WSU EXTENSION BENCHMARKS

“Continual improvement of any entity implies that assessment and evaluation are ongoing, valued activities. In order to improve a program, those responsible for the program must establish benchmarks, collect data that demonstrates progress toward meeting those benchmarks, and use the data collected to improve the program.”

Department Chairs' White Paper:
http://provost.wsu.edu/department_chairs_whitepapers/workgroup1.html

VISION

Washington State University Extension is the front door to the University. It extends non-credit education and degree opportunities to people and communities throughout the state. Extension builds the capacity of individuals, organizations, businesses, and communities, empowering them to find solutions for local issues and to improve their quality of life. Extension is recognized for its accessible, learner-centered, relevant, high quality, unbiased educational programs. Extension collaborates with communities to create a culture of life-long learning.

MISSION

Washington State University Extension engages people, organizations and communities to advance knowledge, economic well-being and quality of life by fostering inquiry, learning, and the application of research.

WSU Strategic Plan: http://www.wsu.edu/StrategicPlanning/strategic-plan.html
WSU Extension Strategic Plan: http://ext.wsu.edu/admin/StratPlan.html

BENCHMARKS

WSU Cooperative Extension began its movement to university-wide WSU Extension in 2001. Benchmark goals are set for the ten-year anniversary. WSU Extension’s federal partner requires WSU Extension to develop a new federal plan of work during 2006. This will allow mid-course corrections and alignment of strategic goals.

WSU Academic Area Benchmark I
Improve the Quality of the Undergraduate Experience
Benchmark 1: Contribute to the recruitment of place-bound, diverse, and academically superior WSU students.¹

Target: Increase recruiting efforts through the WSU Learning Centers, Extension offices, and 4-H events. Increase the student FTE supported through WSU Learning Centers to 595 FTE by 2011. Increase the number of prospective students provided enrollment information through recruiting events and contacts conducted by Learning Centers to 16,000.

Impact: Increase the number of people with living-wage jobs. Contribute to the socio-economic viability of communities by providing a highly skilled and knowledgeable workforce. Improve the academic quality of students attending WSU campuses. Increase the diversity of students pursuing WSU distance degrees and attending WSU campuses.

Metric: Total student FTE supported by the Learning Centers. Number of prospective students provided enrollment information through the Learning Centers.

Comparators: This is an internally measured goal.

Benchmark 2: Increase WSU Extension involvement in student community service learning projects and internships.

Target: Sustain the involvement of at least 20 students per year increasing to 40 students per year by 2011 in WSU Extension community service learning projects and internships.

Impact: Enrich the undergraduate experience by providing experiences that put into practice the application of educational learning by working in real life situations with communities throughout the state.

Metric: Number of students involved in WSU Extension community service learning projects and internships.

Comparators: There are only a few other Extension organizations supporting community service learning projects (Iowa State and Ohio State University).

¹ Benchmark data will be collected and reported to the WSU Budget Council during the FY2006 budget hearings.
WSU Extension does not currently report to this benchmark area; however, Benchmark 2 may apply in the future.

Benchmark 3: **Assure the growth and fiscal security of WSU Extension.**

**Target:** Increase annual grants and contracts expenditures to $19,638,000 and the ratio of grants and contracts expenditures per Extension faculty FTE to $130,000 by 2011. Increase development, foundation, and endowment resources to $3,372,000 annually by 2011.

**Impact:** Expand the number of world-class programs that provide local economic development and research dissemination.

**Metric:** Grants and contracts expenditures.

**Comparators:** Extension extramural funding at comparable institutions (to be determined), and rank among WSU colleges and major units.

Benchmark 4: **Foster integrated research and extension programs for intrastate, interstate, and international impacts.**

**Target:** Meet United States Department of Agriculture (USDA) Cooperative State Research, Education, and Extension Service (CSREES) requirements for multi-state Extension programming to maintain accreditation and funding per Agricultural Research, Extension and Education Reform Act of 1998. Dedicate 25% of federal funding to integrated Extension and research activities and 25% of federal funding to multi-state programming. Increase international programming.

**Impact:** Transfer research developed at WSU and WSU Agricultural Research Center to the citizens of Washington State; thereby, positively influencing the economy and well being of its citizens. Regional and international sharing of technology will positively impact the economy and well being of Washington’s citizens. Maintenance of federal funding.

