

Final Report

January, 2005

CSREES-USDA Mini-Grant

Capacity Building Project: Internationalizing the Curriculum of Wisconsin Cooperative Extension

Partners:

University of Wisconsin-Extension, Cooperative Extension
University of Wisconsin Extension, General Extension
Babcock Institute for International Dairy Research and
Development, UW-Madison

Lead Partner:

University of Wisconsin Extension-Cooperative Extension

Setting/Needs

Wisconsin Cooperative Extension has a history of the following international activity:

- Hosting international visitors wanting to learn about extension education
- Sponsoring group professional development abroad for small groups of colleagues
- Collaborating and consulting with foreign universities that are developing the extension function
- Developing international seminars for the Wisconsin Rural Leadership Program
- Individual colleagues providing extension education at the community level in partnership with NGOs and government agencies
- An International Committee with a mission, goals, objectives and plans of work aimed at internationalizing Cooperative Extension

Although these activities have been successful, all agree that they have not resulted in creating a truly global Cooperative Extension. **This project was unique in that it focused on broad-based organizational development and change. It was aimed at building the capacity to make global issues, ideas and knowledge integral to the functioning of Cooperative Extension and to its educational programming in Wisconsin.**

Closely related to this need to be more global perspective is the need to provide effective educational programs for a growing multicultural population in Wisconsin. In

the past decade, Cooperative Extension has made great progress in building its capacity to work effectively with people of diverse cultural backgrounds. Colleagues in Cooperative Extension who have participated in international activities understand how becoming more global will help the organization more effectively work with people of all cultures in Wisconsin. Not coincidentally, in 2005 Cooperative Extension will embark on a Valuing Diversity project that will train peer trainers to provide multicultural awareness training for all employees. The globalizing Cooperative Extension work described in this report and the new Valuing Diversity project are expected to create a synergy for new understanding about an interdependent world.

Objectives

The objectives for this project were:

- Develop strategies to globalize the Cooperative Extension educational content and resources used in educational programs.
- Explore resources aimed at building an organization that reflects global interdependence.
- Strengthen the connection between global knowledge and experience with diversity and multiculturalism efforts in the University of Wisconsin-Extension.

This project supported previously created Cooperative Extension goals that are aimed at internationalizing the organization. The goals were created at an International Retreat in 2002 and are now being carried out by the International Committee. The goals are:

- Create a Team International with designated leadership
- Develop and maintain a scholarship context for international/global programs
- Develop institutional capacity and context to carry out international programs and to support staff in this work
- Provide staff training related to international work
- Develop evaluation instruments that identify the benefits of international work

Activities

The primary activity supported by the grant was a one-day workshop on September 17, 2004. It was attended by 40 Cooperative Extension colleagues and presenters. A design for the day was developed by an eight member committee that included an evaluation specialist; an agriculture agent; an agriculture specialist; a community, natural resources and economic development specialist; the associate director of the Babcock Institute for International Dairy Research and Development at UW-Madison; an outreach specialist from a sister division in UW-Extension (Outreach and E Learning); the assistant to the Dean and Director of Cooperative Extension; and a district director who is chair of the Cooperative Extension International Committee.

Workshop participants represented all areas of Cooperative Extension: 23% Agriculture and Natural Resources, 21% family living, 11% 4H Youth Development, 32% Community, Natural Resources and Economic Development, 7% Program Development and Evaluation, 4% Administration and others areas.

The framework for the workshop consisted of three leading questions:

- A global Cooperative Extension professional would...
- A global Cooperative Extension organization would...
- A global cooperative Extension community would...

Participants were divided into small groups and assigned one of the three questions above. After generating responses to the assigned question, each group conducted a SWOT (strengths, weaknesses, opportunities and threats) analysis for achieving the desired future for professionals, the organization or communities. Next, each group developed an action plan based on the SWOT analysis, including the resources needed for the action plan and the individual and organizational responsibilities for achieving the action plan.

The International Committee will use the workshop input and action plan suggestions to develop a team plan of work at a retreat on January 28, 2005. See a summary of participant input in Appendix.

