

Strategies for Developing Successful CRED Extension Programs: Perspectives of a Program Leader

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Healthy People. Environments. Economies.

The Seeds of Success



- History
- Visibility
- Product
- Accountability
- Partners
- University integration
- Diversity

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Personal History

- November 9, 1979
- Jimmy Carter was President
- Farm Crisis was just beginning
- 30-year mortgage @ 13%
- Regional malls
- Walmart (1983)
- The job was hard, lots of anger

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Personal History continued...

- Tomorrow's Leaders Today (1987)
- NCRCRD (program coordinator/asst. director)
- PhD in Sociology (1992)
- Liaison to Iowa Dept. of Economic Development
- Adjunct Associate Professor of Planning
- Associate Director, IDRO (1995)
- Associate Dean, Research and Outreach
- Director, Extension CED (2005)

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History

- You need one
- Helps create identity both with clientele and within the university
- Need it to market the program



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Visibility

- Old and new media
 - Facebook, blogs, website
 - Newsletter
 - Press (national and local)
- Traditional methods (conferences, papers, etc.)



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Visibility (did not rely on general Extension Communications Service)

Consider the Art of Bonsai



Brading two or more branches on a bonsai tree is one of the more challenging bonsai techniques.

Note to media editors: This is the Garden Column for the week of Nov. 10, 2006.
11/6/2006

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Community Matters



a Quarterly Publication for Iowa Leaders from Extension and Outreach Community and Economic Development

- Launched in February 2007
- Printed and posted online
- Mailing list = 2,100 people from 14 states
- “Subscribe to our newsletter” link on our website homepage

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2014 Community Development Society Annual Conference

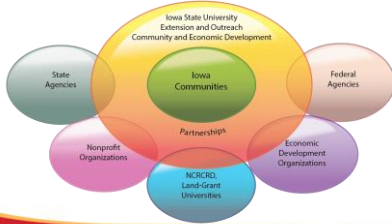


- Co-hosted with U of Wisconsin-Extension and U of Illinois Extension
- Record attendance of 235 CD specialists from around the world
- “Set the bar” for future conferences

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Partners

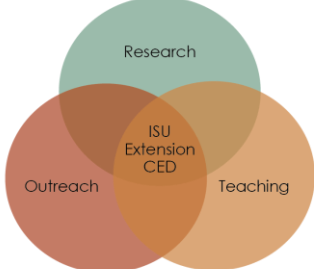
- Shared personnel
- Multi-state programming



University Integration



University Integration



Diversity

- Personnel
- Communities (rural and urban)
- Disciplines
- Funding
- Clientele



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Issues for the Future

Strong	_____	Weak
Innovative	_____	Lagging
Ag-oriented	_____	University-wide
Urban	_____	Rural
Leaders	_____	Followers
Visible	_____	Invisible
Public good	_____	Market-driven
Community	_____	University
Unknown	_____	Known
Risk takers	_____	Risk-averse
Compartmentalized	_____	Integrated
Future	_____	Past

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Good Luck!!!



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