

PLT Notes
September 2020

Blake: engagement collaboratives

- Conversation about our PRU structure
- Part of conversation starts at Forum with engagement collaboratives
- ECs will help to shape the narrative about engagement at whole University level
- Clarify what are we trying to accomplish, how can we collaborate better
- ECs don't necessarily replace PRUs, that's up to us/PLT to discuss
- PRUs might fit into the ECs in better ways, or maybe PRUs become ECs, it's open
- Conversations continue in spring when might make decisions about structure
- Purpose is to develop, deliver, and improve
- Are there ways to do our work better?

Tim: feel free to disrupt PRU system, like idea of ECs and that they speak to both internal and external audiences

Patti: if PRUs work, then let them work; but also create environment where collaboration can thrive; ECs might allow folks to go outside traditional program boundaries more easily

Jessica: like idea of bringing in greater faculty; not just those with Extension appointments

Blake: faculty are creating "Extension" on their own when they apply for/implement NSF grants; how can we help them?

Retta: a lot of success has depended on relationships, so how can we balance structure and relationships

Blake: excitement around engagement with Extension from provost's council of engagement

Dawn: same challenges of silos on campus (departments); CIOSUs can bridge multiple departments; talking about critical issues in College of Ag and Extension being pointed to as asset; one concern about giving up PRUs is for small counties they act as connection to campus

Kerri: ECs and starting work in new program areas doesn't necessarily mean doing new work it means thinking about your work differently – i.e. you're already doing health through horticulture

Inger Johnson: distance education

Heard a lot from PRU Leaders:

- There is a need to understand best practices around technology
- How to build professional programming in virtual environments
- Curriculum development – people need and want new ideas around this
- Want to be able to track attendance
- Registration and payment systems – could shared services model lend itself to help this through collaboration between CSUO and CSUE, especially if goal is to monetize some Extension programming?
- Could we continue with access mission while generating revenue but this needs fleshing out for counties/programs
- Need for comms person that's coming on for Extension, capture how programming has changed, need for social media, cohesive branding, target audiences, market research for programs

Initial plans:

- Getting the word out as far as what's already been putting together by Jeff Wood/Ruth Willson's team, not reinventing the wheel there
- What does engagement look like "from host chair to participant chair"?
- What does active learning look like?
- Get people to pay attention to what you're offering and that they share widely; maybe even go outside the state because of virtual reach

Tim: trying to keep fees standard from county to county, but value of programming is higher in certain parts of state so stratify fees accordingly?

Some counties are putting more videos online, but peer review/technology can suffer

Can charge for badging; the closer we are to Canvas in quality the better

We're entrepreneurs but need to professionalize

Inger: program called Quality Matters that all CSUO programs go through; can we create something similar?

Folks want to create a baseline for costs, but also a concern about charging at all

Tim: how do we figure out what programs go through Canvas vs. others – good case study

Ashley: learn from colleagues across the country

Becca: quality control can't be case by case; need to have protocol where fact sheets need to get reviewed by x number of people – need to have very clear quality control process; broader discussion beyond virtual

Inger – how do we create quality control not just for CSUO programs but also for YT videos, webinars, etc.

Dawn – Friends of Extension membership process to generate revenue through access to materials?

Can we incentivize peer review?

Ruth oversees review of fact sheets, but it's hit or miss of what is going through PRUs

Inger: info is all over the place, even with website it's difficult to find – likes Friends of Extension subscription model

Kerri: are we always capturing email addresses when those opportunities present themselves?

Inger – a client management system like Salesforce can help with this; right now it's ad hoc

Ashley: for us to launch Salesforce it will take dedicated effort; she's been talking with Chris Labelle about doing this as a division; on the horizon but just gonna take some time

Retta: uncomfortable charging for programs; would need to be selective and learn from other states

Blake: yes, which programs are right for charging

Cary: program planning

- Presented the new Program Planning for Impact framework for CSUE and new Plan of Work template for PRUs, including Issue Canvas

Patti: likes the issue canvas; consider leveraging them for infographics to demonstrate our work

Retta: How do we capture the value of when people simply feel affirmed that they made the right decisions through our programming?

Blake: How do we both connect (County plans, individual plans, PRU plans) and simplify? With PTIs, can someone just indicate that they are addressing certain issues in canvases? Can CPPs identify issues in canvases? What other elements need to be in those plans?

Cary: Revisit value of PTIs, whether or not we want to require them for 2021, or make them optional, especially considering eventual goal of embedding them in performance appraisals which will evolve over next year

Group thought PLT is generally working well