




Welcome to Module 2, Lesson 4: Resource Development. Extension programming and services require a wealth of resources to function and engage audiences to make connections between food, health, agriculture, people, and communities. Through education, research, and extension outreach in Family & Consumer Sciences, resources are utilized to help people to solve their personal, family, career, and community challenges. Resource development is not just about raising money, but more about developing relationships with people that believe in the mission and work of Cooperative Extension. This lesson will review methods of resource development to advance Family & Consumer Sciences programs.

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Lesson Objectives

After participation in this lesson, you will be able to:

- Discuss benefits of Family & Consumer Sciences
- Identify types of resources
- Decipher agencies/organizations to collaborate with to develop and expand programming and services
- Develop ideas for finding resources



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There are four objectives in this lesson. First, you will be able to discuss the benefits of Family & Consumer Sciences. Second, you will be able to identify types of resources. Third, you will be able to decipher agencies or organizations to collaborate with to develop and expand Family & Consumer Sciences programming and services. Fourth, you will be able to develop ideas for finding resources.

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Communicating the Value of Family & Consumer Sciences

- Benefits
- Important characteristics
- Impact on communities and quality of living
- Emphasizes the need for resources



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Has anyone ever asked you, "*What is Family & Consumer Sciences? How has it evolved? How is it different from other disciplines? Isn't it just cooking and sewing?*" The questions might seem challenging and even marginalizing. Effective resource development planning first requires the confident ability of staff and volunteers to be able to communicate the value and mission of Family & Consumer Sciences. Communicating the value of Family & Consumer Sciences is important to educate our stakeholders regarding the benefits of our work in communities.

Resource development planning implies a deliberate process of gathering people and assets to prepare for the future. Your dedicated service as a volunteer is a human resource that aids Extension to improve the quality of living in areas where you live and work. Before we identify other resources, let us review important characteristics of Family & Consumer Sciences to be able to emphasize our resource needs.

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Benefits of Family & Consumer Sciences

- Teaches essential life skills
- Uses unbiased research
- Helps families meet and solve complex and diverse challenges





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Family & Consumer Sciences involves teaching essential life skills to address pressing human and societal challenges such as rural vitality, economic disparity, food insecurity and hunger, obesity, nutrition and health, home safety and energy, and disaster preparedness/response, among others. Family & Consumer Sciences uses unbiased research findings to help today's families meet and solve complex and diverse challenges. These challenges are many, including approximately half of all marriages end in divorce, millions of Americans have no health insurance, and about a half a million young people drop out of school each year. To address these challenges an array of Family & Consumer Sciences resources are needed, including partnerships with other community organizations for collaborations to solve critical societal problems.

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Benefits of Family & Consumer Sciences

- Empower individuals, families and communities to improve their quality of living
- Impart decision-making skills, confidence and subject knowledge to solve problems



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Family & Consumer Sciences also transfers critical thinking and problem solving skills by empowering individuals, families and communities to improve their quality of living. Family & Consumer Sciences is about helping people learn to solve problems, not solving problems for them. Effective decision-making, coupled with a wide range of subject knowledge, gives people the confidence that they can solve their specific problems using a host of available resources.



