

# Deepening Our Roots: Advancing Community Engagement in Higher Education

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# Session Objectives

As a result of this session I hope you will:

1. learn ways that Virginia Cooperative Extension is working to increase community engagement,
2. identify key areas to consider rethinking community engagement for Cooperative Extension and Higher Education organizations, and
3. develop networks and share experiences that strengthen the scholarship of engagement in community.



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# Who is Virginia Cooperative Extension?



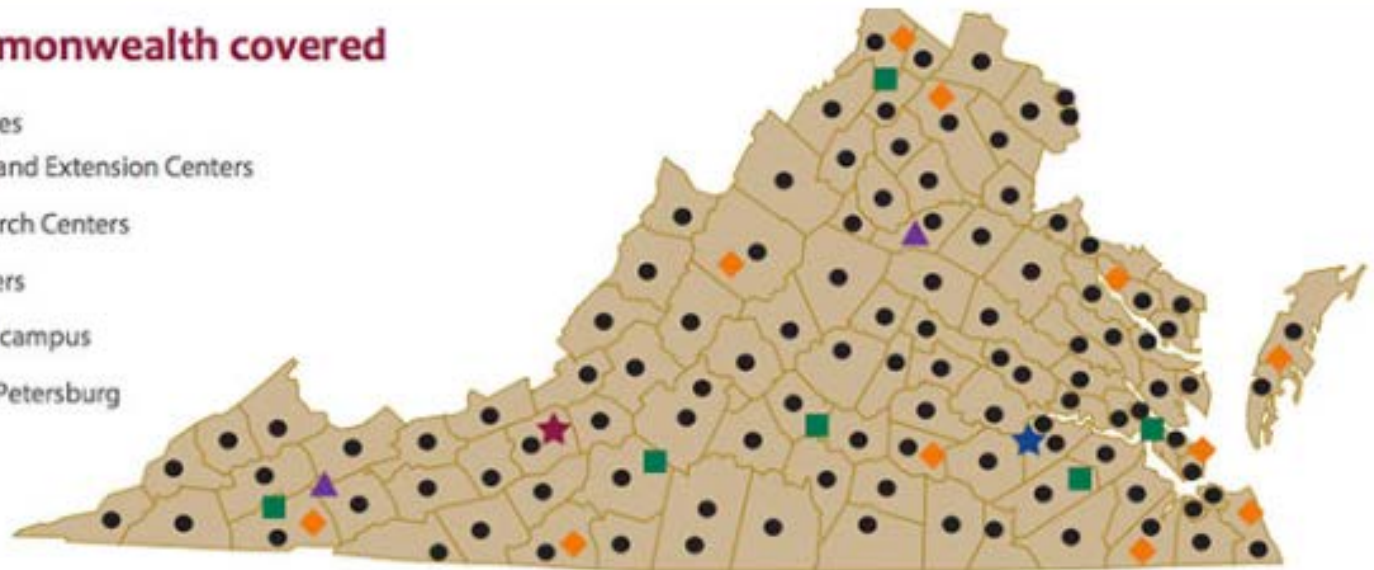
1862 – founded in 1872



1890 – founded in 1882

## We have the commonwealth covered

- 107 Local Extension Offices
- ◆ 11 Agricultural Research and Extension Centers
- ▲ Two Departmental Research Centers
- Six 4-H Educational Centers
- ★ Virginia Tech, Blacksburg campus
- ★ Virginia State University, Petersburg



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# Contact Us

<p><b>Office Location</b></p> <p>180 Horse Landing Road King William, VA 23086</p>	<p><b>Office Hours</b></p> <p>8:00 a.m. to 5:00 p.m., Monday through Friday</p>	 <p>180 Horse Landing Road King William, VA 23086</p> <p><b>Hours:</b> 8:00 a.m. to 5:00 p.m. Monday - Friday</p> <p><b>Main Office:</b> (910) 547-4765</p> <p><b>Mailing Address:</b> Pamunkey Indian Reservation Unit 1054 Pocahontas Trail</p>
<p><b>Mailing Address</b></p> <p>Pamunkey Indian Reservation Unit 1054 Pocahontas Trail King William, VA 23086</p>	<p><b>Phone Number</b></p> <p>(910) 547-4765</p>	

The Pamunkey Indian Reservation is in King William County, Virginia. The reservation, which lies

