



Enhance Effective Decision-Making Regarding Environmental Stewardship

- Improve and protect soil and water quality in agricultural, rural, and urban landscapes and watersheds
- Conserve and prolong the life of the Ogallala Aquifer and other important surface and ground-water resources while sustaining communities dependent on those water resources
- Improve understanding of sources, fate and transport of air emissions from confined animal feeding, agricultural burning and tillage, soil erosion, and other activities
- Improve understanding of natural resource, environmental, economic, and social impacts of changing climate and energy needs



Assist Communities in Becoming Sustainable and Resilient to Uncertainties of Economics, Weather, Health, and Security

- Grow communities' capacity to identify and meet local needs
- Improve participation in the life of the community
- Enhance leadership and entrepreneurship in communities
- Help residents, organizations, and communities identify opportunities for partnerships
- Partner with communities to facilitate preparation for, response to, and recovery from emergencies and disasters



Create Opportunities and Support People in Kansas to Improve Their Physical, Mental, and Emotional Health and Well-Being

- Help build individual capacity to optimize personal health and well-being and to avoid or manage chronic health conditions
- Promote healthy eating and physical activity in children, youth and adults
- Empower individuals and families to adapt to changes associated with the aging process
- Connect individuals and families to mental and emotional support systems and resources



Kansas State University Agricultural Experiment Station and Cooperative Extension Service
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Strategic Opportunities

Kansas State University Agricultural Experiment Station and Cooperative Extension Service

Making a Difference...



Priorities are critical as we work to improve the quality of life and standard of living for the people of Kansas and those beyond our borders. This document maps the strategic opportunities we have prioritized for K-State Research and Extension. These opportunities were identified by working with you, our stakeholders. We asked, listened, drafted and refined these statements based on your guidance.

K-State Research and Extension is the short name for Kansas State University Agricultural Experiment Station and Cooperative Extension Service. We represent a collaboration of Kansas State University; federal, state, and county governments; and the private sector. We have a presence in every Kansas county.

Our mission is to promote a safe, sustainable, competitive food and fiber system and strong, healthy communities, families and youth. Through research, we make new discoveries, and extension specialists, agents and others translate those findings into knowledge you can use. To do this, we must continually grow and improve, building partnerships and collaborations to meet the needs of our diverse stakeholders and to secure funding.

This is our work. You see, you are our partner. Your input helps guide our research agenda. Those discoveries might sit on shelves if we didn't engage with you to further develop and extend those findings in ways that are meaningful to your community, business, family and life. We are committed to inclusiveness in this pursuit.

K-State is the University for all of Kansas, and K-State Research and Extension is your community partner. We look forward to continuing to work with you as we make a difference for those we serve.

Fred A. Cholick, Director
K-State Research and Extension

Strategic Opportunities

Sustain Profitable Agricultural Production Systems

- Develop animal and crop production systems that thrive in the variable conditions of the Great Plains
- Develop horticulture, forestry and alternative green enterprises that thrive in the variable conditions of the Great Plains
- Advance new and improved systems of agricultural production to meet the needs of producers and consumers
- Enhance the value of agricultural products

Prepare People in Kansas to Thrive in a Global Society and All Aspects of Life

- Improve lifelong money management skills to create financial security
- Build harmonious relationships to create resilient families
- Help children and youth develop competence, confidence, integrity, compassion and a sense of belonging
- Engage youth in science to improve life for a sustainable world
- Assist people to live and thrive in their homes as long as possible

Identify Pathways for Efficient and Sustainable Energy Use

- Identify and assess opportunities for economic development through alternative energy
- Increase science-based knowledge on energy resources and technologies
- Enhance knowledge and skills about efficient energy practices

Ensure an Abundant and Safe Food Supply for All

- Improve access to high quality foods, especially for consumers with limited resources
- Increase food variety and value by developing new and enhanced food products
- Enhance the safety of our food supply by reducing or eliminating hazards from food production to consumption
- Improve protection and defense strategies to safeguard the food supply

