

Division of University Outreach and Engagement

Oregon State University

July 2018

The Division of University Outreach and Engagement connects Oregon State University, the state's land grant university, to the rest of the world by making its educational programs accessible wherever and whenever people need to learn. This report includes highlights from OSU Extension Service's seven programs and Extension and Experiment Station Communications (EESC). Extension programs include Agriculture and Natural Resources, Forestry and Natural Resources, Family and Community Health, 4-H Youth Development, Oregon Sea Grant, Open Campus, and Outdoor School. For a complete picture of university-wide outreach and engagement, consult the appropriate sections of each college's report.

Goal 1: Provide a transformative educational experience for all learners.

Enhancing teaching and advising in ways that raise and equalize student (learner) success.

- **Extension faculty train educators** and support curriculum development. This multiplies impact and improves educational experiences for students.
 - *4-H faculty provide professional development and program resource expertise for Oregon educators* from schools that have adopted place-based education as a school mission and vision. In partnership with Lewis and Clark College, the Oregon Place-based Jamboree was designed and implemented. The two-day, overnight workshops engaged 136 classroom teachers to enhance school learning outcomes. After the workshops, 4-H faculty support the teachers and schools as a community partner.
 - *Oregon Sea Grant helps teachers educate students about aquatic invasive species.* Sea Grant programs in Oregon, Washington, and California created the "Aquatic Invasions! A Menace to the West" curriculum and [website](#) to help educators.
 - *Oregon Natural Resources Education Program (ONREP) prepares K-12 educators to engage students in the study of Oregon's diverse natural resources and ecosystems* through relevant, meaningful, and place-based experiential learning. The goal is for students to become environmentally literate citizens equipped to make informed decisions, exhibit responsible behavior, and take constructive action to ensure a sustainable future for Oregon's natural resources. In 2017-18, 650 educators from 24 different Oregon counties attended one of 50 workshops, institutes, school programming, or courses held in 13 counties. These educators reach a potential 35,820 students each year.
 - *The Balanced Energy Physical Activity (BEPA) Toolkit is a low-cost, evidence-based resource developed by OSU Extension faculty to support obesity prevention efforts in low-income educational environments.* In response to high demand for a low-cost obesity prevention resource in school settings, the [BEPA Toolkit](#) has been disseminated to over 370 classrooms since 2016. Evaluation of the toolkit suggests that if every classroom that received a kit is using it, over 20,000 children will have been exposed to physical activity opportunities at school from 2016-18. In 2018, the BEPA Toolkit was aligned to National Physical Education standards. The toolkit will be disseminated to at least an additional 200 classrooms.
- **Open Campus** works with students in the **Degree Partnership Programs (DPP)** across the state to help increase degree completion with OSU – In the past year, Open Campus Coordinators have served over 150 students at eight community colleges. In Klamath Falls, OSU is finding increasing success with students in the online Agricultural Sciences degree. Students can complete 120 credits at the community college, then transfer to OSU to complete 60 more credits to attain a bachelor's degree from OSU. Currently, Open Campus has 38 students in the cohort who receive mentoring and guidance toward pursuing degree completion at OSU.
- **Statewide STEM Beyond School** boosts STEM elementary education for underserved students – Supported by 4-H faculty, STEM Beyond Schools develops networked learning communities of STEM providers and support organizations aimed at improving STEM learning opportunities for underserved students in grades 3 to 8. Made

possible through 2015-17 biennium funding of \$1.5 million to 4-H and the Portland Metro STEM Partnership from the Oregon Department of Education, 1,277 students (83% underserved) at 43 sites statewide received a median 94.8 out-of-school STEM programming hours per student. Due to the program's success, it received a new \$1.2 million grant to continue through June 2019.

- **Mentoring undergraduate students in Extension education and research** – Extension faculty members in the Willamette Valley piloted an education and research initiative with six students offering them mentoring, which included training, hands-on practical career development activities, writing exercises, and expansion of responsibilities in communicating with community members. One student has graduated and now owns her own organic consulting business. The other five students will graduate in 2018 and are interested in graduate school and other research opportunities.
- **The Oregon Parenting Education Collaborative (OPEC) supports parenting education** – OPEC is a collaboration among Family and Community Health Extension and Oregon's four largest philanthropic foundations (Oregon Community Foundation, The Ford Family Foundation, Meyer Memorial Trust, and the Collins Foundation). Currently OPEC supports 15 parenting education hubs, which serve 32 Oregon counties and Siskiyou County in California. OPEC hubs increased availability and access to high-quality parenting education programs, helped de-stigmatize parenting education and encouraged universal participation in these programs, and have increased collaboration among agencies focused on positive parenting outcomes. OPEC hosts an annual conference each spring at OSU for 400-500 attendees, including parenting educators, early childhood educators, and other professionals working with children and families.

