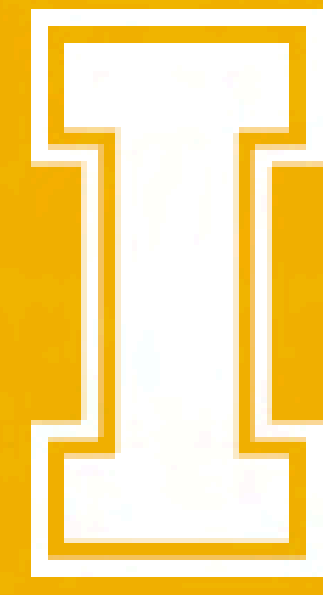


# FRAMING THE FUTURE OF EXTENSION: WHAT STATE WEBSITES REVEAL ABOUT BRAND & PURPOSE



Search

## Introduction

- Land-grant universities serve through education, research, and extension
- Extension provides value, but public awareness remains limited
- Previous research highlights master brand strategies; this study examines how extension brands communicate online

(Land-Grant Impacts, n.d.; Abrams et al., 2010; Baker et al., 2011; Roy et al., 2015; Zagonel et al., 2023)

## Conceptual Framework

- Brands drive organizational success and shape consumer perceptions
- Equity comes from familiarity, attitudes, and emotional connection
- Clear communication of purpose strengthens reputation and performance

(Libai et al., 2010; Romaniuk & Gaillard, 2007; Keller, 1993; Wood, 2000; Kornberger, 2010; Dermal & Sirca, 2018)

## Methodology

- Content analysis of stratified sample of 15 land-grant university websites
- Reviewed brand equity elements: names, content, visuals

(Krippendorf, 2004; Boyatzis, 1998)

## Results

### Brand Design & Alignment

- All states used “Extension” in branding, with some variations (e.g., Cooperative Extension, Extension & Outreach)
- Most co-branded with land-grant universities; some use unique or umbrella identities (e.g., UCANR, NJAES)

### Communication of Mission

- Many sites highlighted mission with clear taglines; others embedded deeper with stories
- Messages emphasized outreach, applied research, local impact, and lifelong learning

### Website Design & Structure

- Most used clear navigation, search functions, and program filters to improve accessibility
- Audience-focused browsing common; only CO and CA offered Spanish-language homepages

## Conclusion

- All states used “Extension,” but branding clarity and alignment varied
- Purpose-driven messaging (IA, OK) boosted visibility; less direct sites (OH, CA) limited impact
- Visuals and navigation strong, but measurable impacts and multilingual access inconsistent
- Clear mission and impact communication key for awareness, trust, and engagement

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# Extension

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