

EXTENSION AND OUTREACH STRATEGIC PLAN

- **VISION** ISU Extension and Outreach will advance land-grant values by engaging all Iowans in solving today's problems and preparing for a thriving future.
- **MISSION** ISU Extension and Outreach builds a strong Iowa by engaging all Iowans in research, education, and extension experiences to address current and emerging real-life challenges.
- **CORE VALUES** The Extension Professional's Creed embodies ISU Extension and Outreach's core values for building a strong Iowa in partnership with all Iowans.

GOAL 1 ENGAGE ALL IOWANS WITH ACCESS TO RESEARCH-BASED EDUCATION AND INFORMATION.

- STRATEGY 1** Create educational experiences with Iowans so they make well-informed decisions, apply knowledge, and use innovations in ways that build the economy and enhance the quality of life.
- STRATEGY 2** Provide accessible and understandable research-based information to decision makers.
- STRATEGY 3** Form partnerships inside and outside Iowa State to extend access to education to all Iowans.
- STRATEGY 4** Gather feedback from Iowans to inform further research and programming needs.
- STRATEGY 5** Collaborate across the university to create opportunities with Iowa State students to achieve ISU Extension and Outreach's mission.

GOAL 2 BUILD CAPACITY FOR COUNCIL MEMBERS, FACULTY, STAFF, AND VOLUNTEERS.

- STRATEGY 1** Develop and support a structure to sustain professional development with council members, faculty, staff, and volunteers that fosters the production and dissemination of applied research and educational programming.
- STRATEGY 2** Promote pathways for Iowans to pursue current and future ISU Extension and Outreach employment and volunteer opportunities.
- STRATEGY 3** Invest in new staff orientation and mentoring offerings to guide professionals' successful navigation within the ISU Extension and Outreach, Iowa State, and/or county extension systems.

GOAL 3 ENHANCE EFFORTS IN PROGRAMMING, OPERATIONS, AND STAFFING TO REACH DIVERSE AND UNDERREPRESENTED POPULATIONS.

- STRATEGY 1** Expand advertising, communications, and collaborative efforts with University Human Resources to recruit, hire, onboard, and retain diverse faculty and staff.
- STRATEGY 2** Integrate partnerships that support inclusion and involve underrepresented audiences within each ISU Extension and Outreach program and service unit.
- STRATEGY 3** Include faculty and staff efforts related to diversity, equity, and/or inclusion within annual performance reviews.
- STRATEGY 4** Strengthen professionals' competencies in working with diverse and underserved audiences.



The Extension Professional's **CREED**

I BELIEVE in **people** and their **hopes**, their **aspirations**, and their **faith**; in their right to make their **own plans** and arrive at their **own decisions**; in their **ability and power** to enlarge their **lives** and plan for the **happiness** of those **they love**.

I BELIEVE that **education**, of which **Extension** is an **essential part**, is basic in **stimulating** individual **initiative, self-determination, and leadership**; that these are the **keys to democracy** and that people when given **facts they understand**, will act not only in their self-interest, but also in the interest of society.

I BELIEVE that **education** is a **lifelong process** and the **greatest university** is the **home**; that my **success** as a teacher is proportional to those qualities of **mind** and **spirit** that give me **welcome** entrance to the **homes** of the **families I serve**.

I BELIEVE in **intellectual freedom** to search for and **present** the **truth** without bias and with **courteous tolerance** toward the **views of others**.

I BELIEVE that **Extension** is a **link** between the **people** and the **ever-changing discoveries** in the **laboratories**.

I BELIEVE in the public **institutions** of which **I am a part**.

I BELIEVE in **my own work** and in the **opportunity** I have to make **my life useful** to **humanity**.



**Because I BELIEVE these things,
I am an Extension professional.**