Promoting responsible citizenship and global awareness among students.

- **4-H triumphs at world robotics championships** – Three Douglas County teenagers practiced teamwork learned in their 4-H robotics club to win the 2018 FIRST World robotics championships against competitors from around the world while 35,000 people looked on. In the process of building and operating their robot, the 4-H members learned how to work through conflicts, develop critical thinking, and demonstrate motivation to learn.
- **4-H Kidspirit utilizes OSU campus and student employees** – In 2017, more than 1,300 youth were on the OSU campus engaged in healthy living activities including cooking, gymnastics, food science, running, archery, bowling, and basketball. More than 200 college students serve as 4-H Kidspirit staff, making it the largest employer of college youth on campus. As youth leaders, they build self-confidence and workforce preparation skills.
- **The 4-H Wildlife Stewards Program in Benton County engages youth in outdoor learning and connects them to the natural world.** The program increases environmental science literacy and stewardship through engagement in research using sustainable outdoor habitat education sites on, or near, school grounds. An annual one-day youth conference showcases student research projects. In 2017, 205 students in 1st to 5th grade worked in small teams to research a local ecology topic and presented both an oral and written project to a judge. Youth in grades 4 and 5 from the host school staff the event, and more than 50 adult volunteers support the event.

Advancing learning through course and program (re)design, program assessment, and faculty development.

- **OSU Extension hosted Innovate Extension, a one-day event inspiring teams to change the way they work and develop solutions to organizational challenges** – Innovate Extension is being used across the national Extension system to promote innovation among Extension faculty and staff. Teams practiced idea generation and project design. Ideas were pitched to a panel of judges and other participants and two ideas were funded: Geofilters, a social media tool for all programs, and Volunteer Force for All Abilities, increasing access to all Extension programs.
- **Using Designathon One tools helps Extension turn ideas into compelling project concepts** – The [Impact Collaborative](#) Designathon One two-day workshop uses the project innovation tools provided by Adobe Kickbox as its foundation. Co-hosted by OSU Extension, 20 extension professionals and community partners from Oregon,

Hawaii, Nebraska, and Idaho participated. The Virtual Forest Ranger was one compelling idea from Oregon that emerged from the session (implementation of the idea is being investigated).

- *OSU Extension takes a leadership role in **Oregon's Outdoor Economy Initiative*** – The emphasis is on convening communities (rural and urban) to respond to the growing Oregon outdoor economy economic super sector and ensuring the prosperity of individuals, families, and communities as we work and play outdoors. The focus is on Education and Training—Workforce Development. Investment proposals will be presented to the Provost and President as part of the OSU Impact Studio.

Recruiting diverse learners.

- ***4-H Mariachi STEAM Camp** offers an immersive experience on the OSU Corvallis campus* – Middle and high school Hispanic musicians from schools in Portland and surrounding areas experience a five-day residential Mariachi camp on the OSU campus in Corvallis. Music-focused activities introduce students to music theory and audio processing (STEM) concepts while advancing their music performance skills.
- ***STEM Beyond School for LatinX youth** taps into immigrant experience* – A family-inclusive program is a key success factor for the Clackamas County 4-H STEM Beyond School club for LatinX youth. The program offered more than 80 educational contact hours through weekly classes, field trips, and overnight excursions for 30 4th through 8th grade youth. By tapping into the knowledge and experiences that many immigrant adults bring with them, youth and families reported an increased interest in school, improvement in grades, confidence in STEM, and a desire to pursue higher education. Parents also reported a closer relationship with their children.
- ***Education and training adapted for Latino/Hispanic beginner farmers*** – In partnership with a local nonprofit focusing on business incubation, OSU developed culturally- and language-appropriate training for a selected group of trainees from the Huerto de la Familias Cambios program in Eugene. Curriculum was modified based on engagement and reciprocity with learners and is now attracting more students.
- ***Tech Trek** encourages girls to pursue STEM classes and activities* – Tech Trek camps are weeklong, overnight STEM camps for 8th grade girls held in several Oregon counties. Program objectives are to expose girls to female role models and diverse STEM careers, teach girls that STEM skills develop over time, emphasize real life applications of STEM, and talk about female success in STEM. Surveys from this camp show that participants experienced a shift in attitudes and beliefs about women in STEM careers and have an increased interest in advanced STEM classes in high school.

