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.
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.