

Extension Review Implementation

In 2017, the UK Provost mandated a review of Extension and an audit of county offices by UK Internal Auditing. Several deficiencies were discovered. Improved financial oversight, reduced supervisory ratio, improved programming model, and more effective marketing were some of the recommendations of the review team. This year, Extension began to implement changes to address the deficiencies. The main focus continues to be financial oversight and improving the supervisory ratio, but these have been difficult topics to address.

Community Assessment Project

As part of the Extension Review, a needs assessment process was suggested. A committee was tasked to develop process. All counties will distribute a standardized survey (targeting those unfamiliar with Extension) and conduct at least 2 focus groups, while on campus secondary data and survey results will be analyzed. The Community Assessments are being piloted in 5 large counties through August and will roll out to the rest of the state between September and October. The goal is to have the process complete and reports returned to counties by May 2019.



Examples of marketing pieces. Note the QR code on the flyer. So far, just over 30% of respondents have accessed the survey via the QR code.



Improving Extension Marketing

UK updated branding guidelines in 2017, but Extension was slow to adopt. This year, we have been to increase adoption. New toolkits are being developed and tested, specifically with the Community Assessment. If agents and staff embrace these toolkits, more will be created. They are intended to be one-stop shops for branded website graphics, social media graphics, social media posts, flyers, talking points, etc.

In addition, to improve adherence to brand, new in-depth trainings have been offered to county staff support and agents.

- Marketing Basics (new agents and staff)
- Canva Basics (staff support)
- Effective Marketing (agents)
- Marketing on a \$0 Budget (agents)

An audit of Extension social media sites revealed over 400 sites for county offices/employees alone. Better management of social media will be a major focus as we move forward. In addition, an overhaul of the main social media for UK Extension will begin next year. This will include limited numbers of who can post, improved planning and better content.

Improving Internal Communication

As UK Extension continues its efforts to be more accountable, effective and responsive, improving internal communication is key. To achieve this, new communication vehicles are being added:

- Monthly newsletters from District Directors to all district employees
- Monthly newsletter from Extension Financial Operations
- Monthly newsletter from interim Extension Director to all employees
- Standardized information for district staff meetings