The keynote address at the workshop was delivered by Dr. Binaya Subedi, assistant professor in the School of Education, Ohio State University. The title of his presentation was "Does the World Matter? Critical Ways of Fostering Global Understandings." The address outlined the components of a global educational institution. The main components of this framework are: 1) community outreach and dialogue, 2) issues oriented curriculum and teaching, and 3) social action within the public arena.

The framework outlined by Subedi will be a foundation of future efforts to globalize Cooperative Extension.

Bringing the focus of the day to the level of Wisconsin communities and individuals was a panel consisting of the former director of the Wisconsin Rural Leadership Program (WRLP), an alumnus of WRLP who is a dairy farmer, and an international dairy consultant. The three discussed the importance of a global perspective in communities to keep Wisconsin prosperous.

The workshop evaluation consisted of participant feedback on: the value of the workshop for professional growth, educational programming and organizational development; intended future activities of participants that will support the globalization of Cooperative Extension; and opinions about the extent to which Cooperative Extension currently demonstrates a global perspective (offers a benchmark from which to measure progress).

The following statements received the highest ratings (in order):

- The workshop--Identified achievable steps that will help Cooperative Extension
- The workshop--Motivated me to want to do more within my own work to bring an international perspective
- The workshop--Motivated me to want to do more at the organizational level to internationalize Cooperative Extension

- The workshop--Set organizational direction for internationalizing Cooperative Extension
- The workshop--Increased my understanding of what it means to “internationalize Extension”

Outcomes

The mini-grant has resulted in a number of products and outcomes:

- Cooperative Extension has valuable, well-organized action plan suggestions from colleagues interested and experienced in global education. These recommendations will be used for organization-wide planning at a meeting of the Cooperative Extension International Committee on January 28, 2005.
- Cooperative Extension has a document that outlines a vision of what it means to be a global community, a global Extension professional and a global organization. This material will be shared on the Internationalizing Extension website <http://www.uwex.edu/ces/international/>. It also will be used as a guide by the International Committee.
- Cooperative Extension now has a comprehensive website which offers many resources for global issues and global education. <http://www.uwex.edu/ces/international/> Although this website was planned before the September 2004 workshop, the event generated ideas and resources for the website.
- Cooperative Extension has a framework for a global organization, provided by Dr. Binaya Subedi, who teaches global education in the School of Education at Ohio State University.
- Cooperative Extension has formed new partnerships for activities that will contribute to globalizing the organization. Directly resulting from the workshop are new opportunities to partner with the College of Agriculture and Life Sciences at UW-Madison on international work abroad and in Wisconsin. Another partnership that resulted from the workshop is a collaboration on a speakers series with the Global Environmental Management Education Center at the University of Wisconsin-Stevens Point.
- The September 2004 workshop evaluation indicated that participants gained a renewed energy and conviction for global work and global perspectives. Three of those individuals, including one who is relatively new to Cooperative Extension, will attend the January 2005 CSREES Internationalizing Extension conference.
- Wisconsin Cooperative Extension is fortunate to have a Dean and Director who believes in the value of globalizing Wisconsin Cooperative Extension. Dean and Director Arlen Leholm articulated his philosophies about international work and global perspectives in the introductory address at the September 2004 workshop. He pledged to support future work in this area and suggested activities that could contribute. He will explore the possibilities of partnering with other state Extension organizations.

The Future of Global Education in Wisconsin Cooperative Extension

The outcomes described above are evidence of the value of this project to Cooperative Extension. Before this project, the organization and individual colleagues had been involved with various international activities that were not united under a framework for organizational development and change. Further, there was a need for more consideration of incorporating the knowledge and lessons learned from these activities into education for Wisconsin clientele in their communities. It is anticipated that with the support of Dean and Director Arlen Leholm, and through the application of colleague input from the workshop by the International Committee, Wisconsin Cooperative Extension will make progress toward becoming a more global institution.

Appendix

Workshop Planning Committee

Workshop Announcement

Workshop Program

Binaya Subedi Powerpoint Presentation

Binaya Subedi Keynote Address Outline

Summary of Workshop Participant Input

Workshop Feedback/Evaluation

Internationalizing Cooperative Extension Logic Model

Budget Summary (1/4/05)