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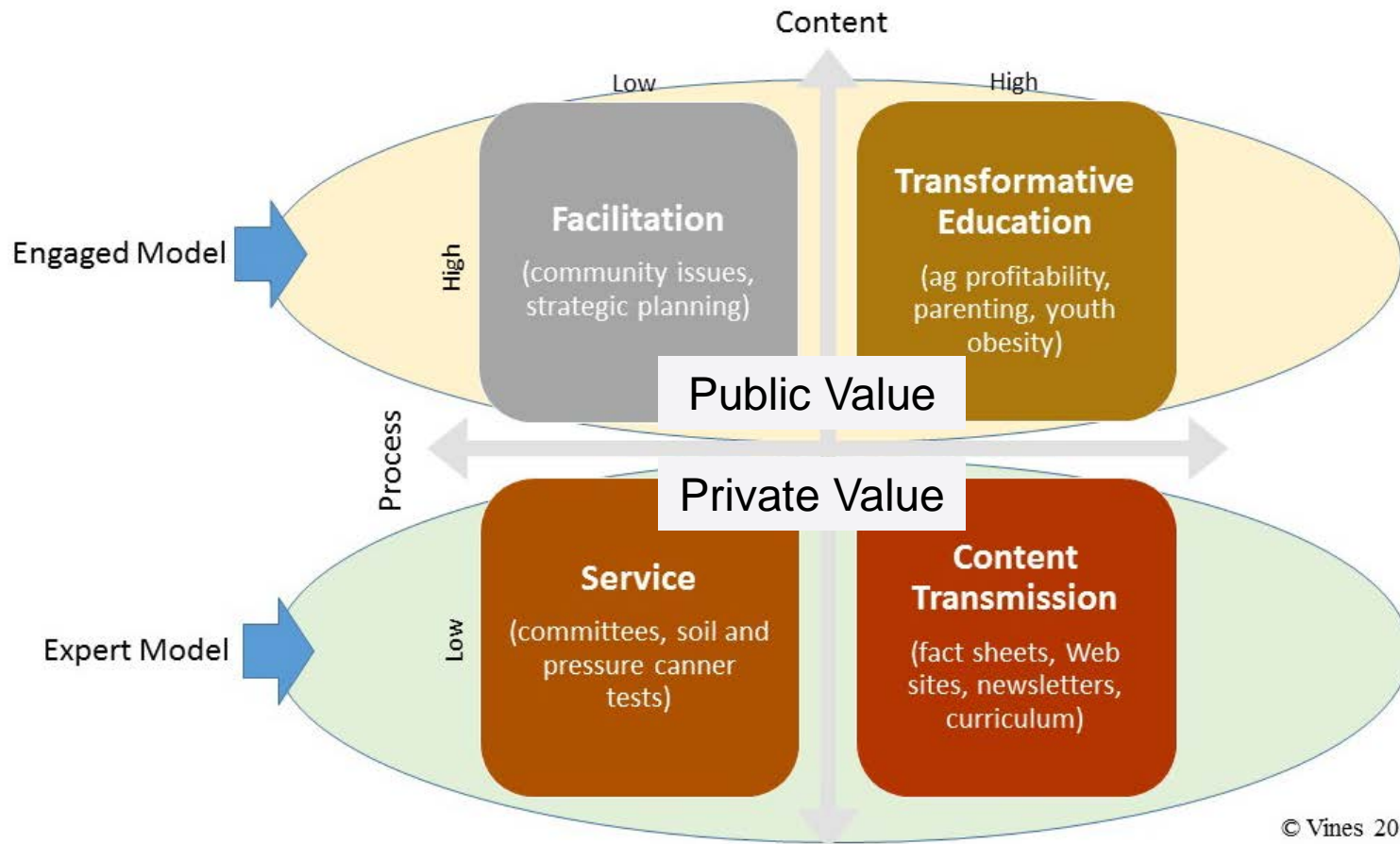


# Parts of Engaged Working Definition:

- Community involvement in all parts of program/problem resolution
- Shared learning/shared expertise
- Extension as a conduit between community and the university
- The product of strong relationships
- Includes multiple approaches

(Vines, 2018)

