Public Service & Outreach

Keys to UGA: New Faculty Academy
Public Service, Outreach, and Engagement

November 4, 2021

(Please be advised Orientation is being recorded)
Welcome and Agenda

2021 AGENDA

9:00-9:20 A.M.  WELCOME AND PSO OVERVIEW
9:20-9:40 A.M.  SEED GRANT OPPORTUNITY
9:40-10:00 A.M. BROADER IMPACTS
10:00-10:08 A.M. BREAK
10:10-10:30 A.M. GRADUATE ASSISTANTSHIPS
10:30-10:50 A.M. COOPERATIVE EXTENSION
10:50-11:00 A.M. QUESTIONS AND ANSWERS

PAUL BROOKS
Associate Vice President for Public Service and Outreach
UGA’s Outreach Legacy

- Outreach and service are deeply ingrained in our history
- We were granted land-grant status in 1872 and sea-grant status in 1980
- Outreach is an equal part, along with research and instruction, of UGA’s mission
Cooperative Extension
School and College Based Outreach
Eight Diverse UGA Public Service & Outreach Units
Public Service & Outreach units

Carl Vinson Institute of Government
UGA Center for Continuing Education & Hotel
Office of Service-Learning
J.W. Fanning Institute for Leadership Development
State Botanical Garden of Georgia
Archway Partnership
Marine Extension and Georgia Sea Grant
Small Business Development Center
Our Mission

• To create jobs for a better economy
• To develop the state’s leaders
• To help address Georgia’s challenges
Our Impact

• Public service faculty track
• Physical infrastructure across Georgia
• Web of relationships that benefit the university
• Partnerships with governments, businesses, education, communities, nonprofits
$1.4M in funding for 74 graduate assistantships focused on outreach

7,141 unique students in service-learning courses

336K student ‘service hours’ to communities through service-learning courses

675 students formally engaged in outreach

$462 MILLION impact on the state of Georgia through eight units of UGA Public Service and Outreach
We are a National Leader

- UGA holds Carnegie Community Engagement Classification, signaling its commitment to community engagement efforts on campus and with our community partners.
- For 25 consecutive years UGA has published the *Journal of Higher Education Outreach and Engagement*, the premier journal for peer-reviewed scholarship related to outreach and community engaged research, teaching and service.
- The Association of Public and Land-Grant University designated the University of Georgia an Innovation and Economic Prosperity University.
- For the past three years, units of PSO have received Awards of Excellence from the University Economic Development Association, recognized for impact in the lives of Georgians.
$6.5\text{ BILLION} \text{ annually on the state of Georgia through a combination of its research, teaching and public service and outreach programs}
“Of all the ways the University serves Georgia, perhaps no area is more important than the role we play in improving Georgia’s economy and helping create jobs for Georgians.”

PRESIDENT JERE W. MOREHEAD
Ways to Get Involved

• New Faculty Tour
• Public Service Faculty Fellows
• Service-Learning Fellows
• Engaged Scholar Award
• Rural Engagement Faculty Workshop
• Experiential Opportunities for Students
• Partnerships with Public Service & Outreach
Trivia Time!
www.archwaypartnership.uga.edu

The Archway Partnership connects communities with higher education resources to address locally-identified community and economic development issues.
What is the Archway Partnership Process?

www.archwaypartnership.uga.edu

- UGA historical mission (1785) of taking the entire university to the people land & sea grant

- Innovative process for identifying, prioritizing and addressing community needs through university resources including Student Experiential Learning and Faculty Research

- UGA places a Public Service & Outreach faculty member in each Archway Partnership community
Archway Partnership Faculty take a neutral third-party position on community-identified issues and priorities.

Archway then acts as a connection point between communities and students and faculty to work on selected projects.
As Provost S. Jack Hu has said, “Great universities share knowledge, but they also expand knowledge and seek solutions through research and scholarship. Our university is a national leader in technology commercialization, with an entrepreneurial spirit that has fueled dramatic growth in research activity over the past several years. Accelerating this momentum is an urgent priority, as each discovery brings with it the promise of healthier people, a more secure future, a deeper appreciation of history, cultures and the arts, and stronger communities.”