Goal 2: Advancing high impact research and creative work while building preeminence in the three signature areas of distinction.

Cultivating transdisciplinary research (on campus or through partnerships).

- *Gray Family Foundation and Outdoor School Research, Evaluation and Assessment group partner on **Outdoor School Common Measures project*** – There has been limited quantifiable measurement of the impacts of outdoor school in Oregon. This group is developing an evaluation tool that will help to track and compare best practices. A common measurement system will enable Outdoor School programs to track their outcomes, look at change within their individual programs over time and among themselves, and consider statewide trends.
- ***HEAL MAPPS™** helps community stakeholders document people's experience of place with respect to supports and barriers for habitual healthy eating and physical activity* – Family and Community Health Extension faculty provide communities with a MAPPS™ report to help facilitate and guide a community's efforts to create an environment that supports healthy eating and physical activity. As of July 2017, HEAL MAPPS™ has been implemented in 36 communities in eight U.S. states. These early adoptions demonstrate the potential of MAPPS™ to be effective for widespread implementation as an engagement, assessment, and intervention methodology for increasing community capacity, resources, and readiness to address environmental factors that may contribute to rural weight health disparities. The

program has generated over \$2.5 million of new revenues to study and address contextual risks to population health and improve easy, equitable access to healthy lifestyle-supporting resources for at-risk populations. HEAL MAPPS™ earned national recognition, received numerous awards, was featured in publications, and is adapting to address emerging rural community concerns, such as mental health and addiction risks.

- **Better Bones and Balance® (BBB)** is a community-based exercise program designed for older adults – Reducing the risk of hip fractures through targeted bone strengthening and fall risk reduction exercises, BBB instructor-training programs have been implemented to meet the growing need. In 2017-18, 150 local participants enrolled in a study where it was learned that participation in community-based fitness classes translates to above average performance on tasks associated with fall risk, and that BBB participants outperformed their peers on the Timed Up and Go test for strength and mobility that predicts fall risk. Seven undergraduate students gained community-based research experience via this project and one student completed her Honor’s College Thesis.

External research funding.

More than \$9.7 million in grant and other funding helped OSU Extension to meet the growing needs of Oregon’s families, communities, and industry. In addition to state and federal agencies, funding sources included industry associations, companies, foundations, soil and water conservation districts, and more. Examples include:

- Increasing low-input turfgrass adoption through breeding, innovation, and public education: \$324,429 grant (USDA NIFA)
- OSU organic Extension program: \$100,000 gift (Oregon Tilth)
- Pesticide education for medical professionals: \$500,000 grant (EPA)
- Federally recognized tribal Extension program: \$324,000 grant (USDA NIFA)
- Pollinator health extension and metrics in the Pacific Northwest: \$330,074 grant (Western Sustainable Agriculture Research and Extension)
- Potato variety development and improvement in the Northwest: \$169,200 other sponsored research (USDA NIFA)
- Statewide networks for overcoming barriers to IPM adoption in Oregon: \$140,000 other sponsored research (USDA NIFA)
- STEM Beyond School: \$1,500,000 grant (Oregon Department of Education)
- Supplemental Nutrition Assistance Program Education (SNAP-Ed): \$7,264,717 grant (USDA Food and Nutrition Service)

Cultivating partnerships with industry and other external stakeholders.

