



UNIVERSITY OF MINNESOTA | EXTENSION

MAKING A DIFFERENCE IN MINNESOTA: ENVIRONMENT + FOOD & AGRICULTURE + COMMUNITIES + FAMILIES + YOUTH

Innovating Extension to Meet the Grand Challenges

August 2017





The importance of Partnerships



Minnesota Master Gardeners



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





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Extension's Challenges and Opportunities

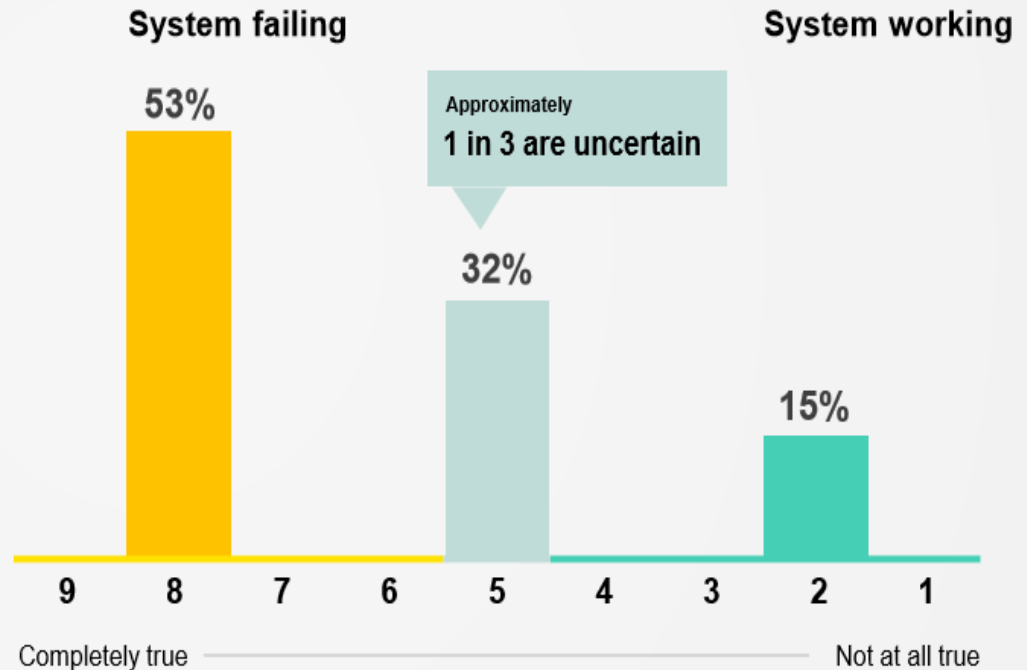
September 2017



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**



Source: 2017 Edelman Trust Barometer Q672-675, 678-680, 688-690.
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

45%

Institutions

71%

Reformer

29%

Preserver of
Status Quo

64%

Leaked
Information

36%

Company Press
Statements

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.

