Strategic Plan for ISU Extension and Outreach, 2012-2015

Iowa State University Extension and Outreach puts the land-grant mission to work by applying university research and evidence-based practices across the state. As Iowa works to create jobs and enhance economic development, increase family incomes, improve our schools, and reduce the cost of government, ISU Extension and Outreach is uniquely positioned to move our state forward. We are committed to promoting healthy people, healthy environments, and healthy economies.

Vision: Building on Our Key Attributes

- Through Extension and Outreach, Iowa State University engages citizens, community leaders, business leaders, organizations, and others, to anticipate emerging issues and trends.
- Through Extension and Outreach, Iowa State University acts in catalytic ways, creating educational opportunities and building relationships throughout the state.
- Through Extension and Outreach, Iowa State University is embedded in communities across Iowa to consistently engage with citizens.

Our Assumptions

Iowa State University has set its sights on becoming a treasured resource for Iowa, the nation, and the world, and a magnet for attracting outstanding students who seek an education that prepares them to make a difference. Extension and Outreach accepts these challenges and our role in these efforts. Because we intend to be a good steward of public trust and taxpayer dollars as we carry out our strategic plan, we assume the following to be true:

- Our educational programs must be within the scope of our educational mission, and provide instruction or information. They must be anchored strongly in a research or evidence base and/or connected to ongoing research at Iowa State or other land-grant institutions.
- A combination of faculty and a network of program specialists lead our educational programs and adapt statewide initiatives to local contexts. We are most effective when we build capacity in key leaders and professionals who deliver educational programs locally.
- Our educational programs are actively under assessment, including ongoing documentation of outcomes, impacts, and quality.
- Our educational programs must align the needs of Iowans with the federal, land-grant system, and college and university priorities.
- Our partnerships with counties, campus units, and other organizations must be based on meaningful, shared priorities and resources.
- By virtue of local, state, and federal support for our system, we must provide statewide, equitable access for priority content and audiences through a variety of methods.
Values: Acting on Our Fundamental Principles

Our decisions, structure, behavior, and priorities in ISU Extension and Outreach are guided by three fundamental principles:

- **Our core purpose** is to engage citizens through research-based educational programs. We extend the resources of Iowa State University across our state.
- We accomplish our goals by developing **diverse and meaningful partnerships**.
- Through our purpose and partnerships, we increase the ability of Iowans to make informed decisions by applying relevant, needs-driven resources, to create **significant impact** in our state.

Five Primary Program Areas

Five primary program areas align with Iowa State University colleges:

- Agriculture and Natural Resources in the College of Agricultural and Life Sciences
- Center for Industrial Research and Service (CIRAS) in the College of Engineering
- Community and Economic Development in the College of Design
- Families in the College of Human Sciences
- 4-H Youth Development and pre-collegiate outreach across all of Iowa State University

Our Strategic Priorities

The strategic priorities of ISU Extension and Outreach are closely linked to Iowa State University’s strategic priorities for Iowans, faculty and staff, and students.

**Priority: We will engage the citizens of Iowa with access to education.**

**Goals**

- Cultivate an educated citizenry and leaders who can make informed decisions, apply knowledge, and use technological innovations in ways that build the economy and enhance quality of life.
- Form partnerships to extend access to education throughout Iowa.
- Refine systems to collectively identify Iowans’ current and emerging needs.

**Priority: We will enhance opportunities for council members, faculty, and staff excellence.**

**Goals**

- Develop and support a structure to sustain professional development for our council members, faculty, and staff, which foster the production and dissemination of basic and applied research.
- Gather feedback from citizens to inform further research.

**Priority: We will enrich students’ experience of Iowa State University.**

**Goals**

- Increase partnerships with ISU colleges to foster enhanced and coordinated outreach opportunities for Iowa’s pre-collegiate youth, including in-school and out-of-school-time programs to improve their engagement in learning, increase educational equity, encourage community stewardship, and build key skills necessary for success in today’s economy.
- Collaborate across the university to create opportunities for Iowa State students to assist Iowa communities.