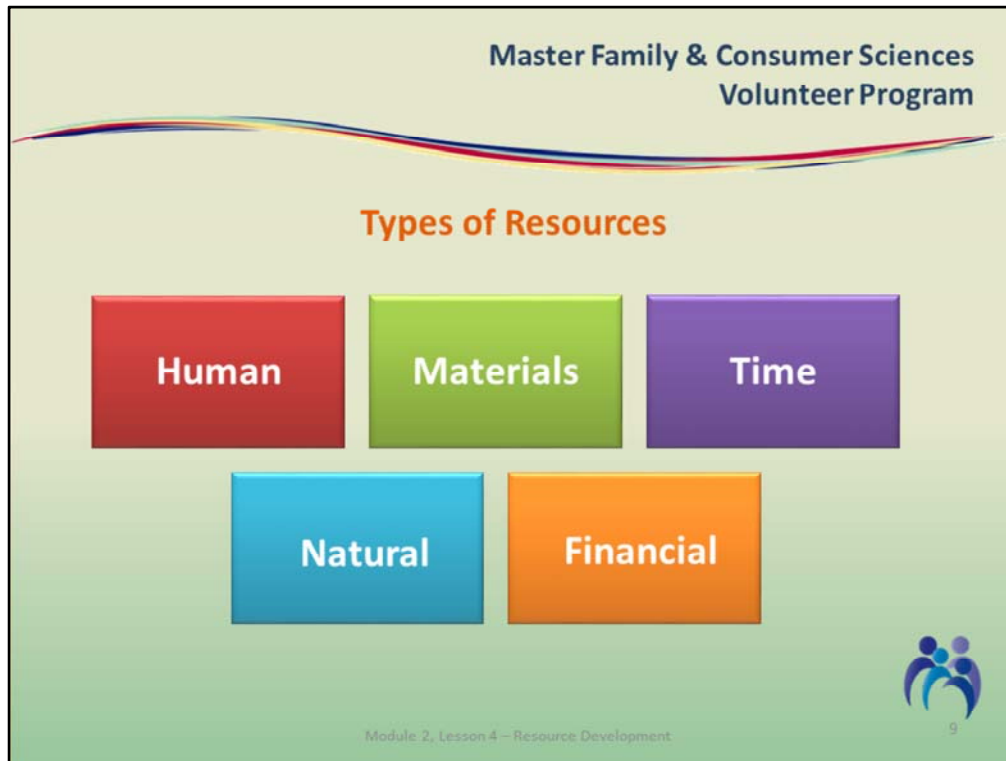
Consider resource development in Family & Consumer Sciences as an analogy to growing a seed. Challenges affecting our communities stimulate the need for Family & Consumer Sciences Extension to leverage resources to create formal and informal programming to successfully educate others to make informed decisions.



Each activity that we develop will require coordination of resources such as materials, money, services, staff, or other assets to successfully educate others to make informed decisions. With adequate resources, we grow and expand our programs and services to help people to understand how they can improve their well-being and quality of living, which strengthens families, farms, communities and the economy.



Assisting people to maneuver and answer growing concerns, such as globalization, food security, nutrition, divorce rates, and sustainability, *blooms and buds* - strengthens families, farms, communities and the economy. However, we must obtain a range of resources to be able to offer the right programs that are timely to a range of people.



Often, we consider resource development as raising money, writing grants, or appeals for donations. By thinking of resource development as just garnering funding, we limit our understanding of the larger puzzle of the processes of identifying, gaining, blending, and using resources. Expanding our definition to include engagement, identifying experts and local intelligence, collaborations, goodwill, in addition to financial support, we then use resource development to deliberately build the capacities of our programming and services.

Tangible and intangible resources are characterized into the following dimensions: human; materials; time; natural; and financial. The selection of resources for a program should be based on the needs and preferences of the targeted audience and the specific educational purpose.

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Human Resources

Human resources are the physical and/or intellectual efforts that individuals provide to develop programming and services, which include:

- Extension faculty and staff
- Volunteers
- Experts/Intelligence
- Influential People
- Community Members



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In this context, human resources are the physical and/or intellectual efforts that individuals provide to develop programming and services. Human efforts include the planning, organization, implementation and evaluation necessary to achieve specific goals. Full participation from a range of human resources generate knowledge, skills, and abilities to achieve goals and respond to community demands. The creative and social nature of human beings elicit valuable productivity and change through identifying complicated problems and the careful steps to resolve them. Think of human resources as the energy behind critical thinking, communication, and leadership. Human resources include: Extension faculty and staff, volunteers, collaborations with local area experts and intelligence, collaborations with leaders, and collaborations with community members.

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Materials Resources

Materials resources are tangible and intangible goods used for the creation of activities to meet human needs or wants. Materials resources include:

- Space
(Buildings/Office/Room/Site)
- Equipment and Supplies
- Technology and Media
- Vehicles
- Food and Drink



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From pens and paper to conference rooms, laptop computers to farm vehicles, a wide range of materials are needed to perform tasks and to create effective programming and services. Materials resources are tangible and intangible goods used for the creation and application of activity used to meet human needs or wants. Tangible goods have a physical existence and can be seen, while intangible property are things that cannot be seen, but are still used to develop programs and services like copyrighted ideas, patents, or intellectual property. Example of materials resources are: space, including buildings, offices, rooms, equipment and supplies like printers, telephones, coffee makers, and technology such as computers and software. Example of media materials are websites, press releases, and other communication, while vehicles are transportation mechanisms like golf carts and trucks. Finally, we often consume and enjoy food and drinks for the nourishment of our bodies as we engage in programming and services.