**Metric:** Percent of integrated Extension and research activities.
Percent of multi-state programming.
Number of faculty and staff participating in international projects.
Number of students, faculty and volunteers participating in 4-H youth exchange opportunities.

Comparators: USDA CSREES approval of the WSU Extension Plan of Work and WSU Extension Annual Report to guarantee maintenance of federal funding.

Benchmark 5: Recruit world-class personnel that receive national recognition of honors and awards, and mentor junior faculty to achieve national status.

Target: Increase the number of full professors and national award recipients within WSU Extension by 10% by 2011.

Impact: Provide world-class programs that disseminate research, and provide activities that improve the lives and livelihoods of Washington residents.

Metric: Percent of eligible full professor equivalent faculty.

Number and list of Extension award recipients from WSU’s Accountability Information and Communication System (AICS).

Comparators: States that have faculty status in the field: Colorado, New Mexico, Idaho, and Oregon as well as other units at WSU.

WSU Academic Area Benchmark IV
Societal Impact

Benchmark 6: Engage people, organizations, and communities to advance knowledge, economic well-being, and quality of life by fostering inquiry, learning, and the application of research through technology transfer.¹

Target: Improve the quality and quantity of programs highlighted on the WSU Extension Impact web site each year to 77. Increase the number of workshops and presentations to 2675, number of contacts reported to 139,000, and contact hours to 759,000 by 2011. Increase the percentage of Extension faculty members reporting at least one peer reviewed scholarly output to 60% and at least one peer reviewed or non-peer reviewed scholarly output to 85% by 2011.

Impact: Increase the modernization and commercialization of Washington industries through the transfer of technology; improve environmental and water quality; improve quality of life through consumer, health and food quality, and safety education from farm to table; and increase economic development.
Metric: Number of impact statements placed on the Washington State Impacts website.
Number of WSU Extension workshops and presentations from AICS.
Number of persons attending workshops and presentations from AICS.
Number of contact hours from AICS.
Percent of Extension faculty members reporting at least one peer reviewed scholarly output from AICS. ²
Percent of Extension faculty members reporting at least one scholarly output—peer reviewed and non-peer reviewed from AICS.

Comparators: This is an internally measured goal.

Benchmark 7: Continue to expand the presence of WSU Extension university-wide ³.

Target: Establish and strengthen partnerships delivering Extension programming in a majority of WSU colleges and locations adding six significant partnerships plus WSU Vancouver and WSU Tri-Cities by 2011.

Impact: Act as a conduit for access to knowledge and resources throughout all the WSU system in order to solve local issues of importance to Washington communities.

Metric: Number of partnerships with WSU colleges and units.

Comparators: This is an internally measured goal.

WSU Academic Area Benchmark V
Equity and Diversity

Benchmark 8: Increase the ethnic diversity of Extension faculty and staff. ¹

Target: Increase the number of faculty and staff of color employed.

Impact: Extend the reach of WSU programming relevant to the population of Washington State, and provide positive adult mentors who are reflective of the populations of communities throughout the state.

Metric: Number of faculty and staff of color employed.

² Scholarly activity includes original county publications; curriculum and/or educational program development; non-print material—video, slide presentations, computer programs, web-based education, satellite programs; mass media—substantive, program-specific articles published in newspapers, weekly/monthly newspaper columns, newsletters and programs on television and radio; bulletins; journal articles; on-farm testing—including data collection, analysis and reports; grant proposals funded; national and regional subject matter presentations—invited and refereed.
Comparators: Cornell Extension, our mentor for the Change Agent States for Engagement (CASE) program. As we progress through the CASE program, we may expand comparators to others in the program that are similar to WSU Extension.

**Benchmark 9:** Increase the capacity of Extension faculty and staff to function inclusively and effectively in a multicultural world.  

Target: Increase the number of Extension faculty and staff participating in training to increase knowledge and skill levels in multicultural competencies.

Impact: Engage people, organizations, and communities to advance knowledge, economic well-being, and quality of life by fostering inquiry, learning, and the application of research in diverse populations.

Metric: Number of Extension faculty and staff participating in training to increase multicultural competencies.

Knowledge and skill levels in multicultural competencies.

Number of contacts with people of color participating in Extension programs.

Comparators: Cornell Extension, our mentor for the CASE program. As we progress through the CASE program, we may expand comparators to others in the program that are similar to WSU Extension.