



THE OHIO STATE UNIVERSITY

Community Connections

Finding New Ways to Fund Extension

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THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES





Session Objectives

- Increase awareness of successful strategies to connect local leaders, funding streams and Extension
- Discuss implemented strategies, limitations and lessons learned
- Discuss the need to be encompassing and entrepreneurial as an Extension leader



Ohio's Funding Model

- 1st Educator - \$29,000
- 2nd Educator or more - \$40,000 each
- Regardless of salary and benefit package
- Adequate funds from state and federal funds to add county based educators





Building Community Connections

Finding your way to the table

- Join civic organizations
- Attend chamber/public events
- Attend community group meeting
- Invite leaders to social events
- Invite non-extension users to serve on your Extension Advisory Committee



Ohio Family &
Children First



Listening for Opportunities

What are your leaders talking about?

- Elected officials
- Agency heads
- Business owners/managers
- School superintendents/principals
- Civic leaders



Community issues touch multiple leaders



Building the Team

Team will be unique to the ISSUE!

- Passionate about the need being addressed
- Connected to multiple sectors of the community
- Legitimizers and power brokers
- People with access to funding sources





Deliver as Promised

Keys to successful program delivery

- Hire the correct staff
- Connect to Extension employees and others doing similar activities.
- Use community linkages to build advisory committee for project/employee
- Check in with community frequently





Building Capacity FCS

Building Community Connections

- County Extension Director attending Community Council and Family and Children First meetings to determine if there was an opportunity for Extension.

Listening for Opportunities

- Parenting classes and nutrition education were identified as a need in the community.



Building Capacity for FCS

Building the Team

- Hospital, Job and Family Services, Juvenile Court, School System, Help Me Grow, Family and Children First, County Commissioners, Developmental Disabilities

Deliver as Promised

- Increased from .5 FTE to 1.0 FTE within 2 years.
- Hired registered dietician who worked for hospital
- Delivered many programs in collaboration with team members



Building Capacity 4-H/ANR/FCS

Building Community Connections

- Local economy depression resulting in decline of commissioner funding



Listening for Opportunities

- Local communities wanted to keep current level of Extension services and educational programs



Building Capacity 4-H/ANR/FCS

Building the Team

- Banks, Businesses, Commissioners, 4-H Volunteers, Farmers, Fair Board.

Deliver as Promised

- Donations, fair livestock sale, and fundraising
- Maintained 4-H and ANR for 6 years
- Maintained FCS for 4 years





Building Capacity Community Development (CD)

Building Community Connections

- Need was identified by a Business Expansion and Retention Study completed by Extension

Listening for Opportunities

- Business base diversity and job skill training were identified as two goals





Building Capacity CD

Building the Team

- Business owners, city government and county commissioners



Deliver as Promised

- Created county based economic development office to educate local businesses on expansion opportunities and to be point source for outside companies.
- Attracted large solar field development, casket company, and expanded several local companies.



Building Capacity FCS

Building Community Connections

- Extension was at Family and Children First when Health Commissioner mentioned educational programming.

Listening for Opportunities

- Drug/alcohol education and food safety education was identified as community need.



Building Capacity for FCS

Building the Team

- Health Commissioner, Extension Advisory Committee, OSU Extension Director, OSU College of Public Health

Deliver as Promised

- In progress





Summary

- Know you Extension organization capacity
- Connect with community leaders
- Listen for unmet community needs
- Present solutions/opportunities for Extension to meet identified need
- Develop creative funding streams



Questions?

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