**Engaging in CSU’s research and educational programs at the Colorado State Fair**

**Mentor committee**

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**Stakeholder needs identified**

CSU Extension conducted a statewide community needs assessment in 2020. Results of the assessment indicated that the number one identified barrier to accessing resources and programs was a lack of awareness of programs or knowledge of how to access them. This internship is designed to strengthen awareness of CSU with the different stakeholder audiences attending the State Fair. Educational program areas may cover broad topics, including food and agriculture; health and well-being; natural resources; and youth and family.

**Location**

The student may be based in Ft. Collins or Pueblo. If based in Ft. Collins, there is expected travel to Pueblo for meetings with State Fair representatives and CSU Extension staff. OEE’s communications office will fund travel for meetings if based in Ft. Collins.

The State Fair is scheduled for August 26-September 5, 2022. Realizing this will be after completion of the internship, the student may be considered for a short-term student employee position to support their participation at the Fair, as class schedules permit.

**Description of proposed internship**

The scope of this project is to design a program of education opportunities during the Colorado State Fair that engage participants and build awareness of CSU and the resources available to all as part of our land-grant mission.

This project is designed to amplify the diverse efforts of CSU Extension, Colorado 4-H and the College of Agricultural Sciences (CAS) already in place at the Fair. The student will have opportunities to learn about the units and offerings of the Office of Engagement and Extension and work with partners across campus.

Through this project, the student will learn and practice tools to engage stakeholders and communities. Key internship outcomes include:

* Develop a project plan to ensure successful delivery on the programs, including stakeholder analysis.
* Identify opportunities and finalize a schedule from across CSU research and educational programs that would engage stakeholders.
* Create a communications plan to promote CSU’s overall participation in the State Fair.
* Develop a research methodology to measure the overall effectiveness of our engagement.

**Applied research project**

As part of the project, the student will develop a research methodology to measure the effectiveness of our engagement at the fair, including increasing awareness of CSU generally and of resources / programs available both in Extension, on campus and across the state.

Additional communication strategies are in discussion with Greg Dickinson, professor and department chair, communication strategies, for applied research as part of this project.

**Stakeholder groups**

The student will have the opportunity to work with a diverse group of stakeholders including CSU Extension, Colorado State Fair employees in the Colo Dept of Ag, and College partners in potential programming / demonstrating research, expanding their network as part of their professional development.