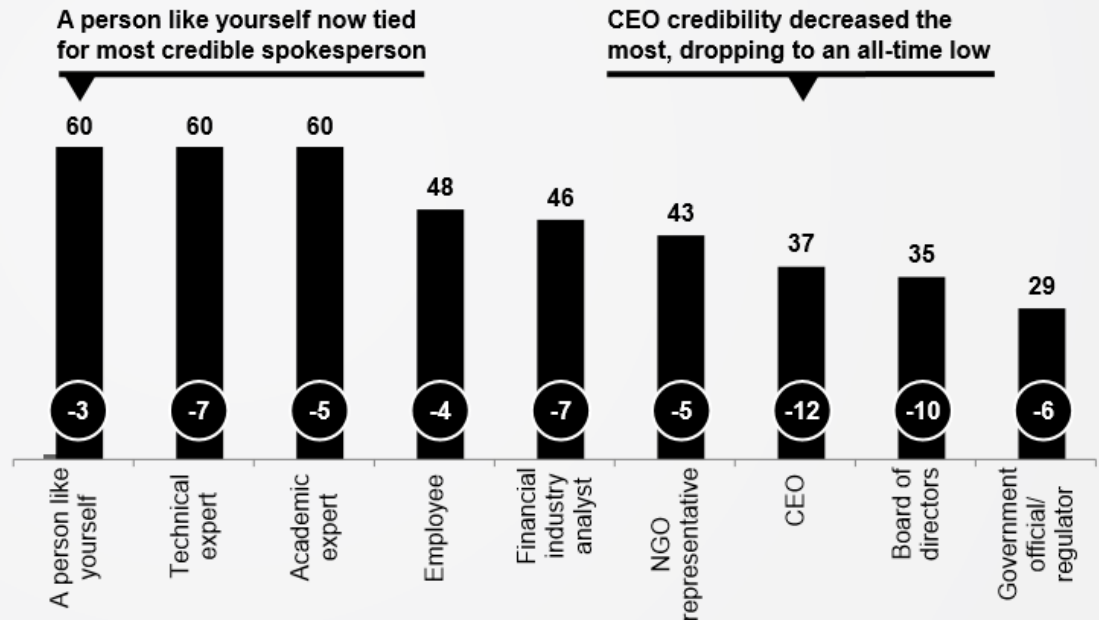
Peers Now as Credible as Experts

Percent who rate each spokesperson as extremely/very credible, and change from 2016 to 2017

– + Y-to-Y Change

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

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



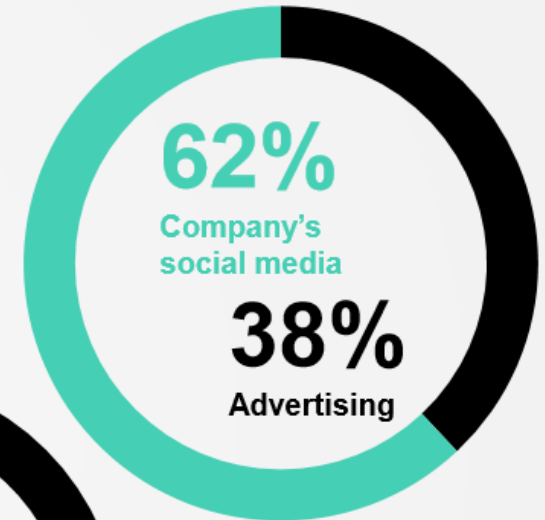
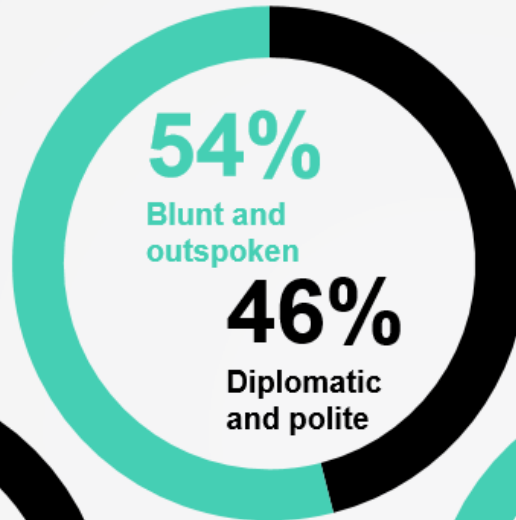
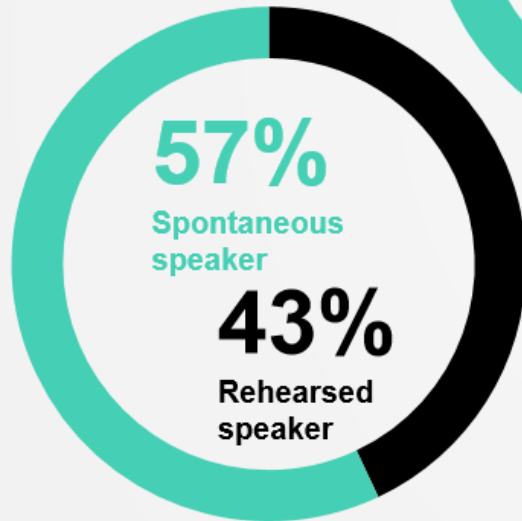
Source: 2017 Edelman. Trust Barometer Q130-747 Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible) General Population, 28-country global total, question asked of half the sample.

30

“Opinion” vs “Fact”

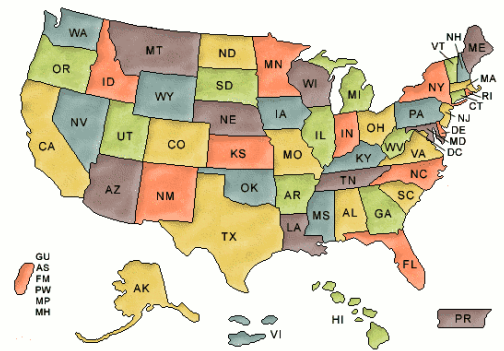
Talk With, Not At

Which is more believable?



