



# strategic framework

WASHINGTON STATE UNIVERSITY EXTENSION • 2006–2011

## vision

Washington State University Extension is the world-class outreach and engagement enterprise of the University serving the people of Washington and the global society in which we live. We are the best choice in the nation for complete and culturally appropriate educational and developmental programs that link the University's research and knowledge bases to society's needs and issues. Our close relationships within communities allow us to deliver personalized education that challenges and inspires individuals to achieve their highest goals. We create, interpret, and deliver knowledge to society that improves the health and well-being of individuals and the environment, fuels our state's economy, and enhances and enriches our communities.

## mission

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

### Washington State University Extension is important to the state because...

- ... we work in partnership with communities to identify issues that the University's research and knowledge bases can address. Application of new knowledge and technologies contributes to the economic and cultural vitality of the state.
- ... as part of Washington State University, we provide unbiased, research-based information that gives people the knowledge to improve their health and livelihoods.
- ... we deliver educational programs that are adapted to critical needs in the community. As a result, outcomes are long-lasting and have deep impact on the health and well-being of all citizens and the environments in which they live.

... our presence in every county enables community members to come to WSU directly with their issues. The assistance that they receive helps them improve their lives.

... our strong local partnerships allow us to leverage human and capital resources in order to affect action on critical issues.

## values

**Land Grant Tradition:** WSU Extension is a unique partnership of federal, state, and county governments that brings Washington State University to the people.

**Positive Impact:** We are committed to research-based programs that have a positive impact on people's lives and Washington's communities.

**Capacity Building:** WSU Extension programs create capacity to solve social, economic, and environmental issues among an increasingly diverse constituency.

**Dynamic People:** People in WSU Extension are empowered to act and are highly motivated, culturally diverse, open to change, entrepreneurial, and continuously learning.



## CONTACT

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**Diversity and Respect:** We believe that a healthy work environment in which diversity and pluralism are both welcome and represented enhances our work and creativity.

**Learning Organization:** We value our connection to Washington State University, the knowledge of our constituents, the professional expertise of our faculty and staff, and the dedication of our volunteers; we are committed to sustained professional growth and enrichment.

**Partnerships:** We value partnerships that expand opportunities for Washington State University, our learners, and communities across the state.

## programming goals

Washington State University Extension will create outreach programs that address societal challenges and opportunities. Programming will be delivered statewide (and in some cases beyond state and national boundaries) by Extension Educators and through our extensive network of volunteers. Additionally, WSU Extension will work collaboratively with other WSU units and partner organizations to achieve program goals. Extension programming will be organized around seven goals. Our success will be measured by our ability to achieve these goals.

- **GOAL I:** Create and sustain vibrant communities and urban neighborhoods
- **GOAL II:** Create and sustain businesses, jobs, and the economic vitality of Washington
- **GOAL III:** Enhance natural resources and environmental stewardship
- **GOAL IV:** Enhance economic opportunities for agricultural enterprises while protecting Washington's resources
- **GOAL V:** Improve health and wellness of the residents of Washington
- **GOAL VI:** Empower youth and families to achieve social, economic, and educational success
- **GOAL VII:** Enhance the energy security of the Pacific Northwest through increased efficiency and through development and application of renewable energy resources

## strategic initiatives

In the context of this plan, "strategic initiatives" are new crosscutting efforts that result in enhanced reach and effectiveness of the entire organization. Each strategic initiative will be framed around a goal statement and includes one or more sub-goals. Success of these initiatives will be evaluated based upon WSU Extension's ability to achieve these sub-goals.

- **Strategic Initiative I:** Strengthen WSU Extension's Capacity to Address Critical Urban Issues
- **Strategic Initiative II:** Strengthen WSU Extension's Role as an Integral Part of the University
- **Strategic Initiative III:** Increase the Diversity of WSU Extension's Faculty, Staff, Volunteer Base, and Those We Serve
- **Strategic Initiative IV:** Create the Premier Extension Web Presence for Delivery of Educational Programming and Materials to Diverse Audiences
- **Strategic Initiative V:** Enhance Economic Well-being and Quality of Life in Washington and the Broader World Through Strategic International Engagement