**UGA Strategic Goals:**

- Growing Research, Innovation, and Entrepreneurship
- Strengthening Partnerships with Communities across Georgia and around the World

“The Rural Engagement Faculty Workshop Series is designed to help build this momentum by encouraging high quality, community-engaged research in rural Georgia communities.” Jennifer Frum, Vice-President, Public Service and Outreach
The Rural Engagement Workshop Series for Faculty

Program development through a Public Service and Outreach collaboration:

- The Archway Partnership
- Carl Vinson Institute of Government
- Extension
- Fanning Institute for Leadership Development

The Charge: Create an introduction to rural engagement for academic faculty by providing the background, information, skills and knowledge needed to be successful.

Michelle Elliott (Archway), Saralyn Stafford and Mara Shaw (CVIOG), Nathan Eason (Extension), Lauren Healey and Terence Johnson (Fanning)
2021 Results

Twenty academic faculty members, representing 12 of UGA’s 17 schools and colleges, were participants in the inaugural Rural Engagement Workshop, which included an in-depth examination of rural Georgia’s demographics and trends; an overview of current UGA Public Service and Outreach and Extension initiatives benefiting rural Georgia communities, small businesses, farmers, governments, and nonprofits; and a review of high-impact community engagement practices for rural Georgia.

“Through this program, academic faculty were able to recognize the benefits of collaborating with PSO and Extension to conduct successful community engaged scholarship in rural Georgia. As a result of the program, more UGA units and researchers will conduct scholarly activities in rural Georgia with PSO and Extension partners resulting in efforts that are well-coordinated and reduce duplicity and competition among UGA initiatives. Out of the 20 participants, eight seed grants involving 13 participants were awarded.” Michelle Elliott, Archway Director

“I’m pleased to see a good mix of academic expertise addressing diverse issues in Georgia’s rural communities,” said Jennifer Frum, vice president for Public Service and Outreach. “Healthcare, an aging population, infrastructure and education are critical issues throughout the state and by pairing our academic experts with outreach faculty already working in these communities, we’re ahead of the game.”
Seed Grants

“These projects reflect the University of Georgia’s commitment to strengthening partnerships with communities throughout Georgia,” said S. Jack Hu, the university’s senior vice president for academic affairs and provost. “They also lay the foundation for grants from federal agencies, foundations and other external funders to further advance research, scholarship and service.”

The initial seed grant recipients include:

- Lisa Renzi-Hammond, an associate professor at the College of Public Health, who will explore Serving Aging Georgians through Education (SAGE) with faculty from the Hart County Archway Partnership and UGA Extension.

- Devin Lavendar and Ewan Cobran, both clinical assistant professors in the College of Pharmacy; TJ Kopcha, an associate professor in the College of Education; Christina Proctor, a clinical assistant professor in the College of Public Health; and Renzi-Hammond; who will study Creating the Healthiest Georgia with faculty from the Archway Partnership.

- Stephan Durham, a professor in the College of Engineering, whose research project is Envisioning Peer-to-Peer Technology to Support Rural Infrastructure Management, in collaboration with faculty from the Carl Vinson Institute of Government and the Archway Partnership.

- Binu Velayudhan, department chair of the Athens Veterinary Diagnostic Lab in the College of Veterinary Medicine, and Hemant Naikare, an associate professor in the College of Veterinary Medicine, who will look at Empowering Rural Animal Agriculture through On-Site Disease Diagnostics and Education with faculty members from UGA Extension.
Seed Grants

“It was great and incredibly valuable to me as I am new to UGA. The content and delivery were excellent.” Participant feedback, 2021

Overall, the REW started a culture shift in how academic and public service faculty communicate and, ultimately, collaborate for the benefit of UGA research and rural Georgia.

The initial seed grant recipients (cont.)

- Ke Li, an associate professor in the College of Engineering, who will research Community-based Strategy to Manage PFAS Contamination for Public Health/Safe Food with faculty in the Hart County Archway Partnership.

- Sina Gallo, associate professor in the College of Family and Consumer Sciences, and Janani Rajbhandari-Thapa, associate professor in the College of Public Health, who will research leveraging university-community networks to improve maternal and infant health, with faculty in the Archway Partnership.

- Jamon Flowers, a clinical assistant professor in the College of Education; and Georgia Hodges, an associate research professor in the College of Education; who will study Rural Communities and Schools Collaboration on STEM, with faculty from the Archway Partnership.