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Time Resources

Time is a limited resource that does not change or fluctuate, but our abilities to manage time is vital to successfully reach goals. Time resources include:

- Allotting time
- Time management
- Return on investment



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Time estimates and management in time resources are vital process resources in planning for implementing programs. Considering time as a limited resource, our abilities to manage time is vital to successfully reach specific goals. Planning time to complete tasks requires skills, which can be learned. We each have the same amount of time every day; however, time management is exercising conscious control over the amount of time spent on specific activities, especially to increase effectiveness, efficiency or productivity. Our organization realizes the value of your time as a volunteer. However, if you measured your return on investment for the time devoted to volunteering, you will find that you gain in many ways from your experiences too.

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Natural Resources

Natural resources occur, within environments that exist relatively undisturbed by humanity, in a natural form.

- Land
- Energy
- Water
- Plants
- Food



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Natural resources occur, within environments that exist relatively undisturbed by humanity, in a natural form. Natural resources may not readily come to mind as necessary in implementing programs; however, depending on the nature of the event, land, energy, water, plants, and even food may be needed. For example, electricity or gas may be required to conduct a food demonstration. Proper planning will enable you to maximize resources available in your office, community or greater areas.

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Financial Resources

Financial resources are the money, savings, and other financial assets that we use to support aspects of educational programs, including staff, facilities, educational materials, supplies, and publicity. Financial resources are:

- Money, Savings, Other Assets
- Budgeting, Accounting and Record keeping



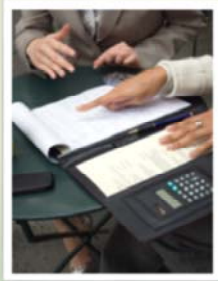
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Financial resources are the money, savings, and other financial assets that we use to support aspects of educational programs, including staff, facilities, educational materials, supplies, and publicity. By managing our financial resources, we manage the flow of money from revenue sources, donations, and grants to pay for expenses and costs associated with our work to increase the quality of living in communities. Financial resources involves tailoring money to meet a range of expenses. It also includes the management, tracking, and monitoring of how money is spent and what resources it will support to ensure positive cash flow through budgeting, accounting, and record keeping.


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Identifying Resources




Conduct an assessment to match goals with resources

Input from community members and participants



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First, conduct an assessment of your available resources concurrently with an assessment of the needs and challenges of the community. An assessment will help you to gain an understanding and discover the specific needs and resources to solve problems to improve community living. By considering your goals with the resources necessary to achieve them, you will be able to identify steps and make decisions regarding the use of certain resources and to make your service as effective as possible. An assessment will allow you to identify the resources that you have on hand to complete activities and inform you about needed resources that may be necessary from other sources.

An important step to consider when identifying resources is input from community members regarding current conditions and needs, as well ideas for opportunities. Utilizing community members gives voice to certain problems and their perspectives of those that might be directly affected by adverse conditions and/or educational programs. Community members might also be able to highlight community-based individuals and organizations that might serve as potential collaborators to expand resources.

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Identifying Resources



Develop a plan for acquiring resources



Identify formal and informal collaborations



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Next, develop an easy to follow plan for acquiring priority resources that are required to meet your needs. Starting with a roadmap that highlights both short term and long term resources will help you to clearly understand resources that you have identified as necessary to meet your goals.

Finally, identify potential formal and informal collaborations that will help to augment your programming and services. One of the strengths of Cooperative Extension is local presence to meet different communities. Extension tailors educational efforts to meet the needs of these communities. For example, collaborations help to connect our target audiences with specific health and medical services, while other partnerships assist us to maximize the impact and quality of our resources. Collaborations allow us to work with others toward common goals and help communities to create a shared vision for responding to and preventing certain challenges. Through collaborations, we facilitate people sharing skills, knowledge and resources to address problems effectively.

