

Vice President's Conversation on the Future of OSU Extension

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THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
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VP Conversation on the Future of Extension

Today's Goals:

- 1) Learn about the purpose and process of the VP Conversation on the Future of Extension
- 2) Become aware of the fundamental principles and practices related to strategic foresight (futuring and visioning)
- 3) Share ideas about the most challenging trends and issues facing Ohioans by the year 2035



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VP Conversation on the Future of Extension

- Committee assembled by Dean Bruce McPheron to hold strategic conversations with stakeholders about the future
- *What will be the most challenging trends and issues for Ohioans by the year 2035? What may be the best opportunities to leverage the strengths of the University and OSU Extension to address those issues?*



VP Conversation on the Future of Extension

- 20+ dialogue sessions and interviews, April through June – generate ideas about trends and issues of the future
- VP Forum, August 5th – expert panel to share, refine and prioritize ideas
- Trend analysis, July to September – using data related to the descriptors/ideas to provide a well-considered view of the future



VP Conversation on the Future of Extension

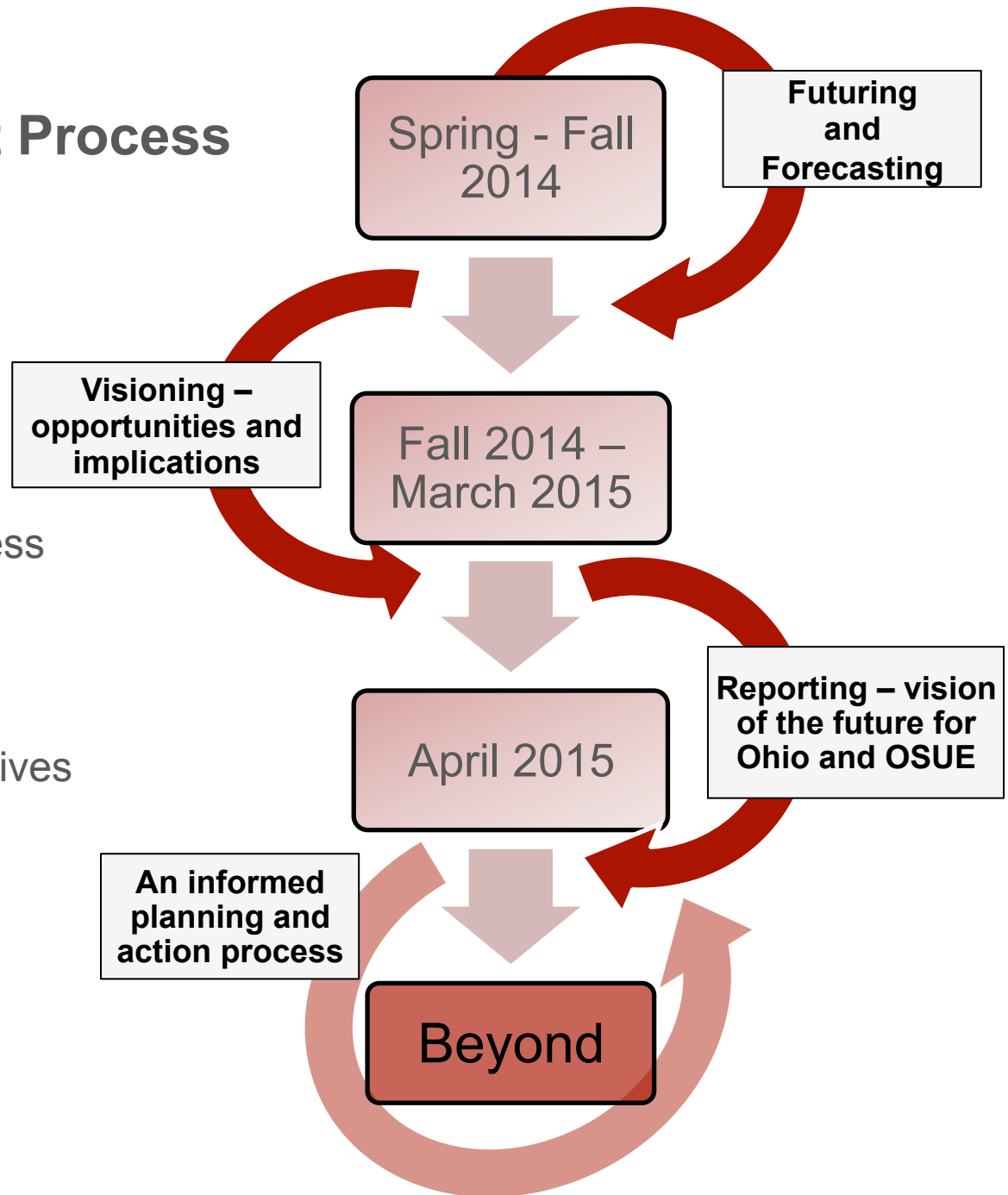
- Forecasting, Fall – scenarios & cross-impact; views of the future for Ohio based on the trend analyses
- VP Summit at Annual Conference, December – learn from futurists; dialogue about the trends, issues, and scenarios; and opportunities & implications for OSU Extension
- Activities & dialogue with stakeholders and thought leaders, Fall 2014 to Spring 2015 – opportunities and implications for OSU Extension