- **Oregon Outdoor School (ODS)** pursues business, industry, and support organization partnerships – Oregon-headquartered Columbia Sportswear now provides apparel and equipment at wholesale prices to districts and Outdoor School providers, ensuring access to quality products to enhance youth ODS experiences. Similar agreements are in the works with other retailers such as U.S. Outdoor. ODS participates on First Gentleman Dan Little's planning team for the Symposium for the Outdoors event, designed to increase the diversity of Oregonians accessing the outdoors. Additionally, the ODS team continues to foster new relationships with support organizations, such as the High Desert Museum (Bend), Ecology in Classrooms & Outdoors (Portland), and the Tualatin National Wildlife Refuge to investigate new ways of providing Outdoor School to Oregon youth who have historically been left out of the program.
- **Fishermen-led injury prevention program** prevents injuries – An engaged research project with the OSU College of Public Health and Human Sciences examined non-fatal injuries in the West Coast Dungeness Crab industry to find ways to prevent injuries. Funded by the National Institute of Occupational Safety and Health, project team members worked with fishermen to design a survey to understand better non-fatal injuries. Survey results were

shared with the industry and were used to design fishermen-specific first aid, safety and CPR classes; draft crew agreements; and build commercial fishing first aid kits.

- *Oregon Sea Grant leads **South Coast Rural Tourism Studio** community-action teams for economic development* – Oregon Sea Grant Extension led a local stakeholder committee in developing action plans and submitting a \$40,000 grant proposal to Travel Oregon. Three projects were selected for implementation: (1) Agritourism (Eat Fresh and Local) food and beverage trail that includes 38 businesses, (2) an online, shared photo library for tourism marketing, and (3) a special Whiskey Run Mountain Bike trail ride event to attract mountain bikers to the area.

Other initiatives focused on research and creative work.

- ***Improving ranch management by promoting smaller cows*** – Over the course of the last 20 years, the livestock industry has unintentionally increased the size of the average cow, largely due to selection of cows for genetic traits such as higher milk production and heavier weaning weights. As a result, livestock producers are using more resources (e.g., land, feed, labor) to run herds of larger cattle with no economic gain. OSU is working with partners across the Pacific Northwest to promote smaller cow sizes that can equally prosper on current rangelands prone to drought and fire and more infested with invasive species. This research is of interest to the beef industry.
- ***Creative Oregon** connects students to place through interdisciplinary excursions* – A partnership between OSU Extension and faculty in the College of Liberal Arts, [Creative Oregon](#) is an ongoing effort to situate undergraduate education in the arts within the Oregon landscape, and in partnership with communities and individuals who live, study, and work there. Students experience one- or two-day interdisciplinary excursions, providing an environment for deep student engagement rather than superficial encounters and outside-the-studio-mentoring for faculty, advanced students, and alumni. Student artwork was exhibited at the State of the Coast conference (2017 and 2018), the 2018 Engagement Scholarship Consortium national conference, the 2018 Vice Provost Awards for Excellence, and will also be exhibited at the Newport Visual Arts Center in November 2018.

Goal 3: Strengthening OSU's impact and reach throughout Oregon and beyond.

Positioning OSU's outreach and engagement programs as vehicles for facilitating high-impact learning and effectively utilizing university research and creative work.

- ***4-H Healthy Kids Club** positively impacts the health of Yamhill County teens and children* – Yamhill County has an obesity rate of over 36 percent, which is higher than state and national averages. The rates are higher among lower-income and Latino youth. Healthy Kids Club helped youth learn basic cooking skills and encouraged an exploration of healthy foods. Because of participating in the club, nearly 100 percent of participants are making healthful food choices; match food intake to number of calories needed each day; eat more fruits, veggies, and whole grains; eat less junk food; and drink more water and less soda. The Kids Club was delivered with eight Youth Advocates 4 Health (YA4-H) teen volunteers.
- ***Oregon Wood Innovation Center (OWIC)** fosters the competitiveness of the wood products industry* – A collaborative Oregon Forest Research Lab/Forestry and Natural Resources Extension initiative fostered the competitiveness of Oregon's wood products industry through testing, technical assistance, and market assessment projects for small Oregon businesses. The focus is on the development and publication of engineering design values for western juniper lumber. More than 30 undergraduate Renewable Materials students have been directly involved in the center's research and development activities, which have included helping firms develop new products and test the properties of acetylated materials, hardwood plywood, and engineered flooring.
- ***Northwest Fire Science Consortium (NWFSC)** provides fire science to a variety of users* – During 2017 significant activities and products included:

