

# URI Cooperative Extension and Outreach Coordinating Committee

## June 4, 2020 mtg notes

Present: Deborah Sheely, Kate Venturini, Sarah Amin, Deborah Imondi, Kristy Horan, Elizabeth Herron, Rebecca Brown

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### Quarterly CoopExt Communications Gatherings

- Goal: Educate CoopExt about CoopExt, touch base with our community on regular basis, professional development, share best practices
- Topics: Diversity and inclusion initiative (MGP), approaches to engagement, technological resources, what we're all doing!, innovation in Extension
- When? How?
  - Brown Bag WebEx workshops?
  - Monthly update from Dr. Sheely?
    - Existing content:
      - 4-H's weekly newsletter (public)
      - MG / The Dirt (internal)
      - EFNEP (public)
      - This Week in Vegetables (commercial growers)
    - Canva as platform / EFNEP could develop template

*Dr. Sheely provide questions as prompts / selects content to 'publish' / will send note on CoopExt listserv.*

### Addressing social justice issues on social media?

- We should, in a way that is relevant to our mission and programs
- Cultural competence and cultural sensitivity are crucial to our work, especially around public health, nutrition // Health disparities are driven by issues we see
- Dr. Amin has tasked her team with finding or developing nutrition education / social and food justice visual (EFNEP/SNAP-Ed) for use on social media
- Anything we post should be approved by URI Mark&Comm, as was done with the CoopExt COVID-19 resources

*KV to follow-up with Dr. Amin to come up with something with a visual that is relevant to our programmatic work and the impact it has on social/food justice; following up with CDE / Provost's Office re: is there one message from URI to share?*

### Video highlighting CoopExt impact in community?

- Focus on a gGeneral story line that touches on all that we do, not necessarily tied to COVID-19 pandemic for long term relevance
- Celebrate what we've been doing / what we continue to do // "We're here for you!"
- We recognize that there's a lot to be done still to extend ourselves into all communities

### Telling the story of Extension's impact / public value (KV)

- Storyboard examples to review:
  - Watershed Watch dashboard:  
<https://uri.maps.arcgis.com/apps/opsdashboard/index.html#/9db7c9972f1046ed9b9a7d31b2c89075>
  - ASNV Wildlife Sanctuary Program: <https://arcgisdashboards.maps.arcgis.com/apps/opsdashboard/index.html#/96896859c42c4301a8032609493a9e00>

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- City Cancer Challenge Impact Map:  
<https://arcgisdashboards.maps.arcgis.com/apps/opsdashboard/index.html#/743e3be607974a249ff5077d72cb119d>
- CRMC / Can We Save Our Drowning Salt Marshes?:  
<https://crmcgis.maps.arcgis.com/apps/Cascade/index.html?appid=77f5b9046afb40ffb25bb50029c68cd7>
- Discussion:
  - What two stories will we tell to start?
  - How will we build it?
  - Quantitative data from Outcome Scorecards on dashboard
  - Qualitative data from Action Plan (review / complete?), client testimonials, photographs, videos, maps
- Notes:
  - Define audience: Consumers, parents, producers, industry professionals?
  - Define purpose: What does/can CoopExt do for you? Pique interest of news media? Decision-makers? Potential funders?
  - Combination of data, narrative and visuals

## FY21 and Beyond planning (DS)

- Action Plan updates
- **Dr. Sheely to request Outcome Scorecards for each program**
- Spending plans for FY21 (Oct 1, 2020-Sept 30, 2021)
  - **ALL: Review allocations for FY21 (up-to-date?) and FY22**
- NIFA Reporting update - Extension Module
  - New reporting system rolling out by September 2020
  - CoopExt programs will be entered into system to communicate to NIFA about project goals, etc.

## NEXT

### STEPS:

- Next CEO Coordinating Committee meeting on August 6, 2020 at 10:00 a.m. -
- AGENDA:
  - NIFA Reporting in Sept 2020 - Share current CoopExt communications strategy with group
  - Where do we want to go? What are we missing? Training needs? - Review Outcome scorecards (outcomes, metrics, target #s)