
 - Top 3 Needs in Order to be More Effective in our Role

Discipline Report Outs:

- SNAP-ED/EFNEP
 - Strengths
 - Reaching families with children, Seeing behavior change, Seniors
 - Opportunities
 - Reach Diverse Population
 - Needs
 - Different curriculum which address need of population
 - More dollars for food to demonstrate recipe
 - Freedom to meet people where they are at
 - More trained personnel
 - Living wage salaries

- Nutrition and Health
 - Strengths
 - NPA reach to the masses
 - Connector/facilitator between new initiatives in business/community – Live Well, Culture of Health, Summer Food Program, etc
 - Trusted source of research/evidence based education
 - County/region design to ensure coverage
 - Opportunities
 - Reaching young & middle adult audiences – we seem to target the very young and the older populations
 - More PSE work-limit short term and one shot program
 - Share professional development resources/opportunities
 - More online presence
 - Needs
 - Full time grant seeker/writer
 - Consistent marketing and promotion
 - Mechanism for continued/long term tracking of major program efforts (like SSSH)

- 4-H Youth Development
 - Strengths
 - We can be flexible with programming as an Urban area
 - Opportunity to secure larger and diverse populations
 - More “non-traditional” 4-H families
 - Proximity to resources
 - Opportunities
 - Connect with young professionals at higher education organizations
 - Utilize teen 4-Hers to provide “workshops” for adults
 - KC 4-H vs MO+KS
 - Exchange Opportunities
 - Opportunities to partner with other organizations (B+G Clubs, Scouts, etc.)
 - Needs
 - Trained volunteers to deliver programming
 - Personnel to extend reach
 - Retention of 4-H educators

- Redefining “volunteers”
 - 4-H Professionals Forum for Sharing
 - Next steps
 - KC 4-H = How does that look like?
 - Connect with colleges and trade schools to find groups interested in sharing their knowledge with 4-H’ers
 - Redefining “volunteer”
 - Find a good forum for 4-H professionals to engage in conversation and sharing files
- Horticulture
 - Strengths
 - EMGs and volunteer base
 - County Horticulture Staff – eager to program
 - Personal touch of current program. Volunteers help with this.
 - Opportunities
 - Partnering with other groups; local foods
 - Online presence; younger audience, You Tube, video, social media
 - Increased programing needed with growth of population/demographics
 - Needs
 - Concern about support from state level to help support county level staff. Issues on both side of the state line.
 - How to tell a better story about value of horticulture; improve quality of life, impact on physical and mental health.
 - Better marketing Extension
 - Matching our capacity and resources with what already exists
- Community/Economic Development
 - Opportunities
 - Federal Reserve
 - ListServ for CED across state lines
 - Grant Proposals for Joint Projects
 - Greater NUEL Engagement
 - Core 4 @ MARC
 - Convene with UMKC, Lincoln University – other Extension efforts
 - Needs
 - More engagement with local governments
 - Connect to MARC to find the links between them and Extension
 - Better engagement/development of volunteer groups
 - Regional/Specialist for KC Metro Community/Economic Development
- Family/Financial Management/Aging Group
 - There were only 3 members in this group all representatives from Kansas.