- Webinars on a variety of issues including communication strategies during a fire event, a smoke photographic guide, creating fire-adapted communities, understanding stakeholder perceptions of fire, rangeland fire protection associations, a summary of the 2016 fire season, and an outlook for the 2017 fire season
- Produced “Restoring western dry forests: Individuals, Clumps and Openings” video, which illustrates a forest management approach based upon how dry forest structure would be in the absence of fire suppression
- Sponsorship of five workshops, three field tours, and one summit focusing on fire regimes in west side forests and grasslands
- Co-hosted the “Era of Megafires” event with OSU College of Forestry and the Forest and Natural Resources Extension Program, and provided support for the Washington State forest collaboratives summit, the joint meeting of the Washington and Oregon Prescribed Fire Councils, the NW Forest Health Symposium: State of the state, National Collaborative Restoration Conference, and a workshop on Climate Change and Fire Impacts on Tribal Lands in the Northwest
- **Tackling an unprecedented armyworm outbreak in Oregon** – Armyworms can significantly reduce yields in infested areas. Throughout 2017, there were reports of armyworm pests infesting agricultural fields (grass seed and pastures) in western Oregon in very high numbers. OSU faculty responded very quickly by providing professional advice to growers and field advisors on best management practices. As a result, growers did not experience, or report, major economic loss during the growing season in 2017.
- **Protecting the Groundwater in Springfield, Oregon** – The City of Springfield draws its water supply primarily from a shallow aquifer that lies directly below the urbanized area and is considered susceptible to contamination. Using Detailed Time-of-Travel Zone maps developed for the city by vendors, OSU compiled a database of home and common commercial pesticide active ingredients to calculate the Groundwater Ubiquity Score, which is the half-life and absorption coefficient that then characterizes the leaching potential. Pesticide users within Springfield’s Wellhead Protection Area use the database to make informed decisions regarding chemical pest applications to lessen ground water contamination.

Increasing study abroad opportunities and strategic international research partnerships.

- **4-H International Exchange increases cross-cultural appreciation** – For 45 years, the State’s 4-H International Exchange programs have provided opportunities for young people and host families to gain cross-cultural appreciation and experiences. The Oregon 4-H program was recognized as the longest running partner (45 years) of this program. During that time, 4,396 students have travelled outbound or hosted students from abroad.
- **Undergraduates have hands-on experience in Dominican Republic exploring health and culture** – Site visits to schools, clinics and health centers were part of the OSU Global Opportunities field experience, practicum and service learning program for 15 undergraduate students enrolled in [OSU College Public Health and Human Sciences](#) in Human Development and Family Studies.
- **Extension faculty shared knowledge around the globe** – OSU Extension forestry, agriculture and gardening, and ornamental fish faculty shared knowledge during global conferences, tours, and workshops. A sampling includes:
 - Irish Forestry Extension Professional Tour (delegation exploring OSU Master Woodland Manager program)
 - U.S. Forest Service International Programs, San Marcos, Guatemala
 - IUFRO Christmas Tree Research and Extension Conference, Denmark
 - Philippine Wood Producers Association and Malaysian Furniture Producers Association
 - Chilean Berry Conference, Santiago Chile
 - Portuguese Blueberry Growers Conference
 - International Diploma for Berry Cultivation, Mexico
 - The professional small farmer class series, Sanmenxia, China
 - China-U.S. Small Farms Conference and Tours
 - International Plant Propagators Society
 - Disease Management of Bees, Dalhousie University, Nova Scotia
 - International Master Gardener Conference (OUS Extension hosted and presented)

- AquaRealm, International Conference and Specialist Exhibition for the Ornamental Aquatic Industry, Tamersek Polytechnic, Singapore
- International Zoo, Exotic and Wildlife Workshop
- International Network of Offshore Renewable Energy
- International Conference on Engineering and Ecohydrology for Fish Passage
- Dry Farming Workshops, rural farming villages in Lebanon

Engaging alumni and other external partners.