- Christina Proctor, with an individual seed grant to study Finding Appropriate Measures for Rural Mental Health and Substance Use among farmers, with the Archway Partnership, UGA Extension, and the School of Social Work.
Community-Based Scholarship

2019 – 2021 Funded Research

2019: Step-by-Step Asset Management
2020: Bridge Asset Management Guide for Local Georgia Governments
2021: Stormwater Management Curriculum for Local Georgia Agencies

But, how do we improve transfer of knowledge and disseminate information?
Rural Engagement Workshop

Takeaways:
Questions: What is Rural?
Resources: Sources for Information and Data, PSO Units and Networks
Advice: How to Build Successful Partnerships, Understanding Communities, and Building Trust
Organizing: Organizing your Ideas and Forming Collaborations

1. Rural GA communities have limited resources to manage their infrastructure?
2. The need for knowledge/technology to assist in the management of infrastructure? Would benefit from simple, affordable, secure technology to share and receive industry data, guides, and other resources.
REW Seed Grant

Envisioning Peer-to-Peer (P2P) Technology to Support Rural Infrastructure Management

**Scope:** This project aims to integrate asset management with P2P technology in order to improve the sharing of knowledge, resources, and data between communities.

**Funding:** NSF Division of Computer and Network Systems under their Smart and Connected Communities (S&CC) program planning grants

*Extraordinary Engineer: Tess Mosley*

*Ultimately, a P2P network would help communities identify promising practices, innovative solutions, and tools and resources adopted by peer communities proving to make the availability of such information more equitable for all throughout the state.*

*What is a Peer-to-Peer Network?*

- Computers work collaboratively and share resources
- Each peer acts as both a client and a server at the same time
- No central server or administrator
- Can be used for sharing bandwidth, processing power, disk storage capacity, data, files, and more

*The research tasks in this proposal showcase the integration across disciplines (Engineering, Computer Science, Archway Partnership (AP), and the Carl Vinson Institute of Government (CVIOG)) to develop a novel framework to utilize infrastructure data to build rural asset management strategy.*
The Process

• Up to 20 full-time selected faculty members will have the opportunity to learn best practices on engaging with UGA’s Public Service and Outreach (PSO) team members to:
  • develop strong relationships within communities,
  • enhance skills and abilities to engage in research and public service work
  • build relationships with PSO staff and faculty that can introduce you to rural communities across Georgia
  • become a recognized campus leader in community engagement.

• Open to Academic Faculty from all schools and colleges across the University
• Must be nominated by your Dean (each Dean may nominate up to 4)
• The opportunity to develop research proposals for rural Georgia. Upon completion of the program, a limited number of Rural Engagement Fellowships will be awarded on a competitive basis.

Five day program
• 3 in-person, all day sessions held at The Georgia Center
• 2 virtual, half-day sessions
• One day Rural Georgia Community visit

All sessions will be held on Fridays, beginning January 21st with a final rural community visit in April.
REWS for 2022

Workshop Schedule:
- **Session 1**: January 21, 9-4 (in person) Georgia Center
- **Session 2**: February 11, 8:30-12 (virtual)
- **Session 3**: March 4, 9-4 (in-person) Georgia Center
- **Session 4**: March 25, 8:30-12 (virtual)
- **Session 5**: April 15, 9-1 (in-person) Georgia Center
- **Community Visit** to Thomson April 29

Workshop Nominations, Applications and Class Selection Timeline

- **Early November** – announcement of the 2022 program on website [https://outreach.uga.edu/programs/rural-engagement-faculty-workshop/](https://outreach.uga.edu/programs/rural-engagement-faculty-workshop/)
- **Deans nominate faculty** – due November 22 to PSO
- **Faculty notified of nomination** – November 23
- **Applications due** – December 2
- **PSO/Extension Committee review** – December 6
- **Notification of acceptance** from Provost Hu and VP Frum in December
- **Orientation** session and pre-work assignments – January 14

*Up to ten (10)- $5,000 grants may be awarded as seed money for academic/PSO or Extension faculty research grants for rural research at the conclusion of the program.*
Broader Impacts

