

What does sustainability look like in Extension?

The first matrix is one the Holland Barrs company recommends for organizations. Groups and organizations can adapt the matrix to fit their needs, substituting their sustainability goals that fit under the Environmental, Social and Economic categories. The matrix can be found at the following website: www.hollandbarrs.com/articles/sustainability_matrix.pdf

The second matrix is the Excellence in Extension criteria, which is relevant for any Extension program. Examining this matrix will help Extension understand how to apply engagement principles to sustainability using criteria of excellence.

Note the items labeled (1) most important and (2) next most important. For example, excellent Extension sustainability efforts would:

- Be recognized by the university as a major component of outreach and engagement
- Show relevance by using diverse stakeholder input to shape programs and result in client satisfaction
- Demonstrate Best Practices/ Exemplary Programs
- Have outcomes and impacts that result in Knowledge/Attitude/Skills/Aspirations (KASA) and behavioral change
- Generate funding for Cooperative Extension

The third matrix is one based on the comments from the JCEP Sustainability Roundtable discussion at Galaxy III Conference, held in September 2008. It offers specific examples of what sustainable actions look like in Extension. Feel free to add your own examples.

The Sustainability Matrix© for (more) Sustainable Organizations: www.hollandbarrs.com/articles/sustainability_matrix.pdf

The key to the Sustainability Matrix© is that every one of the goals applies to all.

	Environmental					Social	Economic
Goals	Energy and Emissions	Water, Stormwater and Liquid Waste	Solid Waste	Ecosystem Integrity	Food	Individual and Community Health (including safety, healthcare, education, relationships, etc...)	Local Economic Vitality and Stability (businesses, jobs and investment)
Strategy & positioning or posture							
Branding & Marketing							
Products and Services							
Facilities							
Transportation, fleets and shipping							
Procurement							
Finance and Asset Management							
Organizational capacity (HR; Expertise; Structure; Culture)							
Risk management							
Partnerships							
Measurement and Reporting							
Change management strategy							

Criteria of Excellence in Cooperative Extension

(1) = Most Important; (2) Next Most Important

	Land-Grant University Commitment to Extension	Relevance of Extension Program	Quality of Extension Programs	Outcomes & Impacts	Funding & External Support
Teaching Learning	-University recognizes Cooperative Extension teaching/program quality	(2) -Meeting client needs/Access (2) -Proactive/Responsiveness -Faculty-Student engagement -Volunteers as teachers	(2) -Systematic program development and evaluation process -Research-based programming -Learner-centered teaching -Use of appropriate teaching methods including technology -System for assessing quality teaching -Collaborative programs	(1) -Knowledge/Attitude/Skills/Aspirations (KASA) and behavioral change (2) -Students recruited/enrolled	
Discovery Scholarship	(2) -University recognizes Cooperative Extension scholarship	(2) -Applied research to solve problems -Local input helps to shape research agenda	(1) -Best Practices/ Exemplary Programs -Publications/Reports -Systematic documentation of program evaluation and curriculum development -Participation in eXtension -Integration across disciplines/university	(2) -Documenting program results through peer review	(2) -Grants and contracts for applied research, Coop. Ext., and integrated research/Coop. Ext efforts
Engagement	(1) -University recognizes Cooperative Extension as major component of outreach/engagement	(1) -Use diverse stakeholder input to shape programs -Demonstrated inclusiveness -Community-Student engagement -Facilitates partnerships around issues -Graduate/alumni engagement	-Community/Cooperative Extension collaborative identification of goals/problems -Sustained partnerships -Breadth and magnitude of public involvement -Building social capital in communities -Staff involved in professional service activities -Cooperative Extension seen as credible	(1) -Economic Impact (2) -Enhance public good (Environmental and Social Impacts) -Participatory evaluation -Youth exposure to higher education opportunities -Increased enrollment of Coop. Extension clientele as students in land grant institutions	-Local support -Program funds -Economic value of volunteers
Management	(2) -Financial support of Cooperative Extension in relation to university support -Position within University structure -Promotion/Tenure status of Coop. Ext personnel	(1) -Client satisfaction -Publics advocate for Cooperative Extension -Client diversity -Value to limited resource audiences	-Market share -Quality and diversity of staff -Sustainable programs -Multi-state efficiencies	(2)-Return on investment -Systems for accountability	(1) -Funding for Cooperative Extension (2) -Leveraging resources (2) -External funds generated -Staff size -Fee-based programs