- **OSU Extension engages stakeholders to guide programming priorities** – Statewide Extension Citizen Advisory Network (ECAN) and Regional Extension Citizen Advisory Networks (RECAN) meet regularly to share knowledge of community and industry priorities and concerns. Programs and counties also engage regularly with advisory groups.
- **Ask an Expert** – OSU Extension participates in the eXtension Ask an Expert service, which takes online questions from the public and routes them to experts within OSU for answers and guidance. Through this tool, 4,089 questions were answered in 2017 (a 9% increase from 2016). This level of digital engagement is bridging the gap between traditional Extension models and today’s audiences, who often go online first for answers. Questions are directed to 160 OSU faculty experts and more than 45 OSU Master Gardeners.
- **The online Extension Catalog of peer-reviewed publications** had 417,000 page views and its more than 900 publications were downloaded nearly 77,000 times. Visitors to the catalog come from all over the world, from Canada to South Africa, with thousands coming from India, the U.K., and Australia.
- **4-H-led evacuated animal relief efforts saved lives** – In August 2017, the Chetco Bar Fire in southern Curry County forced evacuations of people, pets, and livestock. Curry County 4-H staff, volunteers, and members responded by offering 2,100 volunteer hours over four months to help 125 displaced animals.
- **Forest collaboratives improve stakeholder and user knowledge** – OSU Extension provides leadership, technical assistance, and capacity for several forest collaborative groups across central and eastern Oregon. The forest collaboratives are engaging local stakeholders in processes to learn about current forest management innovations and science, and help them articulate values and priorities regarding restoration on public land.
- **Oregon Sea Grant interactive tour promotes improved understanding of the economic impact of fisheries** – At the request of the local seafood and fishing industry, Oregon Sea Grant Extension faculty, working with a local steering committee, hosted an interactive tour of the commercial fishing industry in Clatsop County. The tour increased the understanding of the fisheries importance to county and state economy with nearly 100 local business leaders, decision-makers, and elected officials, including Representative Susan Bonamici. As a direct result of the tour, Oregon Coast Bank made a business loan to WCT Marine, one of the stops on the tour, to assist them in expanding their marine construction business.
- **OSU Extension’s Coastal Region convenes group to address risks of whale entanglements** – Reports of whale entanglements in Dungeness crab fixed gear increased in West Coast waters. As a fishery vital to coastal economic resilience, Oregon Sea Grant Extension collaborated with state agencies and fishermen representing Dungeness crab fishery stakeholders to convene a working group to address the potential risk of whale entanglement in crab pots. The working group developed a Best Practices Directive, conducted fleet outreach to avoid endangering whales during fishing activity, and is developing state-level management recommendations.
- **Shop at the Dock and Beyond increases direct market access for commercial fishermen** – Introduced in Newport, the popular effort to encourage greater access and understanding of local seafood through education expanded to the Astoria area in 2017. Shop at the Dock provides guided tours to teach people about Oregon commercial fisheries, where local seafood can be accessed, and how to buy seafood directly from fishermen.
- **The CO● taps into the growing makers movement** – The CO● held the 5th annual Corvallis Maker Fair on the OSU campus in Corvallis, engaging student, faculty and community makers across the arts and technology. The CO● has

been named a key innovation partner in the City of Corvallis Strategic Plan 2016-2022 and is representing OSU and the City of Corvallis at the Nation of Makers conference in June 2018. Over the past five years, The CO● produced five community maker fairs, with over 5,850 attendees.

- **The Master Naturalist Program continues to grow its volunteer force** – During FY2017-18, the OSU Extension Master Naturalist Program had 70 people successfully complete the statewide online course, and 43 people completed one of three Ecoregion field courses for the 2017 field season.
- **New Extension website:** OSU Extension launched a [new web presence](#) in May 2018. More than a cosmetic redesign, the mobile-friendly site represents a completely new approach to content management and user engagement. It brings content from a network of more than 40 separate sites together under one roof, making it quicker and easier for users to access the breadth and depth of information and opportunities from OSU Extension.

Advancing economic and social progress in rural and urban areas in Oregon and beyond.

