

# **The University of Illinois Extension**

## **International and Multicultural Programming**

### **Extension Global Connect Strategic Plan**

**Submitted by**

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## Purpose

The United States (US) of America is facing unprecedented, profound and fundamental social changes. These changes are having a major impact on how we live and work. In a state like Illinois, with a large population, these changes have been evident for several decades.

Illinois, historically, has been a leader in welcoming immigrants from all parts of the world. However, at the turn of the last century, more than 94 percent of immigrants came to the US from Europe. The 2000 census reported that more than 90 percent of immigrants to the US and Illinois came from the Caribbean, Latin America and Asia. Today, America is considered to be the most ethnically, culturally and religiously diverse nation in the world. These demographic trends are expected to continue well into the future. As people come to Illinois from around the world to work and live, and as our society becomes more multilingual and multicultural, the need for cross-cultural understanding, improved communications, and planning at all levels of our society must continue to grow and improve.

With advancements in technology, we have had profound changes in our economy. In the last decade, we have seen major shifts in our manufacturing, financial services and agriculture industries, from local or national economies, to the global economies. Today, actions and decisions taken in one part of the world can have a direct economic impact on people working and living in other parts of the world. The population of the world has become interdependent. The need to work with other nations and develop cooperative relationships is essential in this new environment.

As a major land grant institution of higher education, the University of Illinois Extension System has a responsibility to play a key educational role in the transformation of our nation during these major social and economic shifts in our society. As well, as a part of the international community and global economy, it has a vital role to play in sharing knowledge and information with other nations and societies.

Therefore, the **International Strategic Plan** for the Extension system in Illinois will center its efforts on the need to learn from each other and to integrate international programming throughout its operations and units.

The purpose of this global initiative is to establish a system that will allow staff and audiences in Illinois, and populations and nations in targeted parts of the world to learn from each other through a variety of educational experiences and opportunities.

## Mission Statement

The mission of the University of Illinois International Extension programming is to increase knowledge, strengthen relationships and enhance multicultural, technological and international competencies with constituencies in Illinois and targeted regions and nations in the world. Build an environment that encourages and supports international research, teaching, Extension and interdisciplinary efforts.

## **Vision Statement**

To become a globally centered Extension and outreach organization within a multicultural society that provides quality innovative learning experiences and educational opportunities to an interdependent global population.

## **Organizational Goals**

- Advance international and multicultural understanding, cooperation, economic trade, and collaboration.
- Enhance the resource base for international opportunities and learning experiences.
- Lead in establishing off-campus community educational programming to meet the needs of an interdependent global society.
- Increase the visibility of international programs and foster the integration and infusion of international activities and experiences into all aspects of Extension and outreach efforts.
- Enhance leadership knowledge and skills necessary to live and work in an interdependent and international / multicultural society.
- Facilitate programming utilizing the resources of the University and its partners in addressing international needs of citizens and immigrants, businesses, communities and youth.
- Build partnerships and linkages with College of ACES Global Connect efforts as well as the Urbana/Champaign Campus International efforts within the major initiatives outlined.

## **Major International Initiatives:**

There are three major international initiatives that Extension has identified as its primary focus: Leadership Development, Trade and Business, and Multicultural & International Community Education. In the beginning, the emphasis with these initiatives will be primarily with Latin American and Caribbean nations. Gradually, and as needs arise and resources are available, support for efforts with other parts of the world will be considered.

The initiatives identified will allow the University of Illinois Extension to integrate local Extension plans and interests with the needs and interests of a rapidly changing global and interconnected world. Moving this organization to a new level through sharing knowledge and skills with the world community will be both challenging and rewarding. It will provide new and unique opportunities to both staff and clientele.

## **Initiative 1: Leadership Development**

As we address complex and interrelated problems at the community, county, and state level, opportunities exist to observe how others have confronted similar concerns. The forces that affect our communities should be studied from a global perspective. Resources of a global nature should be available to University of Illinois Extension personnel to enhance their leadership development initiative.

Objectives:

- Support the human capital development of Extension staff and clientele in the international arena by providing skills to link Illinois with the global community.
- Enhance the capacity of Extension staff to prepare Illinois clientele to succeed and live responsibly in the global society of the 21<sup>st</sup> century.
- Provide international Extension professional growth opportunities for Extension personnel.

## **Initiative 2: Trade and Business**

Our goal is to strengthen the University of Illinois contribution to Illinois' position and success in the global marketplace through better understanding of International trade and business.

Going global will be an essential requirement for survival of business and agricultural enterprises. A strong multicultural/international Extension program at the University of Illinois will enhance international trade for Illinois products and agricultural commodities, thus improving sustainability of agricultural industries in the state.