COLLABORATIVE ENVIRONMENTAL POLICY AND RESEARCH

ROB GORDON
Director,
Carl Vinson Institute of Government

SHANA JONES
Planning & Environmental Services Unit
Program Manager,
Carl Vinson Institute of Government

SCOTT PIPPIN
Public Service Associate,
Planning & Environmental Services Unit
Carl Vinson Institute of Government
ON CAMPUS

Marine Extension | Georgia Sea Grant
School of Law
School of Public & International Affairs
College of Engineering
Department of Anthropology

College of Agriculture and Environmental Sciences
Lamar Dodd School of Art
Grady College of Journalism & Mass Communication
Odum School of Ecology
College of Agricultural and Economic Sciences

REGION

Virginia Institute of Marine Science
Stetson University
Clemson University
University of North Carolina Law School (Chapel Hill)

Savannah State
University of North Carolina School of Government (Chapel Hill)
Texas A&M
University of North Carolina–Wilmington
Project Funding: ~$1.5 million in 2020

### 2020 Funding by Area

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<tr>
<th>Area</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Community Branding</td>
<td>$65,250</td>
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<tr>
<td>RSVP Downtown Design</td>
<td>$197,020</td>
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<tr>
<td>Local Government Assistance</td>
<td>$107,548</td>
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<tr>
<td>Strategic Planning and Facilitation</td>
<td>$62,473</td>
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<tr>
<td>Environmental Policy Academy</td>
<td>$2432</td>
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<tr>
<td>Coastal Resilience</td>
<td>$257,352</td>
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<tr>
<td>Oyster Policy and Promotion</td>
<td>$255,000</td>
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<tr>
<td>Nature-Based Infrastructure</td>
<td>$118,642</td>
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### FUNDING SOURCES 2020

- **Federal** $724,522
- **Foundation** $235,600
- **State** $110,473
- **Local** $216,548
- **RSVP (GMA + Local)** $145,020
What are we going to do?
Multiple Lines of Defense to Protect Communities and Transportation Corridors

UGA Institute for Resilient Infrastructure Systems (IRIS)
Brian Bledsoe (Director), Shana Jones, Scott Pippin, and Jon Calabria

US Army Corps of Engineers • Engineer Research and Development Center

Presidential seed grants promote interdisciplinary research
Academic + Public Service Partnership Outcomes

• In 2020, the Army Corps of Engineers and UGA announced a partnership to form the Network for Engineering with Nature (N-EWN). A $2.5 million award to UGA.

• In 2021, team members secured a Research and Development Cooperative Agreement with the Army Corps of Engineers for $1.5 million per year for three years with the option to renew for outreach and engagement with military installations and communities to enhance resilience using natural infrastructure methods.

• The team has been actively engaged in significant academic and applied research related to improving resilience. Projects include a $294,000 NOAA-funded project related to modeling impacts of sea-level rise on wastewater disposal, with engagement with Bryan County, Georgia; a “Smart and Connected Communities” $175,000 NSF-funded planning project related to utilizing sensors to monitor septic tanks in Georgia; a $192,322 project funded by the Georgia Environmental Protection Division to restore Peacock Creek in Hinesville, Georgia; a $50,000 grant from the AT&T Foundation to model impacts of flooding on underserved populations in Athens, Georgia; and a project with the World Wildlife Federation to analyze ways in which corruption influences infrastructure investment internationally.

• Multiple peer-reviewed publications.
Strengths of Public Service Faculty

• Build and maintain relationships with federal, state, and local agencies.
• Have existing relationships – we have heard so many research needs!
• Many communities and government agencies are stretched, with public servants who wear many hats. We leverage grant resources to support their needs, and these include research proposals.
• PSO has so many connections with so many agencies, governments, and stakeholders. It’s much easier to “enter” a community if an existing guide introduces you.

Applied + Research = Very Robust and Interesting Work
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<tr>
<th>OUTCOMES</th>
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<tr>
<td><strong>10 White Papers</strong></td>
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<tr>
<td><strong>One podcast</strong></td>
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<tr>
<td><strong>Two regional webinars</strong></td>
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<tr>
<td><strong>One national webinar</strong></td>
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<td><strong>8-10 Presentations</strong></td>
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<td><strong>4-6 student presentations</strong></td>
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<tr>
<td><strong>Awards/Acknowledgment</strong></td>
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<tr>
<td><strong>Two subsequent grants in 2020</strong></td>
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<td><strong>Community Assessments</strong></td>
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Broader Impacts

The National Science Foundation defines broader impacts as having “the potential to benefit society and contribute to the achievement of specific, desired societal outcomes.”