- **Building urban-rural interdependence through Urban-Rural exchange** – Rural Oregon is very different in many ways (culturally and social-economically) from urban and suburban Oregon; however, youth do not necessarily share the demarcation. Over 500 youth from Portland and the same number of youth from rural counties are now a catalyst for change because of the Urban-rural exchange program. Urban youth work alongside ranchers and farmers from rural eastern Oregon and rural middle school youth visit Portland and learn about the challenges of urban life, such as transportation, dwindling green spaces, and urban agriculture. Families of these youth get to experience this exchange of ideas and contribute to a new urban-rural connectivity.
- **SNAP-Ed teaches nutrition and cooking to local homeless youth** – The Coos County SNAP-Ed program partnered with the ARK Project, a school-based program serving homeless and unaccompanied youth and families, to deliver nutrition education classes. The four-session series taught participants how to meal plan, shop, and cook healthy meals on a limited budget. At the end of the series, they took home an electric skillet. The food, supplies, and skillets are provided by the local Lions Club and through a grant from the Bay Area Hospital Foundation. Six series have been offered in Coos Bay and Bandon, reaching 74 participants. There are plans to expand the program in 2019.
- **The Food Hero social marketing campaign expands the reach of SNAP-Ed recipes and tools to limited-income individuals and families** – The research-tested social marketing campaign provides interactive demonstrations aimed at increasing fruit and vegetable consumption among limited-income Oregonians. Campaign materials are in English and Spanish. This year over 303,000 individuals have been reached by Food Hero community events; 143 schools and 99 food pantries are using Food Hero educational materials; over 6,000 social media followers, an increase of 14% from previous year; and a 19% increase in visitors to Foodhero.org (over 1.8 million).
- **OSU Extension helps develop markets for western juniper** – Extension faculty are helping with the commercialization of western juniper. Current range restoration relies heavily on cost-share dollars from federal, state, and non-government organizations. With more than 8 million acres of eastern Oregon rangelands now dominated by western juniper, this restoration funding model is not sustainable. Developing markets for juniper products are increasingly more important to providing funding to help pay for restoration activities while increasing rural jobs.
- **Get Outdoors Day encourages active lifestyles connected to outdoor environments** – A national event hosted locally by the OSU College Research Forest, OSU Extension in Benton and Linn Counties, and the Benton County Health Department, the event encourages families to seek healthy, active outdoor lives and explore parks, forests, refuges, and other lands. In 2017, 25 community agencies and organizations and 120 community volunteers provided hands-on activities for 480 youth and families. Spanish-language outreach materials and Spanish-speaking volunteers successfully engaged underserved populations.
- **Rural Development Initiatives and OSU Extension support rural economic development** – The need for rural economic development in Oregon is acute. Traditional approaches to economic development are too reliant on the attraction

of new companies and ignore the presence of community assets and the power of local people to shape and benefit from targeted growth in their community. OSU Extension partnered with Rural Development Initiatives to implement statewide WealthWorks Northwest, a community-driven economic development planning framework.

Essential Features

Diversity and Inclusion

- **Juntos** is intentionally designed to unite Latino families and education systems toward transforming pathways to higher education – Since 2012, Juntos has grown into one of the signature programs of OSU Open Campus, serving over 3,500 individuals in 27 communities statewide through a network of 12 regional coordinators. Juntos maintains 100% high school completion and 92% post-secondary access among participants. The future of Juntos will be one of institutional transformation and continued growth through community partner investment, building on the over \$300,000 in support from the public and private sectors in the past year.
- **SNAP-Ed** brings together federal, state, and local resources to deliver programs focused on obesity prevention and nutrition education to those enrolled in and eligible for SNAP – In Multnomah County, SNAP-ED-trained Providence Health Promoters extend SNAP-Ed to Hispanic families at 19 Catholic churches, expanding SNAP-Ed impact with Spanish-speaking populations, including 2,200 adults and youth.
- In its inaugural year, efforts by Outreach and Engagement’s **Diversity, Equity, and Inclusion office** included:
 - “Zones of Safety” training was designed and delivered to 4-H Multicultural Summer Camp counselors in partnership with the OSU’s Social Justice Initiative.
 - Designed and implemented the “Diversity Champions Initiative,” bringing together more than 50 faculty, staff, and community partners to engage in productive conversations about racial equity transformation.
 - Convened the “LatinX Initiative” at OSU, where approximately 100 OSU students, faculty and staff came together to engage in constructive conversations and reflections about the status of LatinX communities and students here at OSU. Because of this summit, a group of about 30 students, faculty and staff was formed to move the LatinX agenda forward.
 - Civil Rights compliance and advancing diversity, equity, and inclusion are being modified to increase accountability.

