Agenda

• Leadership Update
  • Lindsey Shirley
  • Pamela Rose – 4-H Youth Development

• Innovation in Extension – Inspiration from Design One Adobe Kickbox

• Q & A
LEADERSHIP UPDATE
Annual Academic Report

Highlights will reflect our most noteworthy achievements over the past year, as well as ongoing initiatives of high significance.

• Teaching and Learning
• Research and Creative Work
• Outreach and Engagement
• Diversity and Inclusion
• Faculty and Staff Development and Support
• Resource Stewardship
Questions?
OSU EXTENSION SERVICE
4-H Youth Development

4-H Program Update
4-H provides young people with intentional, high quality learning experiences that promote positive interactions with adults and peers, sustained and active participation across time, and opportunities to make meaningful contributions to the world around them.
OUT THERE: Serving Oregon

4-H FTE April 2018

[Map showing Oregon counties with a 4-H FTE distribution]

Orange type indicates state funding
4-H Strategic Plan – 2015-2018

1. Positive Youth Development
2. Science
3. Healthy Living
4. Civic Engagement
5. Internal and External Communication
6. Access, Equity and Inclusion
7. Volunteer Development
8. Professional Development
POSITIVE YOUTH DEVELOPMENT
4-H Thriving Model

1st predictive Positive Youth Development model in history of 4-H program.
Being adopted as the national 4-H Youth Development model.
STEM Beyond School

- 4 Project Leaders
- 34 Faculty and Staff
- 60 Community Partners
- 8 Collaborators
- $2.7 million from Oregon Department of Education

- 1,100 students participated in 70 hours of high-quality, community-based science programming outside of school
- 3rd to 8th grade
- Both urban and rural, primarily underserved

Collaboration between OSU Extension 4-H Youth Development and the Portland Metro STEM Partnership

2018 Vice Provost Award for Excellence
Inventor of Robot

1st in World Championships
Mariachi STEAM Camp

Animal Science
Quality Assurance

2018 Vice Provost Award for Excellence
Shooting Sports
Firearm Safety

Youth Advocates for Health (YA4H)
National 4-H Conference

Youth Voices in Action

International Exchanges
INTERNAL AND EXTERNAL COMMUNICATION
Telling our story

Developing our sub-brand
New social marketing strategies

Over 48,000 views of a 4-H, OSU Extension, or co-branded Geofilter
ACCESS, EQUITY AND INCLUSION
Who, How and Where of Oregon 4-H

Who They Are
4-H Youth: 77,042
- Hispanic: 19,057
- Boys: 34,223
- Non Hispanic: 52,917
- Girls: 37,751

How We Reach Them
- Individual Study: 552
- School Enrichment: 42,016
- After School: 3,075
- Camping: 6,332
- Clubs: 16,141
- Short Term: 8,926

Where They Live
- Cities: 50,000+
- Suburbs: 4,388
- Towns: 10,000 - 50,000
- Farms: 11,502
- Towns less than 10,000: 19,031

4-H: 42,136
SNAP-Ed: 34,632
Other Extension Programs: 274
College and Career Readiness
Pipeline programs to OSU

Attitudes for Success
(350 youth)

Outreach Leadership Institute
(350 youth)
College and Career Readiness
Pipeline programs to OSU

1917

2017

4-H Summer Conference (400+ youth)
VOLUNTEER DEVELOPMENT
Volunteer Development

• Volunteer Orientation
• E-Learning Modules
• Cloverbud Leading Modules
• KIT tools for youth with disabilities
• Youth Protection Protocols

Assisting University with Youth Protection Policies and Compliance
Mentor Program

Newer Educator Retreat
4-H CENTER

Celebrating 50 Years!
Oregon 4-H Foundation

• $2.6 million raised in support of Oregon 4-H Program in 2017

• Foundation endowments surpassed $10 million in 2016-17, generating over $400,000 for 4-H member support, faculty development, and volunteer training

• Serve as the landlord for the Oregon 4-H Center property

....supporting new opportunities and challenges for 4-H
Youth Mental Health
College and Career Readiness
Farm to School – School Gardens
Thank you!

Pamela Rose, 4-H Program Leader
4-H Program Update
oregon.4h.oregonstate.edu
Questions?
Designathon One Participants

- Alan Dennis, EESC
- Alice Phillips, Washington County 4-H
- Ana Lu Fonseca, Diversity, Equity and Inclusion
- Brooke Edmunds, Community Horticulture
- Jennifer Oppenlander, Open Campus
- Kris Elliott, Outdoor School
- Lynette Black, Family Consumer Science
- Siew Sun Wong, Family and Community Health
- Steven Ward, EESC
- Victor Villegas, Computing Technology
The Adobe Kickbox

A six-step guide to design thinking

1. Inception
2. Ideate
3. Improve
4. Investigate
5. Iterate
6. Infiltrate

bit.ly/Kickbox1
Designathon One -vs- Innovate Extension

- Focused on the process
- Utilized Adobe Kickbox kit

- Focused on ideation and creativity
- One-day event
Kickbox Example:
The Virtual Forest Ranger
Inception and Ideation

- Trail discovery
- Accessible outdoor education
- Recognizable mascot
- Updatable information
- Trail usage optimization
- Volunteer recruitment
- Collaboration opportunities
**Improve and Investigate**

- Audiences
- Features
- Opportunity size
- Return on investment

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<th>Solution</th>
<th>Unique Value Proposition</th>
<th>Unfair Advantage</th>
<th>Aud Seg</th>
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<td><strong>Top 3 features</strong>&lt;br&gt;Recommended tools that fit your goals and meet a need</td>
<td><strong>Single, clear, compelling message stating why you are different and worth paying attention to</strong>&lt;br&gt;A unique blend of expert knowledge, real-time authentication information, social evidence sharing and competition, and free.</td>
<td><strong>Can't be easily copied or bought</strong>&lt;br&gt;Can be introduced to capture attention at outdoor school&lt;br&gt;Access the data from BLM, forester's guide&lt;br&gt;Oregon is recognized for its outdoor lifestyle and its national parks are an outdoor adventure</td>
<td><strong>Target Stakeholders</strong>&lt;br&gt;<strong>Parents</strong>&lt;br&gt;<strong>Children</strong>&lt;br&gt;<strong>Outdoors Enthusiasts</strong>&lt;br&gt;</td>
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Infiltrate

VIRTUAL FOREST RANGER

Adding education and fun to your outdoor experience
Addressable Hurdles to Innovation

- Time and Workload
- Workplace Culture
- Resources and Money
- Networking and Teamwork
- Project Management
- Path to Implementation
Get Involved!

Share your good or bad innovation experiences

Join our team! Email your interest to
Victor.Villegas@OregonState.edu

Find the eXtension Impact Collaborative
extension.org/impact-collaborative
Questions?
Next Quarterly Conversation – August 17