K-State Research and Extension-Cooperative Extension

Final Strategic Plan

Our Vision:

K-State Research & Extension - Cooperative Extension (KSRE-CE) will be the valued and trusted provider of Knowledge for Life and educational solutions needed by the people of Kansas, the nation, and the world.

Our Mission:

We are dedicated to a safe, sustainable, competitive food and fiber system and to strong, healthy communities, family and youth through integrated research, analysis and education.

Our Purpose:

With a presence in every county, KSRE-CE develops and delivers engaged educational programs in partnership with the people of Kansas that provide solutions for the Grand Challenges of water, health, global food systems, community vitality and developing tomorrow's leaders.

Our Core Values:

- **Integrity** *to develop and deliver credible information, including honesty, trust, credibility, stewardship, and accountability.*
- **Communication** *to provide common understanding, involving cooperation and unity, which includes listening as well as speaking and writing, sharing information and working together.*
- **Scholarship** *to foster lifelong learning, including excellence in the discovery, integration and synthesis of knowledge and its dissemination and use.*
- **Leadership** *to serve as an agent of change, involving collaboration and service including vision, teamwork, customer-focused service, innovation, effective education, and shared goals and resources.*
- **Inclusion** *to foster active participation by all including diversity, respect and appreciation for co-workers and stakeholders as decision makers, and developing culturally responsible research, educational materials and programs.*

Key Goals and Activities	Short Term Key Outcomes What can we expect to happen by 2015?	Medium Term Key Outcomes What can we expect to happen by 2020?	Long Term Key Outcomes What can we expect to happen by 2025?
Goal 1. Lead and advance our state by providing and empowering Kansas residents with the knowledge, education and facilitation needed to address the Grand Challenges and enhance the quality of life and livelihood of people and their communities.			
1. **Assessing Needs:** Continually engage our faculty, staff, Program Development Committees, volunteers, citizenry, other academic institutions, agencies, organizations and/or other stakeholders – utilizing traditional and innovative methods – to determine the knowledge and technology needs related to the Grand Challenges.	**Goal 1 Activity 1 Benchmark 1:** A Program Development Committee facilitation resource page has been developed and activated. **Goal 1 Activity 1 Benchmark 2:** The Program Development Committee facilitation training programs and resources for agents, Program Development Committee members and Extension Board members has been evaluated, enhanced and implemented. **Goal 1 Activity 1 Benchmark 3:** The Program Development Committee engagement sections of the agent evaluation and Extension Board Leadership Assessment program has been evaluated, enhanced, implemented and emphasized. **Goal 1 Activity 1 Benchmark 4:** Program Focus Teams, local units and departments have conducted, recorded and reported the annual needs assessments of our traditional Extension users, non-users and the traditionally underserved regarding issues related to the Grand Challenges.	**Goal 1 Activity 1 Benchmark 5:** To ensure that programs are addressing the needs of all Kansas residents, Program Development Committees have become more representative of the county or district demographics. **Goal 1 Activity 1 Benchmark 6:** Local units have used expanded Program Development Committees to better organize around the issues related to the Grand Challenges. **Goal 1 Activity 1 Benchmark 7:** Program Focus Teams have conducted a state wide needs assessment regarding issues related to the Grand Challenges.	**Goal 1 Activity 1 Benchmark 8:** Community leaders and influencers have provided leadership to KSRE-CE programming endeavors. **Goal 1 Activity 1 Benchmark 9:** Program Focus Teams, local units and departments have been able to cite proof that their programs are needed by Kansas residents to address issues related to the Grand Challenges. **Goal 1 Activity 1 Benchmark 10:** KSRE-CE needs assessments have become inclusive of all audiences including those who have been traditionally underserved.

2. **Working Collaboratively:** Encourage and empower faculty, staff and volunteers in local, area and state units as well as Program Focus Teams to work in an interdisciplinary and collaborative manner to ensure that the Grand Challenges are addressed with diverse perspectives, the appropriate technology and excellent human capital.	**Goal 1 Activity 2 Benchmark 1:** KSRE-CE staff, agents, specialists, administrators, volunteers and Program Focus Teams have identified Grand Challenge oriented projects that involve developing working relationships and partnerships with other KSRE-CE professionals , Program Focus Teams, departments, other KSU faculty, other academic institutions, agencies, organizations and/or other stakeholders. **Goal 1 Activity 2 Benchmark 2:** Program Focus Teams have identified Grand Challenge oriented projects to collaborate on with other Program Focus Teams.	**Goal 1 Activity 2 Benchmark 3:** KSRE-CE staff, agents, specialists, administrators, volunteers and Program Focus Teams have engaged in a Grand Challenge oriented project that involves developing working relationships and partnerships with other KSRE-CE professionals , Program Focus Teams, departments, other KSU faculty, other academic institutions, agencies, organizations and/or stakeholders. **Goal 1 Activity 2 Benchmark 4:** Program Focus Teams have engaged in a collaborative GC oriented project with other Program Focus Teams.	**Goal 1 Activity 2 Benchmark 5:** KSRE-CE has developed a culture that encourages and empowers KSRE-CE staff, agents, specialists, administrators, volunteers and Program Focus Teams to develop working relationships with other KSRE-CE professionals, Program Focus Teams, departments, other KSU faculty, other academic institutions, agencies, organizations and/or stakeholders as appropriate. **Goal 1 Activity 2 Benchmark 6:** KSRE-CE has developed a culture whereby Program Focus Teams will readily collaborate with other Program Focus Teams as appropriate.
3. **Implementing Programs:** Expand lifelong learning, education, and training opportunities regarding the Grand Challenges for all of the people of Kansas.	**Goal 1 Activity 3 Benchmark 1:** Program Focus Teams, agents, specialists and volunteers have identified programs to develop for traditional Extension users, non-users, and the traditionally underserved in order regarding issues related to the Grand Challenges.	**Goal 1 Activity 3 Benchmark 2:** Program Focus Teams, agents, specialists and volunteers have implemented programs for traditional Extension users, non-users, and the traditionally underserved to address issues related in order to the Grand Challenges.	**Goal 1 Activity 3 Benchmark 3:** Programs developed by Program Focus Teams, agents, specialists and volunteers have helped traditional Extension users, non-users, and the traditionally underserved to address issues related to the Grand Challenges.
4. **Evaluating and Reporting:** By utilizing more intensive evaluation and communication, enhance our reputation as a trusted source for collaborative expertise, information, and tools to learn about and solve complex problems related to the Grand Challenges.	**Goal 1 Activity 4 Benchmark 1:** Program Focus Teams, local units and departments have quantified, published, and promoted how they address and will address issues related to the Grand Challenges. **Goal 1 Activity 4 Benchmark 2:** KSRE-CE has consistent evaluation data to document the success of our work.	**Goal 1 Activity 4 Benchmark 4:** Program Focus Teams, local units and departments have quantified, published and promoted the Extension short (knowledge and awareness building) and medium (knowledge application) outcome achievement of participants regarding issues related to the Grand Challenges. **Goal 1 Activity 4 Benchmark 5:** Program Focus Teams, local units, and departments have used the evaluation and reporting system's data to improve programs that address	**Goal 1 Activity 4 Benchmark 7:** The long term (change of condition) outcomes for the programs regarding issues related to the Grand Challenges have been determined, published and promoted. **Goal 1 Activity 4 Benchmark 8:** Program Focus Teams, local units, and departments have shared locally, state-wide, and nationally the impact of the programs that address issues

