

Internationalizing Cooperative Extension  
September 17, 2004

## **Summary of Participant Input from Small Group Activity**

*In small groups, workshop participants were asked to describe their on visions for:*

- *A global community*
- *A global Extension professional*
- *A global Cooperative Extension*

### **A global community**

- Finds ways to celebrate its cultures and diversity.
- Appreciates divergent thinking.
- Community leaders have a global perspective and the place of the community in the world.
- Recognizes and positively deals with prejudice.
- Seeks international experiences for the community and its residents.
- A place where citizens feel a sense of responsibility to the global community.

### **A global Extension professional**

- Seeks practical on-the-ground experiences as an Extension professional in international and cross-cultural settings.
- Continually develops their knowledge and understanding about how they influence and are influenced by global changes.
- Is willing to share their knowledge, understanding and experiences with their colleagues and communities.

### **A global Cooperative Extension**

- Would provide a center for global resources and activities.
- Values differences and encourages divergent thinking.
- Celebrate and share global experiences.
- Infuse global awareness into existing programming/curriculum.

- Offers a curriculum on global issues and global understanding for educators to use in communities.

***Small groups were asked to consider the Strengths, Weaknesses, Opportunities and Threats (SWOT) inherent in the visions they described:***

### **SWOT—Global community**

Strengths:

- Wisconsin's progressive tradition
- Active civic organizations and volunteer networks
- Communities becoming culturally diverse
- Good models of community activities

Weaknesses:

- Isolationism
- Many communities are still not culturally diverse
- Lack of diversity in community leadership
- Lack of knowledge and experience
- Lack of civil engagement

Opportunities:

- Engaging civil organizations and volunteer networks
- University of Wisconsin System, Wisconsin Idea and service learning
- Wisconsin will be labor short
- Immigrants want to engage in the civil process

Threats:

- Fear of change
- Immediate self-interest
- Communities not prepared for new immigrant labor force
- Youth and educated are leaving
- No tax, no spend mentality

### **SWOT—Global Extension professional**

Strengths:

- Extension core competency skills
- A strong model of outreach education
- Extension encourages professional growth

Weaknesses:

- Lack of funds and resources
- Personal limitations
- Current professional commitments
- Bias and prejudices within

Opportunities:

- Increasing diversity in communities and in Extension
- Organizational partners available to Extension
- Ease of international travel
- English is an international language

Threats:

- International unrest
- New isolationism
- Bias and prejudice
- Restrictive local financial situations

## **SWOT—Global Cooperative Extension**

Strengths:

- A strong model of outreach education
- Wealth of experience among faculty and staff
- National reputation

Weaknesses:

- Lack of political recognition for Extension's involvement in global issues
- Growing nationalism
- Lack of funding
- Mixed messages internally

Opportunities:

- Business globalization
- Ability to be proactive to change
- Technology that brings the world closer to everyone
- Broadening global awareness

Threats:

- Inaccurate perceptions of global work
- International unrest
- New isolationism
- Bias and prejudice
- Restrictive local financial situations

***Small groups generated action plan items for moving toward the vision:***

**Action Items--Global Community**

- Create multimedia materials for schools, interest groups about cultures / youth
- Facilitate / promote bilateral agreements with Wisconsin and international sister institution's extension services – proposal to USDA
- Politicize the programs / curricula we offer (opportunity to dialogue public issues education)
- Identify / capture what is there already – inventory (curriculum / resources)
- Learn about best practices
- Train UW-Extension educators how to integrate into the curricula
- Provide tools
- Support group / team for international work
- Database of interested expertise – in community and in other countries
- Include reporting / impacts / measures
- Institutionalize international work in Cooperative Extension
- Individual responsibility – report
- Institution – framework and support
- Share best practices of our organizations that build globalization
- Diversity circles
- 4-H Diversity communication
- 4-H IFFY
- Communities that are making progress
- Iowa county leadership training
- Teach communities what's happening around them
- Include local and global partners when UW-Extension is doing international learning
- Asset map of UW-Extension globalization resources find curriculum that promotes building global community and involves youth
- UW-Extension gather research and data to promote positive global perspective, develop talking points for county staff, and fact sheets
- Examples – know where our food comes from, food security, and poverty issues
- Use local resources to gain international experience – we can work internationally, locally

**Action Items--Global Extension Professional**

- Take current international experiences and highlight economic and cultural benefits to Wisconsin citizens

- Cleverly market plan of UW-Extension programs (Program Development Capacity) to NGO's and federal agencies
- Create international experience for UW-Extension professionals
- Entry level experiences / connections
- Treat it as a scholarly activity
- Incorporate skill development for cross-cultural competencies into staff professional development
- Identify and communicate opportunities for international experience
- Data base of interested staff and their skills/experience to match with opportunities
- Require or recommend international experience and international programming for tenure and promotion
- Provide resources to make this possible
- Integrate more fully with international programming across UW-System and with technical colleges; joint advocacy
- Require or recommend second language
- Provide resources and support for staff to acquire competency

### **Action Items—Global Cooperative Extension**

- Mission statement for UW-Extension on globalization
- Inventory internet work / expertise in Wisconsin
- Identify partners, audiences and collaborators
- How do we establish an office of international programs in UW-Extension
- International Extension committee to take lead
- Buy-in by administration and by counties
- Individual- make sure we each move ahead (proactively as niche fits, etc.) and identify "win-win"
- Office of international outreach
- Create system-wide database of faculty / staff international interest and experience / assessment tool
- Professional development
- Self-understanding
- Strategies / sensitivity for working globally
- Internal campaign: top to bottom to create original mindset, original culture
- Strategy for sharing / celebrating / experiencing (multi-sensory)
- Raising consciousness of county committees (WACEC, CPAC – potential venues)
- Re-establish Extension course for foreign visitors or a new version of the formerly offered course
- Review experience
- Operational definition of global extension educator

***The workshop evaluation asked participants to provide feedback about the effectiveness of the day's experience.***

Of the 10 statements listed for participant rating, the following received the highest ratings (in order):

Identified achievable steps that will help Cooperative Extension

Motivated me to want to do more within my own work to bring an international perspective

Motivated me to want to do more at the organizational level to internationalize Cooperative Extension

Set organizational direction for internationalizing Cooperative Extension

Increased my understanding of what it means to "internationalize Extension"

***Other evaluation data:***

Keynote Address: Does the World Matter? Critical Ways of Fostering Global Understandings

- 87% of participant respondents rated the usefulness of the address, A Great Deal or Quite a Bit

Panel Discussion: Community partners and former executive director of the Wisconsin Rural Leadership Program:

- 87% of participant respondents rated the usefulness of the address, A Great Deal or Quite a Bit