

Blurring State Lines

IOWA STATE UNIVERSITY
Extension and Outreach

K-STATE
Research and Extension

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University of Missouri

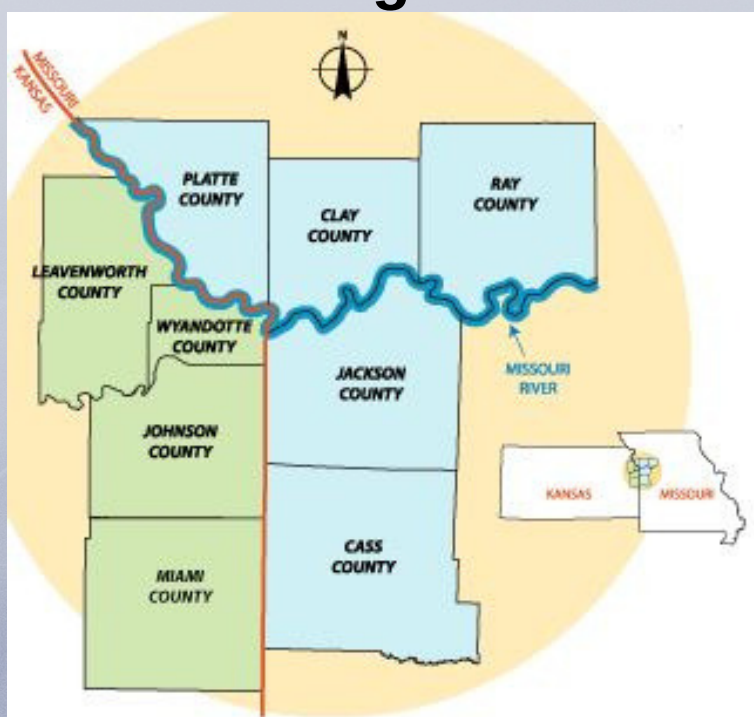
NUEL-Urban County Extension Director Framework

- Advocate for the urban area, its importance, and unique assets
- Build social & financial capital
- Implement & understand Ext. programming in the complex urban context
- Understand the local market & optimizes the advantages of Extension

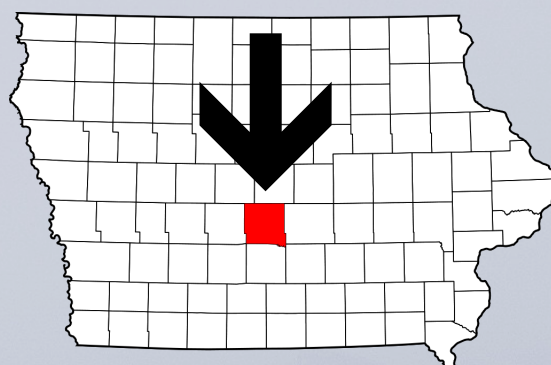
Kansas City Metro

Missouri: Jackson, Clay, Platte and Cass

Kansas: Leavenworth, Wyandotte, Johnson and Douglas



Polk County, Iowa
an Urban Island of 481,830 residents



Urban Ext. Exchange - Connect- Engage- Advance

Polk, Wyandotte, and Johnson Counties

Total population of these 3 counties: 1,236,839

Staff involved: 3 Horticulture; 9 4-H & 1 State Specialist; 3 Directors; 2 Marketing; 6 FCS; 3 Office Professionals; 1 Ag/Natural Resources

Building Our Extension Connections

4 Kansas and 4 Missouri Metro Counties

Total Population of these 8 counties: 2,103,577

Staff involved: 8 Horticulture; 9 4-H & 1 State Specialist; 5 CED & 3 Specialists; 1 Marketing; 21 FCS & 1 Specialist; 2 Ag/Natural Resources; 2 Regional Directors



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Polk, Wyandotte, & Johnson Conversation Topics

URBAN-SUBURBAN-DIVERSE AUDIENCES
CROSS-PROGRAM COLLABORATION
INCLUSION AND HOW TO ENGAGE
MARKETING

Key Findings:
Partnerships, Relationships, and
Need For Staff/Volunteers To Reflect Their Communities



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Kansas City Metro Conversation Topics

DR. FRANK LENK PRESENTED
"TRENDS AND ISSUES IN GREATER KANSAS CITY."

ROUND TABLE DISCUSSIONS BY PROGRAM AREA

EACH GROUP IDENTIFIED:
TOP 3 STRENGTHS AS A DISCIPLINE WITHIN URBAN EXT
TOP 3 OPPORTUNITIES WE COULD CAPITALIZE ON
TOP 3 NEEDS IN ORDER TO BE MORE EFFECTIVE

Key Findings:
"Stronger together!"

Strengthen relationship with Mid-America Regional Council
Continue program discipline conversations throughout year
Create a listserv for sharing of communications
Seek out potential funding opportunities