# Engaged – Expert Models: What are they?

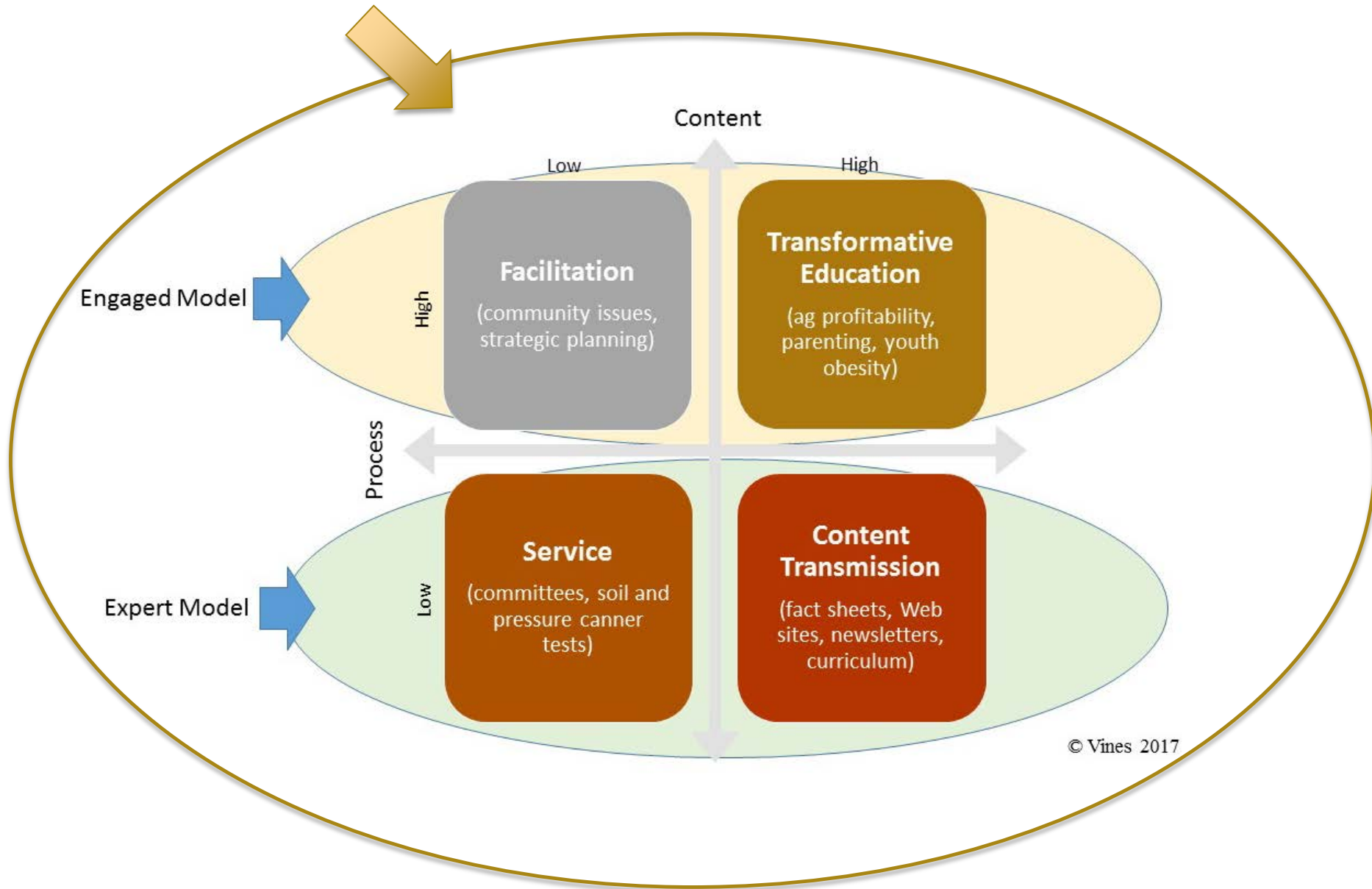


Adapted from Franz & Townson, 2008

Franz, 2017



# The Hybrid Model of Extension Program Delivery







# Basis for Change

- Collective impact theory (Kania & Kramer)
- Mutual respect
- Shared expertise
- Shared learning
- Strong relationships
  - Internal to the university
  - External to the university



Objective 1:

# LEARN WAYS THAT VIRGINIA COOPERATIVE EXTENSION IS WORKING TO INCREASE COMMUNITY ENGAGEMENT



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# Strong Relationships

Extension as a conduit between community and university – relationships



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# Increasing Community Engagement Internally

- Program teams
- University wide involvement
  - New VCE internships
  - Opioid Projects
- Explore new approaches to programming



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# Increasing Community Engagement Externally

- Program teams
  - External members
- Enhance situation analysis reports
  - Accuracy
  - Representation



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Objective 2:

**IDENTIFY KEY AREAS TO  
CONSIDER RETHINKING  
COMMUNITY ENGAGEMENT  
FOR COOPERATIVE  
EXTENSION AND HIGHER  
EDUCATION ORGANIZATIONS**

