Innovating Extension to Meet the Grand Challenges

August 2017
The importance of Partnerships
Minnesota Master Gardeners

Priorities of the Master Gardener Program

- Horticulture Skills: Teaching current research-based horticulture principles and practices.
- Local Food: Promoting the use of sustainable techniques for growing local food on multiple scales and at various locations.
- Plant Biodiversity: Promoting invasive species management and native species conservation and restoration in landscapes.
- Climate Change: Teaching ways to create resilient landscapes that are adapted to our changing climate.
- Pollinators: Educating on ways to help native bees and other pollinators thrive in home and community landscapes.
- Nearby Nature: Partnering with local community groups to create access to plants and green space for health and well-being.
- Clean Water: Promoting water-wise gardening and landscaping practices to conserve water and minimize polluted runoff.
Minnesota Master Gardeners

- Minnesota Master Gardeners by the numbers
  - 2,336: active volunteers
  - 142,194: hours volunteered last year
  - $3.6 million: the annual value of this volunteer time per the federal rate for charitable giving of time
  - 26,831: continuing education hours completed by volunteers last year to remain up-to-date on current horticulture topics and techniques
Master Gardener Home

Image sketch view of Red Barn and Master Gardener Home with Tashjian Bee Center in background
Minnesota Sparks

- Minnesota Sparks, a series of outreach events to bring researchers—who are tackling the state’s most critical issues—into conversation with communities across Greater Minnesota.

- The events give leading U of M researchers the opportunity to connect with Minnesotans on topics that are relevant and specific to those communities. All Minnesota Sparks events are free and open to the public.
Minnesota Sparks

- Partnership with the UM Alumni Society
  - November 1: Rochester
  - March 13: Worthington
  - April 3: Duluth
Extension’s Challenges and Opportunities

September 2017
Majority Believe the System is Failing Them

How true is this for you?

- Sense of injustice
- Lack of hope
- Lack of confidence
- Desire for change

For details on how the "system failing" measure was calculated, please refer to the Technical Appendix.
Official Sources Are Suspect

Percent who find each source more believable than its pair

- **55%** Individuals
  - Institutions: **45%**
- **71%** Reformer
  - Preserver of Status Quo: **29%**
- **64%** Leaked Information
  - Company Press Statements: **36%**

Source: 2017 Edelman Trust Barometer 07/14. You are about to see a series of two choices. Each choice describes a different source of information, a different format for presenting information, or a different style of communicating information. For each pair, we want you to choose the one that you are more likely to believe is giving you the truth. While we know that some of these choices may not be easy, please do your best to select only one of the two options given—the one that is most likely to be true most often. General Population, 28-country global total, choices shown to half the sample.
Peers Now as Credible as Experts
Percent who rate each spokesperson as extremely/very credible, and change from 2016 to 2017

“People in this country have had enough of experts.”

— Michael Gove, Member of Parliament, U.K.

Source: 2017 Edelman Trust Barometer C130-747 Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would you consider the information to be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box: Very/Extremely Credible) General Population, 29-country global total, question asked of half the sample.

“Opinion” vs “Fact”
Talk With, Not At

Which is more believable?

- 54% Blunt and outspoken
- 46% Diplomatic and polite
- 62% Company's social media
- 38% Advertising
- 57% Spontaneous speaker
- 43% Rehearsed speaker
- 51% Personal experience
- 49% Data

Source: 2017 Edelman Trust Barometer Q754. You are about to see a series of two choices. Each choice describes a different source of information, a different format for presenting information, or a different style of communicating information. For each pair, we want you to choose the one that you are more likely to believe is giving you the truth. While we know that some of these choices may not be easy, please do your best to select only one of the two options given—the one that is most likely to be true most often. General Population, 28-country global total, choices shown to half the sample.
The Challenge

- Extension is no longer the only source of information. We are no longer the “only game in town”
- Must continue to move away from the “expert” model
- Must continue to help people “make better decisions”
- Must find ways to work at both the individual and community level and “build capacity”
UM Grand Challenges

- Assuring Clean Water and Sustainable Ecosystems
- Fostering Just and Equitable Communities
- Solving the Grand Challenges of a Diverse and Changing State, Nation, and World
- Enhancing Individual and Community Capacity for a Changing World
- Advancing Health through Tailored Solutions
- Feeding the World Sustainably
Extension’s Response

- Hmong Families and School Partnering for Students’ Success
- Improving Childhood Food Behavior and Engagement at Farmers Markets: Statewide Power of Produce (PoP Club) Toolkit for Minnesota Farmers Markets
Extension’s Response

- Building Capacity to Address Grand Challenges: An Action Plan to Advance Extension’s Leadership in the Minnesota Food Charter
- Applying Human Centered Design to the Latino Achievement Gap in South Eastern Minnesota
MN Changing Demographics

- Urban vs Rural
  - Population
  - Age
  - Income
  - Education
  - Race
  - Politics
Reaching New Audiences

- Youth Development
- Welcoming Communities
- Leadership
- Nutrition Education
- Small Farms – New and beginning farmers
2016 - 2017 Budget
EXTENSION 2016-17 BUDGET: $70.1M

- State: 38.5%
- Federal: 14.5%
- County: 21%
- Grants, Gifts and Other: 26%
Calendar Year 2016
County MOA Funding By Center

- 80% Y.D.
- 18.3% AFNR
- 1.7% F.D.
Grant Funding 2016

- Grant Award ratio = 64% (67% in FY15)
- Total New Awards: $19,673,927 ($15,942,843 in FY15)
- Several Large Federal Grants
  - Brain Gain
  - Rural Grocery Stores
  - IPM
Extension Development

- UM and UMF Campaign
  - Largest in the history of the University
  - First Campaign for Extension
The Future: Are We Ready?