The Penn State Center Pittsburgh & Our Land Grant Urban Journey

The Art of Bucking the System
1993 - 2014
Demographics

• 1860 - first Morrill Act, 19.8 percent of the U.S. population was considered urban

• In 1910 - Smith-Lever Act, 45.6 percent of the population was urban

• 2010 census, 80.7 percent of our population is urban. The nation's urban population increased by 12.1 percent from 2000 to 2010, outpacing the nation's overall growth rate of 9.7 percent for the same period.

• Today, 1.6% are farmers (what do we count?)
What is Urban

• Population Magnitude
  – Dynamic, complex, diverse, resource rich

• Past National Urban Extension Effort
  Discussions began at 1,000,000
  Eventually set at 500,000

• Each State Perceives Urban Uniquely
Penn State Urbanization Timeline

1990 - 1993

RURAL – URBAN TENSION IN THE LAND GRANT SYSTEM
Penn State Urbanization Timeline

1993

EXPLORE GROWTH OF URBAN EFFORT IN NON-TRADITIONAL PROGRAMS
Penn State Urbanization Timeline

2008

EXPLORE AND IMPLEMENT
A METRO RESEARCH AND OUTREACH INITIATIVE

THE PENN STATE CENTER
ENGAGING PITTSBURGH
OUTREACH & EXTENSION
What’s New

• Exemplifies 21st Century Land Grant Mission by establishing urban engaged scholarship and community problem solving

• Strong Partnership between Extension and Outreach — Local staff under one leadership

• Conduit for exchange of research based practice across the University

• A University Wide Effort — Extension Leadership Includes World Campus, credit programming, Engaged Scholarship, and research
Why Should Extension Bother With Urban

• Land Grant Obligation to All Residents
• Modern Relevance
• Steady Funding Decline over Decades
• Legislative Power and Numbers are from metropolitan areas (demographics)
• Access to corporate and foundation funding
### Penn State Funding Dynamic

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Extension</td>
<td>$1.2 base*</td>
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<tr>
<td>Extension Urban Supplement</td>
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<tr>
<td>Outreach Support</td>
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<td>Outreach Space Support</td>
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<tr>
<td>Allegheny County</td>
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<tr>
<td>Grants &amp; Contracts (2014)</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$2,705,000</strong></td>
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Pittsburgh Staffing Breakdown

• Extension Paid Staff
  Professional  4.5
  Para-Professional  2

• Outreach
  Professional  2.5
  Support  1
  Summer Interns  2

• County Support Staff  2

• Grants & Contracts  6

TOTAL  20
Direction Process

• Strategic Business Plan
  Penn State Urban Model
  Marketing Plan
  Development Plan
  Economic Impact Study
The Urban Land Grant Model

• Identify an Urban Administrative Leader
• Establish an Urban State Extension Team
• Establish formal connections with other colleges
• Utilize multiple resource/revenue opportunities
• Improve connections to local, state and federal government by engaging those in urban areas
• Develop local, high level urban Advisory Council
• Invest in a sustained operation that is meaningful and consistent in order to build an infrastructure that establishes a functional platform for leveraging local efforts and demonstrates worthiness of public investment.
Center Strategic Goals

1. Design and Implement the New Urban Land Grant Model
   - Model for Pittsburgh followed by Philadelphia
   - Focus on the needs of the community
Strategic Goals

2. Use Engaged Scholarship Opportunities to Address Community Needs
   • Engaged Scholarship Across the University
Strategic Goals

3. Increase Visibility and Recognition Among Key Constituents
   • Marketing & Branding
Strategic Goals

4. Develop and Implement a Fundraising Strategy to Diversify Revenue
Strategic Goals

5. Facilitate Penn State Presence at the Energy Innovation Center - in the Urban Core
Strategic Goals

6. Support a PSU Applied Research Center at the Energy Innovation Center
7. Increase Alumni Involvement with Penn State in Pittsburgh.
Penn State Center Pittsburgh
Program Focus

Community & Economic Development

Community Programs
Land Use & Design
Energy
Economy

Existing Business District Facades: East Side
Penn State Center Pittsburgh
Program Focus

Environment & Horticulture

Food Systems & Urban Agriculture

Stormwater Mitigation

Horticulture

Environmental Issues
Penn State Center Pittsburgh Program Focus

Quality of Life

Youth Development

Healthfulness

The Arts
4 Take A Ways

• Champions in Leadership Positions

• University recognition that it needs to have a presence in major urban areas

• Cross College Collaborations

• Extension’s realization that it does not know how but is willing to experiment – long term in urban attention