10 Steps to Lead Extension into the 21st Century

NETC 2012
Dave King/Jim Langcuster
What is Content Curation? By Beth Kanter

Content curation is the organizing, filtering and making sense of information on the web and sharing the very best content with your network. If you think about what a museum curator does, it is very similar. The museum curator does research, is an expert in the artistic style, selects the best examples, puts them together in an exhibit, provides important context with the annotation on the labels, and so on. Not too long ago content curators used to be called journalists! I like the metaphor of a sommelier...They know the grapes, the winemaker and their techniques, and vintages. They taste many wines to find the best of the best to match with the food in the restaurant. They can answer questions about the wine to help diners navigate a wine list to make the best choice. The content curator does this as well, although with information.

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We are moving into an era in which open networks generate wealth.

Ed Morrison, Purdue

We are moving into an era in which open networks generate wealth. Companies are learning that they must collaborate to compete. Many of the entrepreneurs guiding these young, more dynamic companies recognize that universities can be their most reliable, valuable collaborator.

Leaders in local and state government, as well as the nonprofit sector, are learning the same lesson: In the midst of dwindling budgets and a growing demand for services, collaboration provides the only reliable path forward. Our traditional approach to organization and programs is too stiff, too inflexible, and too costly. We need new approaches to providing education and social services that are more responsive, productive, and adaptive. We need more innovation.

It sounds simple enough. To leverage the vast resources of our universities in service to our regional economies, we should expand our collaborations. But the task is not so easy.

3. Know What You Provide

– Audience Analysis (Rule #1)
– Sound bites for leadership
– Extension programming on new media
– Create a coalition of the willing

Audience Analysis (Rule #1)
Writing sound bites for leadership
Actually providing Extension programming on new media
Walk the Talk—create a coalition of the willing
3. What you provide

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Consider as part of your job to try out new technology—even if it doesn’t seem directly connected to your work...

From Jason Jones blogging with Greg Downey, now the director of the School of Journalism & Mass Communication at the University of Wisconsin. Greg explained that I should consider it part of my job to try out new technology regularly, even if it didn’t seem directly connected to our work.

Set boundaries. There’s a pretty clear line between “I’d like to understand a bit more about using my mobile device” and “I want to play Angry Birds Space for 4 hours.” It’s worth saying that, when I knew him, Greg was a programmer, and programmers have the greatest excuse ever for playing around.

Force yourself to fiddle. There’s a lot of internet folk wisdom about just how few users ever change the default settings in any application—and nobody ever learned about anything by accepting defaults. If there’s something redeemable about the most basic sort of screwing around on the internet, then you actually do need to see what happens when you change things.

It’s ok to quit a particular experiment. There’s no reason to consider an abandoned blog a failure, or punish yourself for only using some web service irregularly. After all, it’s just an experiment.

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5. Read—diversely
6. Look globally...

• If not you, then who?
Understand the biometrics of networking—it’s not just about connecting the nodes and configuring routers

Kevin Kelly: New Rules for a New Economy

Mathematics says the sum value of a network increases as the square of the number of members. In other words, as the number of nodes in a network increases arithmetically, the value of the network increases exponentially. Adding a few more members can dramatically increase the value of the network. The value of a network explodes as its membership increases, and then the value explosion sucks in yet more members, compounding the result.

http://www.kk.org/newrules/selected_maxims.php

John Hagel III and John Seely Brown

There's a classic story in economics primers illustrating the power of network effects. It tells how the first fax machine gave little value to its owner--after all, there was no one else with whom to send and receive faxes. As time went by, however, the value of that first machine increased as other people bought fax machines, and soon its owner could send faxes to the far corners of the earth, and receive them in return. The point of the story is how the value of a node in a network rises exponentially as more nodes are added to it. These are called network effects.
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8. Embrace Social Media

For what it is...the new version of...

Extension Community Development.
Understand what is our business—learning and education (in that order)

*Education is the process of imparting knowledge, values, skills and attitudes, which can be beneficial to an individual. On the contrary, learning is the process of adopting knowledge, values and skills.*

*Learning is said to be an ongoing process. An individual is always learning, from birth till death. Education is something that one gets at some point in their life. Another thing that can be said, is that learning is an informal process, and education is a formal process.*

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http://www.differencebetween.net/miscellaneous/difference-between-education-and-learning/
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Re-Frame your vision within the context of the organization—that’s your competitive advantage... be a reframer.

Klaus Schwab gave the opening speech at the 2012 World Economic Forum in Davos: As I outlined in my opening address at Davos, capital is being superseded by creativity and the ability to innovate -- and therefore by human talents -- as the most important factors of production. If talent is becoming the decisive competitive factor, we can be confident in stating that capitalism is being replaced by 'talentism.' Just as capital replaced manual trades during the process of industrialization, capital is now giving way to human talent.

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10 Steps

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2. Strategic Thinking/ Doing
3. Know What You Provide
4. Try Out New Technology
5. Read—Diversely
6. Look Globally...
7. Biometrics of Networking
8. Embrace Social Media
9. Understand Our Business
10. Re-Frame your vision
21st Century Land-Grant

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