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 “made better decisions”
- ☐ Must find ways to work at both the individual and community level and “build capacity”



UM Grand Challenges



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**

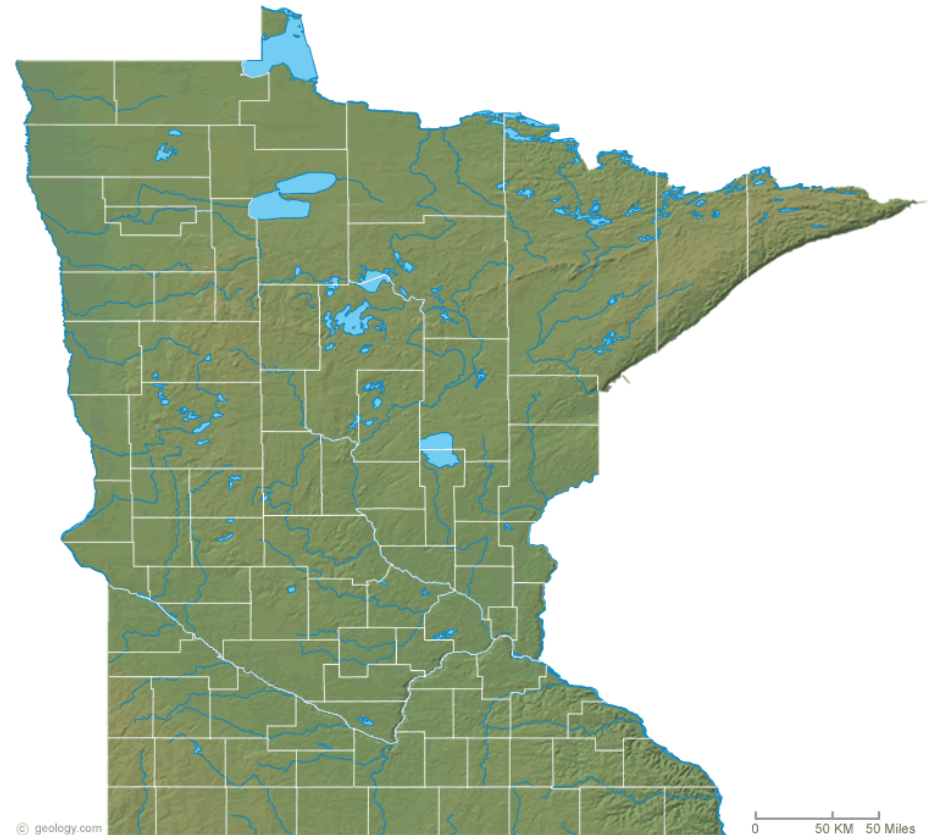
Extension's Response

- **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**

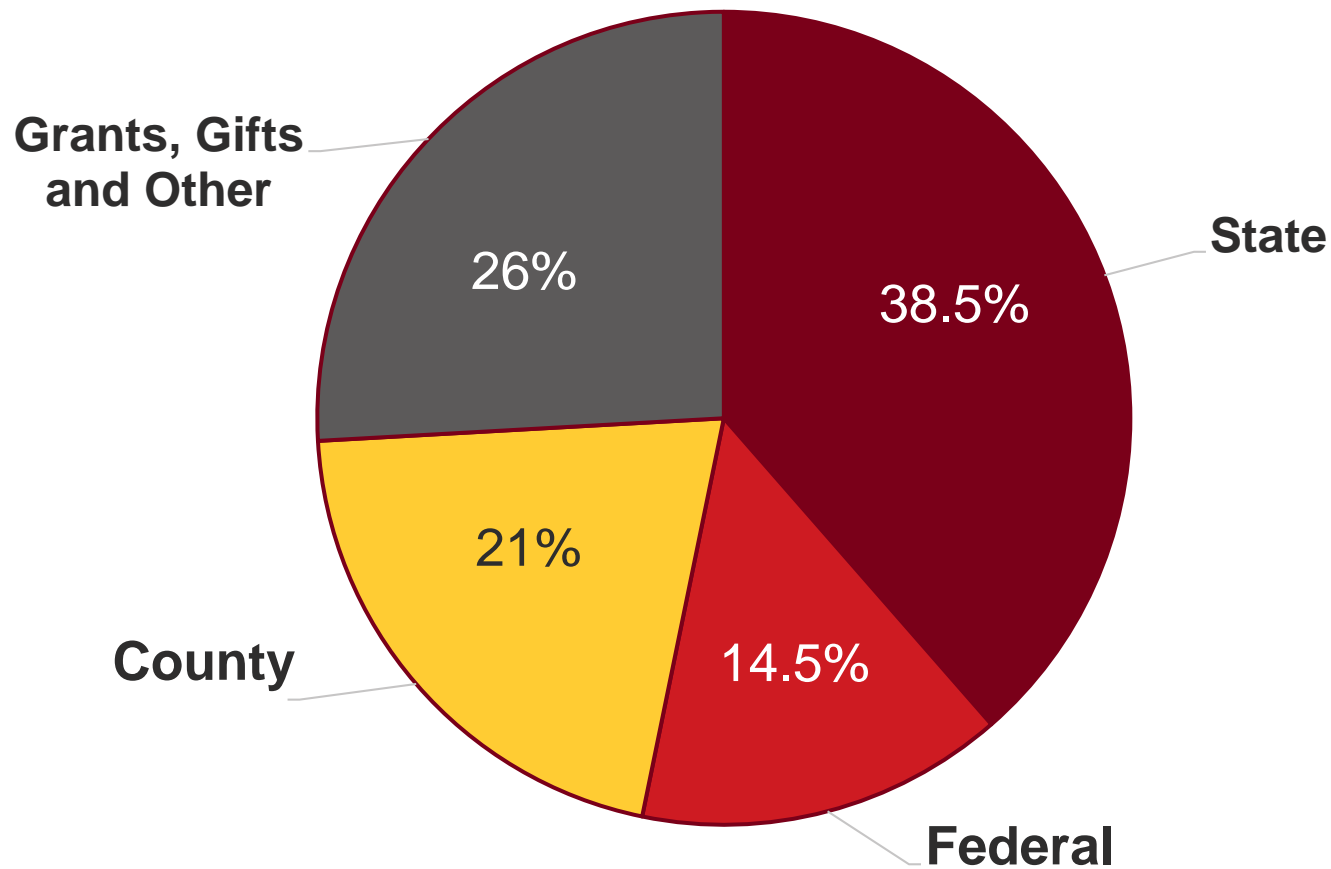




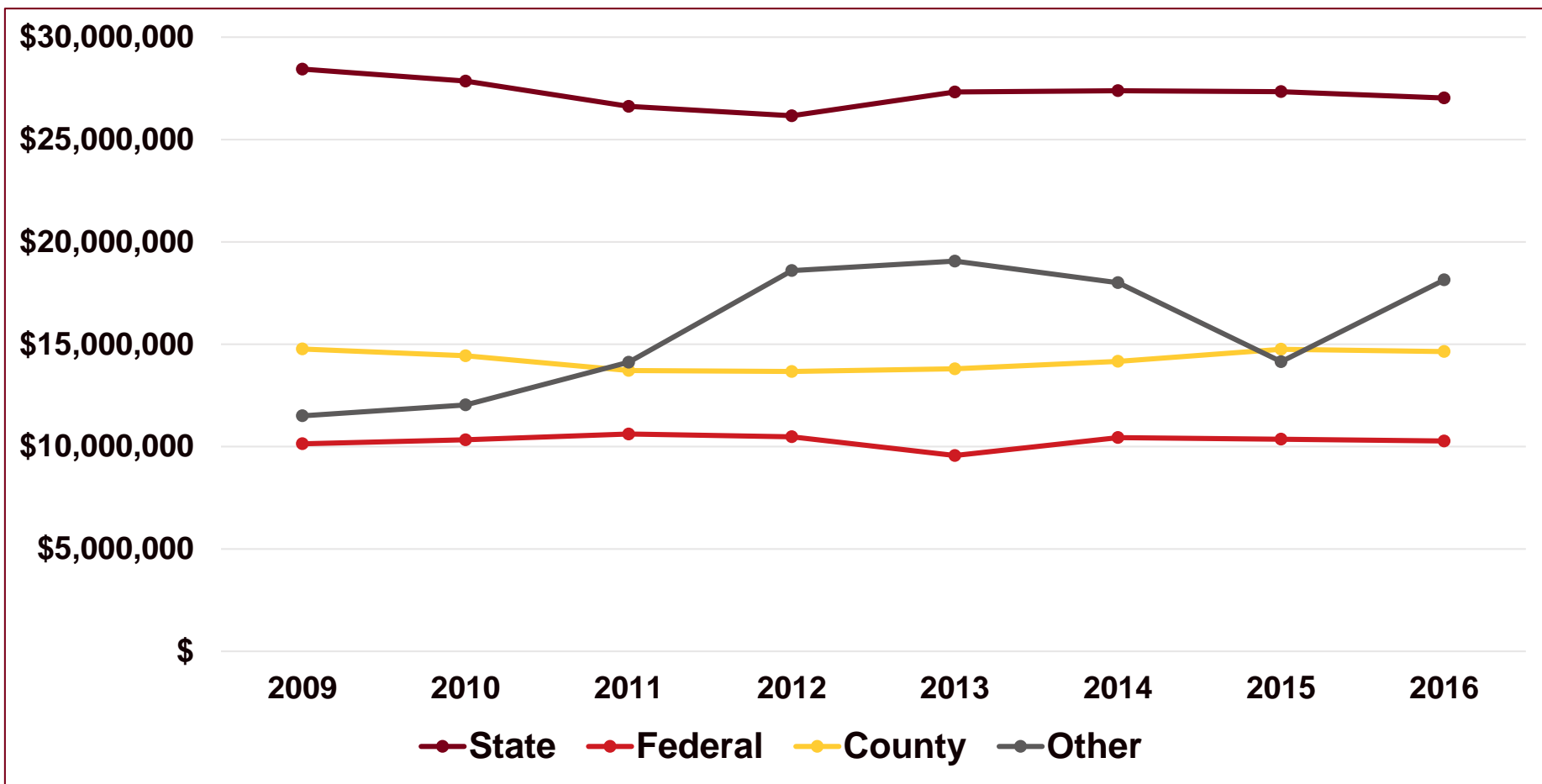