	Goal 1 Activity 4 Benchmark 3: KSRE-CE's communications, marketing and promotional efforts have been organized around the Grand Challenges in a collaborative effort between Program Focus Teams, local units and departments using our evaluation and reporting system.	issues related to the Grand Challenges. **Goal 1 Activity 4 Benchmark 6:** Every Program Focus Team, local unit and department has a communications, marketing and promotional campaign that uses the evaluation and reporting system data to communicate their impact regarding issues related to the Grand Challenges.	related to the Grand Challenges. **Goal 1 Activity 4 Benchmark 9:** KSRE-CE evaluating and reporting capabilities have enabled anybody, internal to or external to KSRE-CE, to find information concerning the impact of KSRE-CE's programs that address issues related to the Grand Challenges.
Key Goals and Activities	**Short Term Key Outcomes** **What can we expect to happen by 2015?**	**Medium Term Key Outcomes** **What can we expect to happen by 2020?**	**Long Term Key Outcomes** **What can we expect to happen by 2025?**
Goal 2. Build our human capacity and infrastructure to readily address the Grand Challenges and accomplish our vision and goals. 1. **Improving Content and Core Competency Expertise:** Determine and provide the content specific and core competency professional development needed to address critical issues related to the Grand Challenges.	**Goal 2 Activity 1 Benchmark 1:** KSRE-CE staff, agents, specialists, volunteers and administrators – in consultation with advisors, mentors and supervisors – have engaged in a self-assessment to determine the content specific and core competency professional development they need to better address issues related to the Grand Challenges. **Goal 2 Activity 1 Benchmark 2**: Program Focus Teams have identified the content specific professional development expertise needed by team members and other KSRE-CE personnel to readily address issues related to the Grand Challenges.	**Goal 2 Activity 1 Benchmark 3:** KSRE-CE staff, agents, specialists, volunteers and administrators – in consultation with advisors, mentors and supervisors – have identified internal and external content specific and core competency professional development designed to help them better address issues related to the Grand Challenges. **Goal 2 Activity 1 Benchmark 4**: Program Focus teams have identified and implemented the internal and external content specific professional development needed by team members and other KSRE-CE personnel to better address issues related to the Grand Challenges.	**Goal 2 Activity 1 Benchmark 5:** KSRE-CE staff, agents, specialists and administrators have engaged in the content specific and core competency professional development needed to help them better address issues related to the Grand Challenges.

2. **Expanding Resources:** Pursue alternative and/or innovative funding opportunities to increase our ability to deliver programs related to the Grand Challenges.	**Goal 2 Activity 2 Benchmark 1:** Program Focus Teams, specialists and local units have identified alternative and/or innovative funding sources.	**Goal 2 Activity 2 Benchmark 2:** Program Focus Teams, specialists and local units have obtained alternative funding for at least one program.	**Goal 2 Activity 2 Benchmark 3:** Program Focus Teams, specialists and local units have delivered and evaluated at least one program funded through an alternative funding source. **Goal 2 Activity 2 Benchmark 4:** KSRE-CE has developed a culture whereby Program Focus Teams, specialists and local units will seek out alternative and/or innovative funding opportunities to fund programing endeavors.
3. **Enhancing Local Capabilities:** Strategically align local units in districts or in such a manner as to achieve specialization and effectively address the Grand Challenges.	**Goal 2 Activity 3 Benchmark 1:** Local units have identified opportunities to strategically align in districts or in such a manner as to allow greater agent specialization.	**Goal 2 Activity 3 Benchmark 2:** Local units have aligned in districts in such a manner as to allow greater agent specialization.	**Goal 2 Activity 3 Benchmark 3:** All agents have developed an area of expertise and are primarily engaged in that area.