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Finding Resources

- Government Agencies
- Experts/Influential People
- Businesses
- Organizations
- Human/health services
- University programs/personnel
- Individuals





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Collaborations with personnel and individuals are one of the best resources for successful programs. Everyone can contribute. Some people can contribute financially and others can contribute their time and talents. Some may tell their story of engaging in Family & Consumer Sciences programming and services and how it positively affected their quality of living. All of these are valuable ways to contribute. These potential benefactors have at least one thing in common— they are all made up of individuals that are affected by the complex, critical issues of today’s world, the issues that are often addressed locally by Extension Family & Consumer Sciences. Example collaborations include: government agencies, experts/influential people, businesses and organizations, human/health services, university programs/personnel, and individuals.



The most universal reason for giving either time, money, or supplies is because of a belief in the cause of the organization or group. Along with believing in the cause, there are many other reasons people give. The right person asks. This right person might be a friend, a co-worker, a customer, or someone that has helped them in the past. The person has taken part in an Extension Family & Consumer Sciences program and wants to give back or show how much they appreciate the help they received. They want recognition for themselves or maybe a family member. Giving is part of their beliefs or a company belief. They want to see others give, so they offer matching funds. They want to be part of a group and see giving as a way to do this. Also, they may want tax benefits or other benefits, such as the great feeling that giving affords.

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In Review

Resource development:

- Implies a deliberate process of gathering people and assets to prepare for the future
- Building relationships
- Communicating the value and benefits of Extension Family & Consumer Sciences programs

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In review, resource development is not just about raising money. It is more about developing relationships with people that believe in the mission and work of Cooperative Extension, especially those that support the organization for the good of their community, the state, and even nationally and internationally. Resource development planning implies a deliberate process of gathering people and assets to prepare for the future. Resources are characterized into the following dimensions: human; materials; time; natural; and financial. Resource development is about developing and building relationships with possible stakeholders and partners, including local and state officials, business and industry, organizations and agencies, schools, families and individuals. Effective resource development planning first requires the confident ability of staff and volunteers to be able to communicate the value, mission, and benefits of Family & Consumer Sciences.

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Activities and Post Test



Please proceed to the next slides to complete the activities and post test.



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You have completed the lesson on Resource Development. Please proceed to the next slide to complete the activities, followed by the post test.


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Activity

**Choose an educational program that you may serve and work with
as a volunteer with Family & Consumer Sciences.**

**Make a list of the resources that you will need
to plan, implement, and evaluate this program.**

**Remember that we characterize resources into the following
dimensions: human; materials; time; natural; and financial.**

The slide has a light green background with a decorative wavy line in blue, red, and yellow across the top. The title 'Master Family & Consumer Sciences Volunteer Program' is in the top right. The word 'Activity' is centered in orange. The instruction 'Make a list of possible resources in your geographic area.' is centered below. At the bottom, it says 'Module 2, Lesson 4 – Resource Development' on the left and '22' on the right.

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Activity

Make a list of possible resources in your geographic area.

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Activity: For this page and the next, please stop the presentation, so you can complete the activity. Please proceed to the post test following the activity.

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Post Test

Which of the following are considered in kind resources?

- ☐ A) Provide a meeting space for a program.
- ☐ B) A professional presents an educational program for no charge.
- ☐ C) Money from the local governing Board.
- ☐ D) Provide food for a nutrition class.

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Which of the following are considered in kind resources?

☒ A) Provide a meeting space for a program.

☒ B) A professional presents an educational program for no charge.

☐ C) Money from the local governing Board.

☒ D) Provide food for a nutrition class.

Your answer:

You did not answer this question completely

SubmitClear

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Which of the following are places to seek resources?

- ☐ A) Local Businesses
- ☐ B) Websites
- ☐ C) Schools
- ☐ D) All of the above

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Which of the following are places to seek resources?

☐ A) Local Businesses

☐ B) Websites

☐ C) Schools

☒ D) All of the above

Your answer:

You did not answer this question completely

Submit

Clear

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