SINCE THE START OF EXTENSION, THERE HAS BEEN A SHIFT OF PEOPLE MOVING TO URBAN AREAS

80.7% OF THE U.S. POPULATION LIVES IN URBAN AREAS

NASA Earth Observatory image by Robert Simmon
Western Center for Metropolitan Extension & Research

The American West is a region marked by large metropolitan cities surrounded by vast rural areas. Most Western states have large metropolitan populations, many with 80–90% of their residents in metropolitan areas. Western cities are distinctly different from their national cohorts. These cities arose in the age of the automobile, and therefore to some extent Western cities were “born modern”. While metropolitan centers across the country struggle with revitalization, it is growth management that challenges cities in the West.

Recognizing these distinctions of metropolitan centers in the West and as the National Extension Systems celebrates the beginning of a second century, the Western Extension Directors established the Western Center for Metropolitan Extension and Research.

This regional Center will:

- Increase the internal capacity of Western Extension programs to address metropolitan issues.
- Elevate the stature and value of Cooperative Extension to external metropolitan audiences.

The overarching goal of the Center will be to help Extension better align programs and program delivery with the needs, issues and interests of their metropolitan constituency, primarily through engaging in:

- Applied research
- Professional development of Extension professionals

Click here to see how we define metropolitan and what the metropolitan centers are for each state.

This Center is being hosted by Washington State University.
Extension in the Urban West

Growth versus revitalization

Mark Harrison / The Seattle Times
Extension in the Urban West

Urban – Rural Interface
Extension in the Urban West

WHO OWNS THE WEST?
Federal Land as a Percentage of Total State Land Area


Urban – Rural Interface
Extension in the Urban West

http://ngas.tk/map-united-states-highways-cities/

Born in the Age of the Automobile
Extension in an Urban County

- King County
  - 14,000 employees
  - PhD scientists

- UW
  - Backyard
  - Existing contracts
  - Students

- Consultant
  - Existing Contracts
  - Politically Astute

King County Extension  WSU
WSU Metropolitan Center for Applied Research & Extension

putting ‘the people’s university’ to work for Washington’s cities - bringing world class expertise to inform data driven decisions and implement change that works

COMING SOON!

Wednesday
Panel 10:40
Building A Regional Center

- Urban Task Force (2010)
- WEDA Urban Task Group (2013)
  - establish the Western Center for Metropolitan Extension & Research Center to:
    - Increase the capacity of Western Extension programs to address metropolitan issues.
    - Elevate the stature and value of Extension to metropolitan decision-makers and audiences.
What WCMER does

1. Identify best practices and organizational models for metropolitan extension.
2. Explore emerging metropolitan issues where land-grant universities can contribute to decision making and policy development.
3. Professional Development
National Hot Shots Applied Research Model

**Local Extension Office**
- Serves as a Co-PI for the local project
- Secures project interest from the funder
- Introduces funder to the WCMER management model
- Co-manages the local project and Project Team with WCMER
- Provides funder with final report
- Retains local cost recovery

**Stakeholders/Funders**
- Seeking answers to questions that require applied research
- Questions are issue-based
- Willing to pay for a national, expert Project Team that will answer all question(s) through applied research

**Project Team**
- The Project Team is assigned by WCMER based on expertise and availability
- The Project Team works closely with the local Extension office
- This Model is intended to be nimble and project-based
- There are no programs or volunteers
- Projects are intended to be short-term

**WCMER**
- Stocks and vets the Hot Shots expert talent pool
- Handles payment to Hot Shots
- Handles master contracts between universities and sponsored programs
- Assigns Project Teams based on availability
- Co-manages the local projects

**Hot Shots**
- Nationally vetted experts available to conduct applied research
- Hot Shots work through a contract with WCMER/ Washington State University

*Powered by the Western Center for Metropolitan Extension and Research (WCMER)*
Operationalizing the WCMER

- Coalition of Willing (6 States)
  - $40,000 Year 1 (Total)
  - $30,000 Year 2
- Staffing
  - Donated (Brad 0.5 FTE)
  - Small
- Communicating a New Model
  - Project – Program continuum
  - Regional
Benefits

- Ready-made collaborations & relationships
  - Local to regional
  - Regional to local
- Unified / Magnified Voice
  - External audiences
  - Within LGU and CES
- Internal funding / prioritizing
The Future

• Evaluation – in development
• Membership!
  – 2 levels - institutional membership

Kettering Work

Engage community in issue framing
Engaging Arts community
Issue Collection:
- Focus Groups
- New cultural engagement tools
Develop Urban Issue Guide
Deliberative Dialogue:
Generalizable to community-based dialogue on wicked problem that is action oriented

Kettering + WCMER

Broader training opportunities (supported by WCMER):
Engage community in issue framing
Engaging Arts community
Deliberative Dialogue: Generalizable to community-based dialogue on wicked problem that is action oriented
- Webinar on basics of how to
- Workshop on in-person aspects
- Conduct on Urban Issues
Issue Collection: Focus groups & cultural engagement

Fund:
Literature review
Survey
? Focus Groups

Future Applications

These likely roll out at different times and scales along with funding opportunities for training and implementing

RWJF - Culture of Health
WIR:
Invitational Forum:
- Training on Civic engagement skills
- Wild Horses
- Keystone predator reintroduction
- Forest health-wildfire-logging
- Homelessness

Law Enforcement - Public Trust
Western Center for Metropolitan Extension and Research

Organizational Chart

WEDA Directors appoint Advisory Board

WEDA Oversight

Center Director
- Center Oversight
- Resource Development
- Communication
- Liaison to other Urban Extension Organizations & Stakeholders

Advisory Board
(Urban Extension Committee at Start-Up)
- MEMBERSHIP:
  - WEDA Liaison
  - Member from each participating state
  - At-Large Members (for example, a mix of faculty, subject matter experts, NGO’s, Urban Serving Universities)

  Representative of the diversity of urban populations and interests

Project Specialist
- Organizes Project Teams based on the issue
- Manages Teams & Deliverables
- Issue-based Resource Development
- Manage Portfolio of Issue-Based Projects

Admin Staff
- Operations
- Budget
- Fiscal Management

KEY
- Start-up phase
- Fully operational
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