



Accomplishments

2019

The NUEL Executive Committee and Steering Committee continue to meet about monthly. Twice a year NUEL holds face-to-face meetings. The remaining meetings are web-based. In 2019 NUEL met face-to-face in May just prior to National Urban Extension Conference in Seattle, WA and in December in Tampa, FL. As a result of NUEL's work, the Extension Committee on Organization and Policy continued to identify Urban Extension as a priority for 2019. In late 2018 the [National Urban Extension Leaders](#) (NUEL) developed a National Urban Extension Initiative Implementation Plan with specific goals and tasks. NUEL is using this "Implementation Plan" to serve as a blueprint for NUEL's actions for the next three to five years to move the national, and state, Extension systems forward and to enhance Extension's work in urban/metropolitan settings. This plan was approved by ECOP in early 2019. The following set of accomplishments address the recommendations and goals set forth in the [Implementation Plan](#):

Creation of a national urban Extension communication network:

- In collaboration with ECOP and Extension Directors/Administrators NUEL identify urban coordinators (UC) at 1862 and 1890 land-grant universities (LGU). The role of the urban coordinators is to serve as points of contact between NUEL and LGU. As of the January 2019, all but eight of the 1862 and 1890 LGUs have identified UC. NUEL is missing contacts with five 1890 LGUs, one in the North Central Region, one in the Northeast region and one in the Western region.
- Two orientation sessions to NUEL and its work were held for the urban coordinators. The first at the National Urban Extension Conference (NUEC) in May and the second was a webinar held in August.
- All urban coordinators were added to NUEL's national email list and their appropriate regional email list and are now receiving national and regional NUEL information and updates. They were invited to attend the NUEL Steering Committee's winter face-to-face meeting. Eighteen of them, currently not serving on the NUEL Steering Committee, attended the meeting in person or portions of it via a web link. Two of the newly identified urban coordinators filled vacant NUEL Steering Committee seats at the end of 2019, two volunteered to be on the 2021 NUEC Planning Committee and others are part of committees planning 2020 regional network/caucus meetings.
- To bolster communication NUEL moved the hosting of its web site from Rutgers University to eXtension. Additionally, to enhance accessibility to NUEL organizational materials NUEL developed a shared Google drive and moved all its organizational documents to this site.

2019 National Urban Extension Conference (NUEC):

- NUEL worked effectively with Washington State University Extension and the Metropolitan Center for Applied Research and Extension to provide leadership for the 2019 NUEC held in Seattle, WA in May. Over 375 people attended. NUEL awarded the third national Urban Extension Leadership Award.
- A new feature of NUEC was a Leading Edge Dialogues (LED) series that was well received and attended. The six LED's were 90-minute interactive workshops that explored critical issues facing our cities and our universities. White papers summarizing each of the LED's are currently being written, funded by the Western Center for Applied Research and Extension.
- NUEL worked with NEED to identify a location for NUEC 2021 and appoint a NUEC 2021 planning committee with national representation. NUEC 2021 will be hosted by Rutgers University in Atlantic City, NJ.

Building national partnerships:

- **eXtension**
 - NUEL worked with eXtension to host two NUEL eXtension fellows. The fellows worked with NUEL and eXtension to gather resources to create an [urban Extension eFieldbook](#) on the eXtension website, organize and hold the fall 2019 eXtension Impact Collaborative in Atlanta, GA, and improve the NUEL website.
 - The eFieldbook has a considerable number of resources for Extension professionals who work in urban environments. NUEL began promoting this resource in late 2019 and has plans to continue its promotional efforts, along with adding additional resources, in 2020.
- **American Farm Bureau Federation (AFBF) Urban County Coalition**
 - In early 2019 NUEL connected with the leadership of the AFBF Urban County Coalition. After a few discussions the two groups realized they had a lot in common and began discussing ways to build a working relationship.
 - NUEL invited the chair of the Urban County Coalition to present at the NUEL face-to-face semi-annual Steering Committee in May at NUEC and to attend NUEC. He participated in the Steering Committee meeting and the first day of NUEC.
 - As a result, the NUEL chair and vice chair attended the AFBF Urban Coalition second annual AFBF Urban Summit and strategic planning session in Washington, D.C. in July.
 - The NUEL chair was invited to attend the AFBF annual convention in January 2020 in Austin, TX and be part of a panel presenting urban agriculture opportunities for AFBF with a staff person from Senate Ag Committee and a staff person from NIFA's agricultural statistics division.
 - Additionally, NUEL and the AFBF Urban Coalition had numerous conversations throughout the year about potential collaborators and ways to connect county Farm Bureau presidents to Extension county directors in urban areas.
- **National Association of Counties Large Urban County Caucus**
 - A representative of NUEL was invited to attend and present at the National Association of Counties Large Urban County Caucus (LUCC) meeting. LUCC is a group that NUEL is interested in getting to know and build connections with. Some preliminary connections were made that NUEL will be working to follow up on and expand.
- **JCEP and Extension professional organizations**
 - The NUEL Professional Development Action Team completed surveying a sampling of Extension professionals for their perception of support for urban programming and professional development needs specifically related to their work in urban/metropolitan settings. The results of this survey was presented at the JCEP leadership conference in February 2019.
 - In February NUEL, in conjunction with the Western Center for Metropolitan Extension and Research (WCMER) held an Urban Extension Professional Development Summit in San Antonio, immediately prior to the JCEP annual conference. The Summit brought together a diverse group of Extension leaders representing different subject areas, ECOP regions and JCEP organizations to collectively address core competencies and identify a series of next steps that provide a realistic pathway toward achieving a collective urban Extension professional development system.