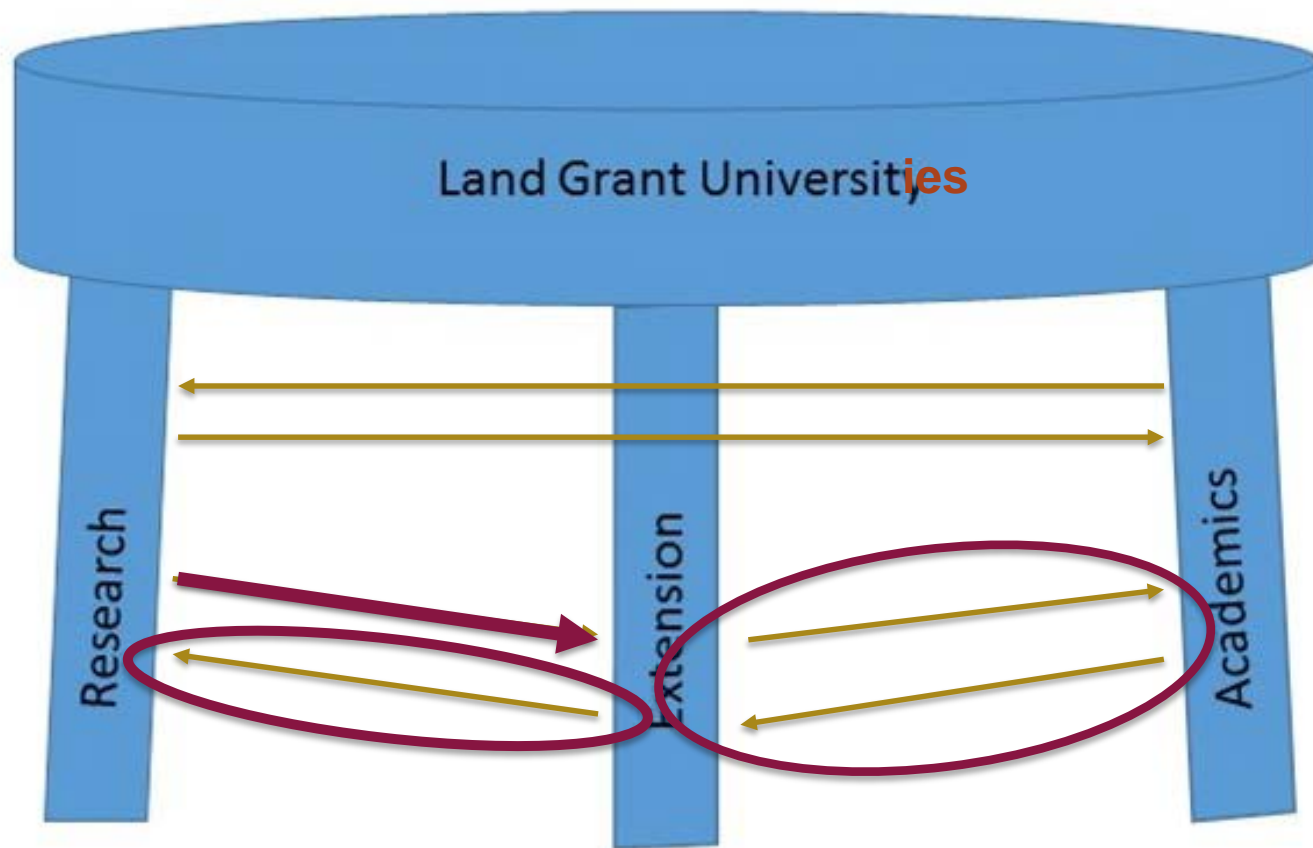


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# Strengthening Connections Across the Land Grant



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# Rethink Engagement

- Focus on real community issues
- Internal relationships
  - Extension ↔ Academics
  - Extension → Research
- Shared expertise/Shared learning
  - Challenges
  - Opportunities





# Extending Reach

- Hiring
  - Workforce represents communities
  - Emphasize process skills
- Professional Development Systems
  - Appropriate to stage in profession
  - Emphasize process skills
  - Invite other faculty/partners to participate





# Extending Reach

- Structure
  - Program Teams including external partners
- Evaluating
  - Employee performance
  - Our work
  - Organizational success





Objective 3:

**DEVELOP NETWORKS &  
SHARE EXPERIENCES THAT  
STRENGTHEN THE  
SCHOLARSHIP OF  
ENGAGEMENT IN COMMUNITY**



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**THANK YOU!**



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