Extension: Encouraging Sustainable Practices from the Individual to the Organization

Practical ideas that you can use (Sustainable Communities Initiative session at JCEP Galaxy conference September, 2008)

	<u>Economic</u>	<u>Social</u> (Organizational, Individual, Family, Youth)	<u>Environmental</u>
<u>Immediate</u>	<ul style="list-style-type: none"> -Encourage and recognize businesses that reduce-reuse-recycle and -Encourage smart growth, walkable town -Use sustainability as a principle to consider in community planning -Work with local community groups, watershed organizations, departments of environmental protection -Expand our networks and work groups 	<ul style="list-style-type: none"> -Reduce-reuse-recycle -Competition between county offices to reduce % of consumption -Know your carbon footprint -Lower paper use/Reuse materials/ Saving scrap paper to print on for in-office use/Reuse bubble packs envelopes/ use used paper for note pads -Stop printing Powerpoints -When possible, refer people to our websites instead of printing handouts. -Charge fees to do cost recovery of programs. -Walk our talk by implementing green practices in our offices -Make available a receptacle for soda cans -Working with the community (feed yard, dairy, security) -Buy local foods ...Grow your own fruits and vegetables 	<ul style="list-style-type: none"> -Promote consumption of local foods

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| | | <ul style="list-style-type: none">-Educate consumers to make better choices-Use CFL lights-Use power save on computers-Carry water in reusable bottles-Reuse shopping bags instead of getting more-Focus on getting rid of plastic grocery bags-Donate plastic grocery bags to food pantry-Create a balance between work and home-Don't turn on the lights when arriving in the office-Temperature at 68 F in winter, 75 F in summer-Stop overfeeding people at presentations-Be self sufficient <p>Watch the movies: The Story of Stuff at www.thestoryofstuff.com. and Garbage: The revolution starts at home.</p> <ul style="list-style-type: none">-Try to make all the connections I have as an Extension agent fit together to accomplish sustainability-Integrate social, environmental and economic desires to create a balance in life-Designate a centralized location for items to be reused | |
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		<ul style="list-style-type: none"> -Have kids write/do PSA's about sustainable living -Network with other organizations to spread information. Go to www.afors.org Connect with non-profit organizations doing this work. Collaborate! -Educate youth and adults on 3 R's and being environmental stewards -Use Eco-ventures sustainability program for youth and families, ex. www.ifplantscouldtalk.rutgers.edu 	
<u>Mid-term</u>	<ul style="list-style-type: none"> -Recycling at all conferences, meetings, etc -Explore possible benefit of 4-day work week; Have flexible work hours – 4 day weeks, etc... to save fuel -Incorporate sustainable living education into curriculums of existing programs instead of creating new programs -Market as 'the right thing to do', not climate change 	<ul style="list-style-type: none"> -Recycling at all conferences, meetings, etc -Incorporate sustainable living education into curriculums of existing programs instead of creating new programs -Help families understand green living -Help families live healthier and successful lives 	
<u>Long-term</u>	<ul style="list-style-type: none"> -Work with zoning boards to reduce dependence on autos -Reframe the issue to engage those who don't have an interest in sustainable living, i.e., homeowners 	<ul style="list-style-type: none"> -CES becomes part of a university-wide sustainability initiative -Work in a LEED certified building and/or LEED certified environmental education center at 4-H youth centers 	<ul style="list-style-type: none"> -Promote community initiatives to find solutions to alternate energy sources that are viable in our state -More work in the area of renewable energy (i.e., woody

	<p>interested in energy costs and then show the links</p> <ul style="list-style-type: none"> -Increase number and accessibility of bike trails -Promote sustainable development/ sustainable cities initiatives 	<ul style="list-style-type: none"> -Help community members continue or start partial subsistence lifestyles which often includes relearning skills (food preservation/sewing, etc.) -Make sure youth development is strong and of high quality so the future of our communities is sustained -Promote healthy lifestyle, i.e. walking, etc. 	<p>biomass)</p> <ul style="list-style-type: none"> -Reframe the issue to engage those who don't have an interest in sustainable living, (i.e., farmers, homeowners) interested in drought and energy costs and then show the links -Promote community initiatives to find solutions to alternate energy sources that are viable in our state
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