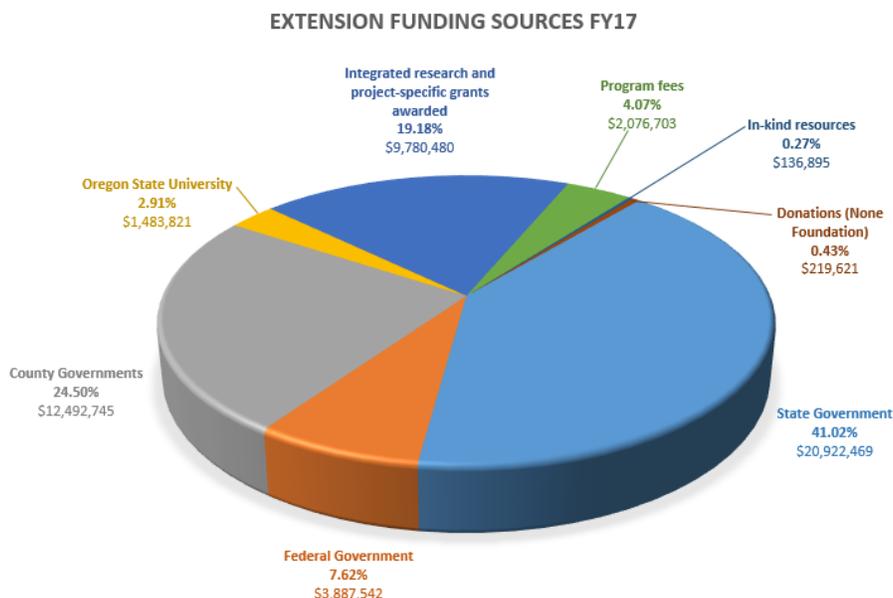
Faculty and Staff Development and Support

- **Leadership Development Program for Executives (LDPE)** builds executive leadership skills and provides opportunities for advancement – LDPE is for employees in the Division of University Outreach and Engagement, the Division of Extended Campus, and the College of Agricultural Sciences. Participants have significant professional experience within their assignment and a documented record of performance that indicates potential success in an executive leadership position. As a cohort, members go through intense personal development with self-assessments, leadership theory, and university leadership examination. Individually, participants are paired with an OSU executive for a mentorship experience and a personal coach. Twelve participated in the 2017-18 cohort.
- Professional development training is available at the Extension Annual Conference, 4-H/FCH Spring Conference, and at the national Public Issues Leadership Development Conference.
- The division regularly nominates and supports participation for one person annually in the [LEAD21 program](#).

Resource Stewardship

- The Oregon legislature approved \$8.8 million in funds for the first year of the Outdoor School Program (ODS). ODS utilized only 9% of the allowed 15% overhead administrative costs.

- Benton County Extension and 4-H Service District was approved and funded July 2017. Of Oregon’s 36 counties, twenty-five now have Service Districts and one has a Local Budget Tax to support Extension activities.
- OSU Extension is transitioning from a 10-region to a [six-region administrative structure](#). The associated staffing plan is in development and will be phased in as appropriate. This change is driven in part by a budget reduction, and by a need for increased operational efficiency and effectiveness.
- The process for annual performance reviews of Extension faculty moved completely within Digital Measures resulting in a more efficient process and better communication among employees and their supervisory team.
- In FY2017, the ratio of Other Expenditures to State Resource Expenditure for OSU Extension was 1.02 (\$21.56 million to \$21.16 million, respectively). The ratio has ranged from a low of .61 (FY2004) to a high of 1.04 (FY2011).



Performance Indicators

Metrics for Outreach and Engagement were not provided in the set of institutional metrics as provided for all other Colleges. A current list of metrics and indicators is being reviewed and developed as part of our work in preparation for the upcoming OSU accreditation visit.

- Outdoor School Year 1:
 - Over 36,000 students
 - 75% of eligible students attending (goal: 45%)
 - 121 districts funded (61% of 198 Oregon school districts), reaching all 36 counties
 - 82 new schools attending (7,137 new students)
 - 136,465 days outside
- OSU Extension has worked diligently with the colleges to collaborate on split appointments, strengthening OSU’s outreach and engagement efforts and tapping into the strength of OSU’s research. This structure is unusual in the world of Extension. Extension’s 96 tenured and tenure track faculty (20% of Extension’s 491 FTE) have split appointments with the following colleges: College of Agricultural Sciences, College of Business, College of Earth, Ocean and Atmospheric Sciences, College of Forestry, College of Public Health and Human Sciences, and College of Veterinary Medicine. An additional 85 ranked fixed term faculty work with Extension learners.
- Efforts are underway to have a search advocate on every search within the Division.
- 2,500 students and parents are served by Juntos in 33 schools in 23 communities.