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 Chair’s 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 Extension will use a 2001 baseline for internal comparisons of its benchmarks. This is the year that WSU Cooperative Extension began its movement to the university-wide WSU Extension. Benchmark goals are set for the ten-year period of 2001 to 2011. Mid-point, five-year goals are set for 2006. Its federal partner requires WSU Extension to develop a new plan of work during that year. Choosing 2006 allows mid-course corrections and alignments of strategic goals.

WSU Strategic Goal 1: Offer the best undergraduate experience in a research university.
Benchmark 1: Increase WSU Extension involvement in student community service learning projects and internships.

Target: Sustain the involvement of 20 sites per year by 2006 and 40 sites 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 sites involved in WSU Extension community service learning projects and internships.

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

Benchmark 2: Contribute to the recruitment of place-bound, diverse and academically superior WSU students.

Target: Increase recruiting efforts through the WSU Learning Centers, Extension offices, and 4-H events. Increase by 5% yearly, through 2011, student FTE supported through WSU Learning Centers. Increase by 5% yearly, through 2011, the number of recruiting events and contacts by 4-H, Learning Centers and WSU Extension staff. Assure the nomination of 30 high ability students yearly, through 2011, for the Regents Scholarship Program.

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: Student FTE supported through WSU Learning Centers.


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

WSU Strategic Goal 2: Nurture a world-class environment for research, scholarship, graduate education, the arts, and engagement.
Target: Establish and strengthen partnerships delivering Extension programming with a majority of WSU colleges and locations by 2006 and in every college and at every WSU location 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 compared to FY2001 baseline.

Comparators: This is an internally measured goal.

**Benchmark 4:** 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.

Target: Increase the number of programs highlighted on the WSU Extension Impact website, and the number of publications, educational activities, and contacts by 10% by 2006 and 20% by 2011.

Impact: Increased the modernization and commercialization of WA industries through the transfer of technology; improved environmental and water quality; improved quality of life through consumer, health and food quality and safety education from farm to table; and increase economic development.

Metric: Number of current impacts on the WSU Extension Impact Web site compared to FY2001 baseline.
Number of WSU Extension organized educational activities compared to FY2001 baseline.
Number of persons attending educational activities compared to FY2001 baseline.
Number of contact hours per educational activities compared to FY2001 baseline.
Scholarly output compared to FY2001 baseline.

Comparators: This is an internally measured goal.

**Benchmark 5:** Assure the growth and fiscal security of WSU Extension.

Target: Increase the ratio of grants and contracts to Extension educators by 10% by 2006 and 20% by 2011. Participate in the university-wide 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.
campaign. Increase development, foundation, and endowment resources by 25% by 2006 and 50% by 2011.

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

**Metric:** Dollar amount of extramural funding assessed each fiscal year compared to FY2001 baseline.

Dollar amount of extramural funding per faculty FTE.

**Comparators:** Extension extramural funding at comparable institutions (to be determined).

Rank among WSU colleges and major units.

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**Benchmark 6:** Increase programming efforts to reach diverse audiences within Washington State.

**Target:** Participate in the 2004-2007 Change Agents State for Engagement (CASE) program, which will lead to changes that allow WSU Extension to reach an audience that reflects the demographics of Washington State’s population per US Census Data for Washington by 2011. Increase the number of students and patrons of color, participating in credit and non-credit programs, by 5% each year through 2011 or until participation rates reflect the demographics of the learning center areas.

**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:** Washington Extension Management Information System (WEMIS) diversity contact data compared to Washington State demographics.

CASE program survey data compared to Washington State demographics.

Rank within United States compared to United States Department of Agriculture (USDA) Cooperative State Research, Education, and Extension Service (CSREES) 4-H enrollment data.

Number and diversity of patrons that utilize the Learning Centers for credit and non-credit 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.

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**WSU Strategic Goal 3: Create an environment of trust and respect in all we do.**
**Benchmark 7:** Increase diversity recruiting efforts to attract faculty, staff, and volunteers that reflect the demographics of Washington State.

**Target:** Participate in the CASE program. Match faculty and staff demographics to the state demographics by 2011. Increase the diversity of the volunteer base by 10% by 2006 and 25% by 2011. Increase the diversity of the volunteer base to reflect the demographics of Washington State.

**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:** Personnel and volunteer data compared to Washington State demographics.

CASE program survey data compared to Washington State demographics.

**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.
WSU Strategic Goal 4: Develop a culture of shared commitment to quality in all of our activities.

**Benchmark 8:** 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.

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

**Benchmark 9:** Foster integrated research and extension programs for intrastate, interstate and international impacts.

**Target:** Meet USDA 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 ARC 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 WA citizens. Maintenance of federal funding.

**Metric:** Documentation that 25% usage of federal funding for Extension and research activities.

- Documentation that 25% usage of federal funding for multi-state programming.

- Number of 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.