VP Conversation

A Strategic Foresight Process

Discovery and learning
Engaged, open-thinking process
Stakeholder engagement
Discourse and dialogue
Internal and external perspectives



VP Conversation on the Future of Extension

- Spring 2015 – Sharing a vision, based on a well-considered view of the future, for OSU Extension
- Educational components, Ongoing – to build organizational capacity to think about and plan for the future
- go.osu.edu/Ohio2035 - survey
- go.osu.edu/OSUEFuture – webpages



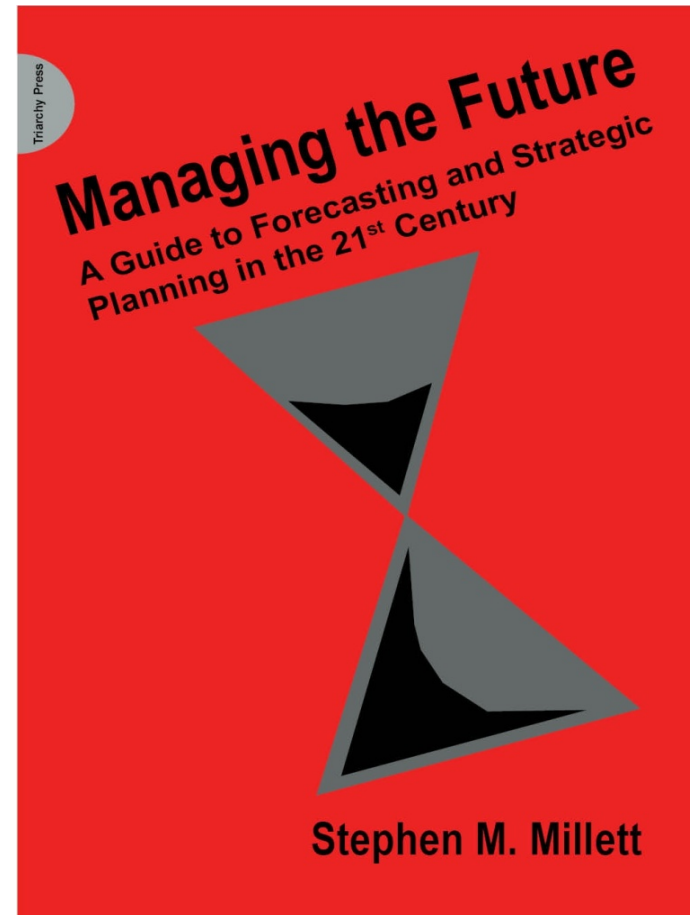


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The Leader as Futurist

Leaders in the future will have to learn to become their own futurists just as they had to learn to become their own strategic planners.

Since the Great Recession, leaders must learn to anticipate, prepare for, and manage the future.





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Futuring and visioning are different but complementary

- Futuring includes both quantitative and qualitative forecasting of trends and potential changes external to us and largely out of our control .
- Visioning is an ability to imagine a desired future and how to make it happen (goals and strategies).
- Visioning without any regard to the external world (futuring) can be little more than wishful thinking.



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FUTURING

↓
Global and National Trends
Market and Customer Trends
Specific Opportunities

Actions

↑
Strategies, Plans, and Investments
Capabilities, Technologies, and Assets
Mission, Values, Goals, and Culture

VISIONING

External to Internal



Internal to External



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Applications of Futuring and Visioning

- Anticipate changing customers, clients, market conditions, and competitors
- Envision new products and services
- Provide thought leadership
- Teach the learning organization
- Change corporate culture
- Exercise risk management (managing uncertainty)
- Perform strategic planning
- Provide visionary leadership



Elements of Managing a Futuring Project

- Identification of Project Goals, Resources, and Assignments
- Topic Question
- Selection of trends, issues, and factors (“descriptors”)
- Research into trends, issues, and factors
- Interactions among trends, issues, and factors
- Forecasts: projections, potential changes, expectations, and stories (single or multiple)
- Context for strategic planning, investments, new products and services, etc.



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Topic Question for OSU Extension

“What will be the most challenging trends and issues for Ohioans by the year 2035, and what are the best opportunities to leverage strengths of the University and OSU Extension to address those issues?”