An Outreach Vision

Innovating Iowa State’s Land Grant Future

Iowa State University

April 4, 2018
The Beginning

“The Land Grant University System is being built on behalf of the people, who have invested in these public universities their hopes, their support and their confidence.” (Abraham Lincoln, July 2, 1862)
The Extension Idea

“Now let us have an education of the masses for the masses, one that will fit them to become a great, honest, faithful and intelligent, toiling, thrifty, common people, upon which alone great nations are founded.” (Seaman Knapp, June 30, 1894)
PEOPLE
New Perspective
Way Forward

University Engagement is the key to the future of Public Higher Education…

Public Engagement

Public Trust

Public Value

Public Investment
Strategic Questions

Who are you?

&

Who do you aspire to be?
Who are you?

Our Business is **Knowledge**…

Knowledge **Creation** – Research
Knowledge **Transfer** – Teaching
Knowledge **Application** – Engagement
Who do you aspire to be?

To deliver Lincoln’s promise:

“The fulfillment of the people’s hopes, support, and confidence.”
Land Grant Challenge

We Must Recapture their Hopes, Support and Confidence.
Three Considerations

Three C’s:
1. Candidate (Cause)
2. Conditions
3. Culture

Adapted from a leadership conversation with President Bill Clinton & President George Bush at the President George Bush Library
Cause

- Land Grant Ideals – For the People
  - Poverty to Prosperity
  - Isolation to Enlightenment
  - Helplessness to Hopefulness
  - Exclusion to Inclusion
  - Confusion to Civility
  - Victim to Victor
  - Darkness to Light
Conditions

• Real Change
  – Graying of America – Changing Priorities
  – Browning of America – Ethnic Diversity
  – Shifting of America – Population Migration
  – Urbanization of America – Rural Population Loss
  – Polarization of America – Extreme Ideological Differences
  – Media-Sensationalism of America – Ideological Channel Surfing
Culture

- Political & Societal Realities
  - Shrink Government
  - Grow Reserves
  - Cut Taxes
  - Close Loopholes
  - Resist New Investments
  - Cap the Budget
  - Privatization of Services
  - School Choice
  - Reduce Regulation
  - State First – International Second
Re-imagine

• The 21st Century Engagement for the Land Grant University System
  – People
  – Programs
  – Partnerships
Re-imagine

• People
  – Listen, learn, lead
  – Build relationships
  – Verify & affirm
Re-imagine

• Programs
  – Analyze current & future trends
  – Create solutions for Iowa’s Grand Challenges
  – Recognize and reward success
Re-imagine

• Partnerships
  – Iowa taxpayers are your largest donor
  – Create partnerships with local Iowa communities
  – Bring community, business and other stakeholders in as equals
Way Forward

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Re-Imagine

- High Touch Engagement
  - Faculty & Staff Engagement
  - Student Engagement
  - Alumni & Donor Engagement
  - Athletics Engagement
  - Legislative Engagement

- High Tech Engagement
  - University-Wide Engagement Council
  - Engagement Impact Portal
  - “All Things” Knowledge Center
  - Extension Health Community Outreach (ECHO)
  - E-Learning/E-Commerce Portal/Platform
Thank You.
We Hope You Will Give Us the Opportunity to Engage With You.