2016 - 2017 Budget



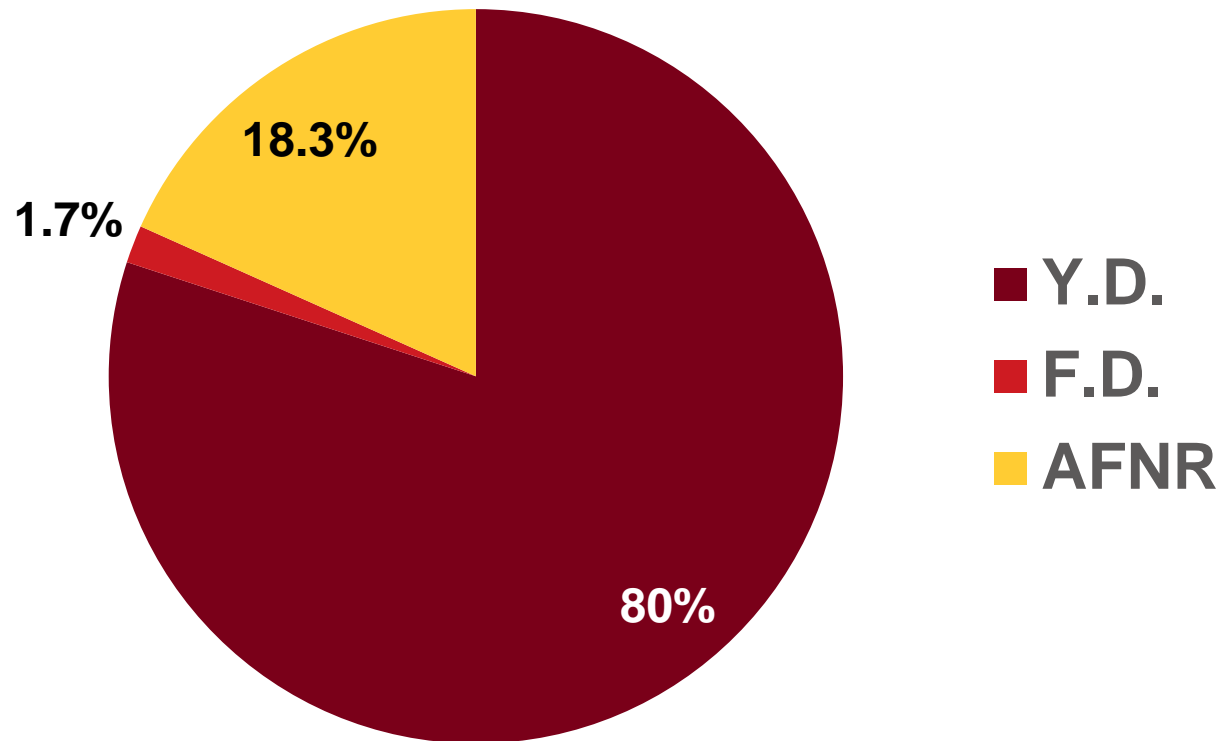
EXTENSION 2016-17 BUDGET: \$70.1M



EXTENSION FUNDING TRENDS



Calendar Year 2016 County MOA Funding By Center



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?