Poverty and hunger are widespread in the world. Even as overproduction threatens the economic sustainability of domestic agriculture, approximately 800 million people suffer from hunger, and two-thirds of six billion people are malnourished in the world. Creating better parity of food sources for the world's populations not only allows this country new market outlets for abundant commodities, but also serves the greater need of relieving world hunger. Poverty in the world is a serious threat to our national security, as well as the world's stability and ecosystem.

Objectives:

- Identify potential regions in the world for establishing Extension programs and marketing of Illinois agricultural products. Initial emphasis will be placed on Latin American and Caribbean nations.
- Through staff training and experiences, enhance Extension's understanding of the global community which will build institutional capacity to develop a more multicultural dimension to its programming.
- Educate Illinois producers on global economics and world security.

## **Initiative 3: Multicultural and International Community Education**

As people come to Illinois from around the world to work and live, and as our society becomes more multilingual and multicultural, the need for cross-cultural understanding, improved communications and planning at all levels of our society must continue to grow and improve. The economy has shifted from local and national to a global base. It is becoming more essential for local citizenry to work cooperatively with culturally diverse populations.

Objectives:

- Expand the knowledge and understanding of staff and/or local citizens about the culturally diverse populations in their community and state.
- Enhance staff and/or citizens' appreciation of international relationships and the global economy.

### **Specific Recommendations**

The Extension Global Connect Task Force has outlined eight recommendations to establish a foundation to prepare Extension for an international and interconnected world. These recommendations are:

1. Establish a statewide committee to provide direction and guidance to this program and to provide advice and counsel to the Associate Dean for Extension and Outreach and the designated Administrator/Assistant Dean for International Extension programs.
2. Appoint a 0.50 FTE Administrative/Assistant Dean position to coordinate International Extension programs and activities.
3. Establish a competitive mini-grant program to foster international Extension activities and efforts.
4. Establish an international leadership academy to prepare staff and partner organizations staff with language, culture, leadership, problem solving and interpersonal skills to work and live in an international and interconnected society.
5. Encourage local unit staff and councils throughout the state to develop local international cross-cultural committees to address global issues.
6. Develop an online International intranet system with partners from other nations to share information and build ongoing relationships and linkages around common interests, issues and concerns.
7. Focus Extension staff and resources on three major initiatives—Leadership Development; Trade and Business; and Multicultural and International Community Education.
8. Establish an award for international activities in the College of ACES.
9. This strategic plan will be revised and updated as needed to meet current challenges and opportunities.

**Criteria for Requesting Funding  
For Extension International Experiences**

- What potential impact will the project have for Extension after completion?
- What training is necessary for success of the project?
- How does it fit into existing and on-going Extension programming / College research and academic priorities?
- What sources of funds do you have to combine with Extension funding?
- Explain how the land-grant model is being used in planning and carrying out the project.
- What is the action plan for dissemination of information before and after completion of the project?
- What human resource linkages have you made?
- What is the potential for long-term linkages?
- Has the proposal considered the amount of time demanded?
- How will you (and/or committee members) handle current Extension responsibilities? Has a plan been established in agreement with your Administrative Head?
- How is this project going to help you personally and professionally?
- How does the project relate to one or more of the major international Extension initiatives?

Submit completed form, along with proposed budget to:

Dennis R. Campion  
Associate Dean and Director  
University of Illinois Extension  
214 Mumford Hall  
1301 W. Gregory Drive  
Urbana, IL 61801

# Illinois International Extension Program

## Request for Funding Application

Three Initiatives

1: Leadership Development

2: Trade & Business

3: Multicultural and International Community Education

The University of Illinois Extension appreciates and supports international efforts. It is important to the future of land grant systems that we promote and engage international learning activities both domestically and abroad. The need to better understand diversity and interconnectedness of cultures, economic systems and nations has never been greater. To help foster international efforts, Extension has developed criteria and an application process to assist staff with the funding of projects that are consistent with the organization's goals and objectives.

If you are interested in developing a project for funding, you need to complete the application below. Funds are limited; therefore, proposals submitted to the Associate Dean for Extension's office should include information directly related to the criteria listed on this application.

Proposals may be submitted at any time during the year and your administrative head must support/ approve the proposal.

Name: \_\_\_\_\_ Years in Extension: \_\_\_\_\_

Title: \_\_\_\_\_

Office Location: \_\_\_\_\_  
\_\_\_\_\_

Other Staff Involved: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Project Title: \_\_\_\_\_

Time Frame: (list beginning and ending dates) \_\_\_\_\_  
(A full report is due to the Associate Dean within 60 days after completion of the project.)

Signatures:

\_\_\_\_\_  
Project Leader

\_\_\_\_\_  
Administrative Head

Describe Project / Activity: (Limit two pages.) Follow the criteria for Extension International Experiences as you prepare your statement.