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

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The Seeds of Success

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

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
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)

History

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

Visibility

- Old and new media
  - Facebook, blogs, website
  - Newsletter
  - Press (national and local)
- Traditional methods
  (conferences, papers, etc.)
Visibility (did not rely on general Extension Communications Service)

- 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

Community Matters

- 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
Product

- Communicate what you do
- Program Builder
- Who does what for whom
- Universal deployment
- Programming not dependent on who you know

Accountability

- Long-term focus
- Community is unit of analysis
- Reporting system
- Data collection for unit (grant writing, newsletter, marketing)
**Reporting system**


**Partners**
- Funding sources (diversity)

ISU CED research/sponsored funding, 2011-2015

<table>
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<tr>
<th>Status of All Proposals</th>
<th>Proposal Count</th>
<th>Proposal Amount</th>
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<td>Pending</td>
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Partners
- Shared personnel
- Multi-state programming

University Integration

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University Integration

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Diversity

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

Issues for the Future

- Strong
- Innovative
- Ag-oriented
- Urban
- Leaders
- Visible
- Public good
- Community
- Unknown
- Risk-takers
- Compartmentalized
- Future

- Weak
- Lagging
- University-wide
- Rural
- Followers
- Invisible
- Market-driven
- University
- Known
- Risk-averse
- Integrated
- Past

Good Luck!!!