

## **Urban Programming**

**Session 1, Tuesday, August 25, 2015**

**Champion: Sheri Schwab, NC State Extension**

What are the main issues in this area? Topics of Discussion:

- Professional Development for the Urban professional
- Needs identification
- Who is our intended audience
- Recruiting Professionals for Urban Setting
- Volunteer Relationship between Extension Professionals
- Diversity – Culture, Languages, etc.
- Marketing
- Navigating the urban setting in educational programs
- What makes us different in the urban centers? Why extension?
- Differentiating Extension from multiple providers?
- Balancing partnerships while keeping individual identification
- Implementation/ evaluation
- Unique Programming (i
- e, Urban centers have a need for ALL of the university's resources, Charlie)

### **HEADINGS:**

(Regina Bracy- Louisiana)

#### **Navigating the Urban Landscape- Needs identification**

#### **Recruitment**

- Volunteers, partners, agents, clientele

#### **TRAINING AGENTS**

**Marketing successfully** to clients, audience, public officials

Public relations; diverse audiences

#### **IMPLEMENTATION AND EVALUATION**

### **NEEDS IDENTIFICATION**

What is a successful urban program?

How do we find the successful programs?

We really need a True/ Robust Needs assessment that reflects the issues, concerns, differences found in an urban environment

Asset mapping

-Formation of an urban task force

---

What could we do together?

Envision the future—

- commissions/grants among several states to coordinate a needs assessment
- clearing house for commonalities
- look at other regions and their successful programs
- NaCo

WHAT DOES PROGRESS LOOK LIKE?

1/ valued knowledge of Extension from our citizens and partners

**Recruitment - clients**

- go where the clients are
- emphasize what we can do, identify our “niche”

***One sentence statement:***

***Together we can successfully navigate the urban settings through needs assessment, training and needed support from our state’s extension administration.***

---

**Session 2, Wednesday, August 26, 2015**

***What should we do in Urban Programming, given resources?***

- **We need a tool(s) for doing needs assessment on Urban programming**
- *Create a committee on the topic*
- *Should be expanding efforts in urban programming*  
*(Consider programming outside of Ag/FCS/4-H-What areas will we program in to be relevant)*
- *Create awareness for urban programming*
- *Form partnerships with new audiences*

***In the next 12 months, we will:***

- *Support the NUEL – join the membership, become involved.*
  - *Attend NUEL conference in Sacramento, Ca, December 2015*
  - *Attend the next PLN Pre conference- on urban topic, August 2016*
  - *Submit success stories to National Impact Database that highlight successes in urban settings*
  - *Make a formal Request for an urban-based Needs Assessment tool*
-

## **Participants**

Champion : Sheri Schwab

<b>Name</b>	<b>Committee</b>
Mitzi Downing	4-H & FCS
Regina Bracy	MM
Travis Burke	ASRED
Hayley Pierce	COMM
Jeff Young	MM
Gary Palmer	ANR
Beth Phelps	MM
Gary Sherrer	MM
Carolyn Williams	MM & AEA
Keisha Dickson	PSD
Jeff Ripley	MM
Rita Jackson	MM
Kelli Batch	4-H & FCS
Kevin Allen	4-H
Avona McHoney	4-H
Lonnie Johnson	MM
Joanne Bankston	FCS
Charlie Varvina	MM