Regional NUEL networks of Extension staff focused on programming:

- NUEL continued its work to build regional networks of Extension staff working in urban and metropolitan environments around urban Extension programming in the five NUEL program focus areas – Strengthen Communities, Protect the Environment, Improve our Health, Enrich Youth and Feed our Future.

NUEL Programmatic Focus Areas



**Strengthen
Communities**



**Protect the
Environment**



**Improve
our Health**



**Enrich
Youth**



**Feed
our Future**

- Face-to-face regional network meetings were held as part of the 2019 NUEC. Additional web-based or face-to-face meetings in of all five (1890, Southern, Western, Northeast and North Central) were held.
- The Urban Extension Initiative Implementation Plans calls for the expansion of opportunities for urban Extension professionals to network and the creation of opportunities do to this at the regional level in year opposite NUEC. To most this goal forward, NUEL worked with all five regions to begin planning 2020 regional network meetings. Below is the schedule and a NUEL contact for each regional meeting:
 - Northeast – April 30, Washington, D. C., Manami Brown mbrown4@umd.edu
 - North Central – May 18-19, Madison, WI, Nicole Debose debose.8@osu.edu
 - South and 1890s – August 18-20, Houston, TX, Kristin Feierabend kristin_feierabend@ncsu.edu or Ramona Madhosingh-Hector ramona.m.hector@ufl.edu
 - West – September 29-October 1, Albuquerque, NM, Ed Martin ecmartin@email.arizona.edu or Fe Moncloa fxmoncloa@ucanr.edu
- Also, as part of NUEL’s regional program networking efforts, and in collaboration with the Western Center for Metropolitan Extension and Research, a follow up meeting to the national Green Infrastructure Summit held in Portland, OR, was held following the 2019 NUEC. About a dozen Extension staff from six LGUs attended the meeting and educational tour.

Kicked off national urban Extension Priority Impact Project:

- Within the National Urban Extension Initiative Implementation Plan, NUEL set forth several goals to facilitate cross-state collaboration and the identification and collection of promising programs, operations and leadership success stories or Best Practices within urban Extension. To advance these goals, NUEL worked with the University of Missouri Center for Applied Research and Engagement Systems (CARES) to brainstorm and design a process to kick off a national discussion in 2020 through the regional NUEL networks to identify Extension urban Priority Issues. NUEL then plans to launch Priority Issue Teams (PIT) beginning in May 2021. The plan is to have Priority Issue Teams work to advance Extension’s impact in urban and metropolitan settings on identified issues and serve as the primary mechanism for the formulation of cross-state collaboratives that may reach out to strategic partners and pursue the development of additional resources regionally and/or across the system. NUEL will develop a white paper in early 2020 that outlines the specific process developed at its December Steering Committee meeting for identifying issues and launching teams. As soon as this document has been approved by the Steering Committee it will be forwarded to the ECOP Programming Committee for review, input and support.



Priorities/Goals

2020

The NUEL Steering Committee approved the following list of priorities or goals for 2020:

National NUEL LGU urban coordinators:

- Continue to work with ECOP and regional EDA staff to identify UC from missing LGUs and to keep the up to date
- Expand efforts to actively engage state urban coordinators in leadership roles in Regional Networks (RN) and NUEL Action Teams (AT) and encourage them to take leadership roles for achieving RN and AT goals/tasks.

Regional Networks (RNs):

(In the NUEL structure, the role of RNs is to regionally and nationally connect staff and programming across urban areas.)

- Continue to build programmatically focused RNs in all ECOP regions by:
 - Hosting RN meetings in each region during 2020.
 - Include tasks/steps identified in NUEL's National Urban Extension Priority Impact Project.
 - Creating additional opportunities for Extension programming staff to meet each other and network, share best practices, programmatic curriculum, evaluation strategies and explore potential multi-state programmatically focused projects, funding and partnerships as appropriate.

Action Teams (ATs):

(In the NUEL structure, the role of ATs is to work at the national level on professional development, communications and building partnerships.)

- Work to actively engage LGU/state UCs and other potential AT members identified through RNs and encourage them to take leadership roles for achieving AT goals/tasks.
- Each AT will update AT roles and responsibilities information sheet and identify a set of priorities to focus the AT work around in 2020, and into future years.

Enhance NUEL's communications ability:

- Develop a workable solution to address NUEL's communication needs identified in 2019.
- More fully active Communications AT to provide leadership for communications solutions identified.

NUEL National Urban Extension Priority Impact Project (PIP):

- Develop a white paper outlining the PIP to share with ECOP to engage them as partners and/or supports.
- Use PIP to have regional and national discussions about urban program priorities, impacts, potential partnerships, and to identify criteria to evaluate urban programs and operations to develop or identify urban Extension "Best Practices", Success Stories and Case Studies.
- Identify up to 13, 10 programmatically focused and 3 administratively/operationally focused, urban Extension priority impact areas that Extension will focus on nationally.
- Begin organizing national teams or networks of Extension staff to provide coordination and leadership with the priority impact areas identified.