Integrating research and public service can provide a notable advantage in seeking large federal and foundation funding as these opportunities increasingly examine the outreach and communication capabilities of the applicants and the broader impacts the project will have.

Public Service & Outreach

5-minute Break time!
Introduction

MATT BISHOP
Director, J.W. Fanning Institute for Leadership Development

NIPUNA AMBANPOLA
Graduate Assistant, J.W. Fanning Institute for Leadership Development
PSO Funded Graduate Assistantships

Graduate Assistantship research work supported in all public service and outreach units: 8

Masters and Doctoral level: 1/3 – 1/2 time funded

FY15 – FY21: 6.8 million in funding for 460 graduate assistants focused on outreach
Cooperative Extension

Mark A. McCann
Assistant Dean for Extension,
College of Agricultural and
Environmental Sciences
Quick History

Morrill Act 1862
Land Grant University

Hatch Act 1887
State Experiment Station

Morrill Act 1890
Black Land Grant Univ.

Smith-Lever 1914
Cooperative Extension

Cooperative Extension

College of Agricultural and Environmental Sciences
College of Family and Consumer Sciences
Warnell School of Forestry
College of Veterinary Medicine

Teaching
Research
Outreach

Cooperative Extension
Purpose
We translate the science of everyday living for families, farmers and communities to foster a healthy and prosperous Georgia.

Mission
We deliver lifelong learning across the state through science-based programs and education in agriculture and the environment, family well-being, and 4-H youth.

Organizational Pillars

* UGA Extension is:
  - Local
  - Personal
  - Science-based
  - Results-driven
  - Collaborative
  - Multigenerational
Who we are:

~ 300 county agents

~ Specialists 100 EFT across 140 faculty
Tenure Track & Public Service

~700-800 staff

~ 10,000 volunteers
Extension’s Assets

- Broad expertise & the ability to communicate with lay audiences
- Statewide Network
- Local Connections & Relationships
- Passionate & committed workforce
- When it fits our mission – we want to partner!
Extension Partners/Funders

Federal
State
Local

County gov
School Board
NGO
Non-Profits
grants/contracts

Extension Funding FY21

- Federal: 10.84%
- County: 37.18%
- State: 41.55%
- GG &C: 4.63%
- Sales and Service: 5.66%

~ $100 million
**Extension Program Areas**

**Agriculture & Natural Resources**
- Water
- Environmental Stewardship
- Profitability and Sustainability
- New Crop Varieties
- Urban Ag Issues (Horticulture, etc.)
- Avian Influenza/Animal Biosecurity
- Animal Health
- Food Production & Safety
- Homeland Security

**Family and Consumer Sciences**

**4-H Youth Development**
Extension
Program Areas

Agriculture &
Natural Resources

Family and
Consumer Sciences

4-H Youth
Development

Community Health and Wellness
Food Safety
Financial Literacy
Nutrition
Family Well Being
Nutrition for Low Income Families
Housing
Energy Education
Extension Program Areas

Agriculture & Natural Resources

Family and Consumer Sciences

4-H Youth Development

- Civic Engagement
- Healthy Living for Youth
- Financial Literacy
- Science, Engineering & Technology
An Important Extension Goal:
Multidisciplinary teams & partners addressing issues with collective expertise & documented impact

Extension Examples

Water

Community Health and Wellness

Emergency Preparedness and Disaster Response
UGA Extension Invites you to participate in SHARE FAIR

WE ARE UGA!
JOIN THE SHARE FAIR
AT THE
2022 EXTENSION ANNUAL CONFERENCE

We Invite You to Share with Us!
The purpose of the Share Fair is to showcase our collaborative partners with UGA Extension and allow Extension personnel to engage with faculty, schools, colleges across the University of Georgia to enhance programs and outreach initiatives.

We ask for your presence in helping us showcase the various departments, units, programs, and associations that are important partners that contribute to the success of UGA Extension.

Please consider signing up to host a resource station at the inaugural UGA Extension Share Fair!
Questions?

https://outreach.uga.edu/