OSU Extension Service
Statewide Survey – Refresher

- 1979 – 2014
- Random sample of adult Oregonians, weighted
- To understand:
  - Use & awareness of OSU Extension
  - Use of other organizations
  - Prioritization of Extension education topics
  - Use of tools and technology
A Key Finding:

Key Finding, in Context:

Despite the context of a growing population, the declining percentage of adults served corresponds to declining real numbers.
Key Finding, in Context:

Since 1986, percent change in usage between surveys has been consistently lower than percent change in the population.
Usage of OSU Extension Service

• Is truly declining
• Is not keeping pace with population growth

OK..., but why?
Why is Extension usage declining?

- Is what we’re known for relevant to population?
- Less funding from base, more from grants and contracts?
- Declines in FTE?
- Unknowing use of Extension?
- Shift in program aims from individual change to impact?

- Why else?
What should we do about this?

- Nothing?
- Change/expand our programming?
- Better assess needs of broad Oregon population?
- Get clarity on Extension goals?

• What else?
Questions or Feedback?

Contact, Lena Etuk:
lena.etuk@oregonstate.edu
541-737-6121