



Strategic Planning Initiative

University of Wisconsin - Extension Cooperative Extension

Welcome to the Second Edition of the CES Strategic Planning Initiative Newsletter!

July 2, 2007

Cooperative Extension's Strategic Planning Committee has launched this interactive newsletter to get the conversation about organizational planning started and to maintain an open channel of two-way communication between the steering committee and everyone in our organization. In this newsletter, we'll provide updates about our [process and timeline](#), and opportunities to provide feedback on our [message board](#). You'll hear from us following each of our major meetings and we will provide you with access to our [agendas and meeting minutes](#).

It's My Idea: Booker T. Washington

While the Smith-Lever Act of 1914 established the National Extension System, the idea of "extending University resources to all people" began with the establishment of the Tuskegee Normal School for Teachers, later Tuskegee University, in 1880. Booker T. Washington opened the school on July 4, 1881. Education is the key to democracy and freedom – how appropriate that they would choose Independence Day for the opening of the school. [Read more](#) about how Booker T. Washington, Tuskegee University, Land Grant Universities, and Historically Black Colleges and Universities have influenced who we are today.

Why did we call this newsletter, "Whose Idea is it Anyway?"



In each issue of "Whose Idea is it Anyway?" we'll highlight people who personify the Wisconsin Idea. Candidates may include voices from the past, present and future including our stakeholders, partners, educators, administrators, historical figures, and previous [Wisconsin Idea Award Recipients](#). In the next issue, we'll feature the ideas and work of Colleen A. Bates,

Wisconsin Associated County Extension Committees, Inc. (WACEC) President. [Nominate](#) yourself or a stakeholder to be featured in Whose Idea is it Anyway.

Hearing all Voices:

[The Wisconsin Idea](#) embodies the foundation and purpose of our institution, and the Wisconsin Idea belongs to *all* of us. Our sincere wish is to create a process that builds on our rich past and involves all of our stakeholders in a grassroots movement to create our future. Doing so will require that we hear from a wide variety of perspectives – therefore we’ve created “Hearing All Voices,” a plan for an inclusive strategic planning process. [Read more](#) about how you can contribute as an Ad Hoc Committee Member, Responder, Informational Member, or At-Large Contributor.

Where are we in the Process?

The [Steering Committee](#) has been working on establishing the scope and sequence for our planning process, creating our budget, collecting resources and data, working on our action plan to launch the process, and developing a logic model. We’ve also presented overviews at a few district meetings and the [JCEP](#) conference. If you’d like us to provide an overview for your group, please contact a member of the Steering Committee.

Take a look at our [process timeline](#). We’ve already started implementing the process and hosted a discussion about [mandates](#) with the Cooperative Extension Administrative Council, or CEAC. The [Values Design Team](#) has been assembled and will begin their work later this summer, and conclude by the fall of this year. This fall, we’ll collect input from a wide variety of internal and external stakeholders so we can conduct the “[situation analysis](#)” portion of the process. We’ll use this information to determine the issues and priorities that we should work on as an organization. If you have ideas about groups that should be included in the situation analysis, please contact a member of the Steering Committee.

Connecting with Other Initiatives

When opportunities present themselves, we'd like to make connections to our additional institutional initiatives:

[Transformational Education](#), [Responsibility Based Culture](#), [Multicultural Awareness Training](#), [Community Partner Advisory Groups](#), [UW-Colleges and UW-Extension Integration](#), and other organizational development principles. We utilized RBC and Multicultural Awareness resources while creating our “Hearing All Voices” invitation.

[Message Board](#) (UW-Extension Staff Only)

Our newsletter and website feature a message board where you can respond to a question and provide feedback.

[Current Message Board Questions](#)

- What do you value about working for UW-Extension Cooperative Extension?
- Formal mandates are requirements placed on an organization through written policy like legislation and articles of incorporation. Informal mandates exist in cultural norms, expectations, and tradition. What are the informal mandates that make up our Cooperative Extension identity?

[Frequently Asked Questions](#)

- Is the CES strategic planning process the same as a program planning process?
- Where can I find program planning materials?
- Should we cease our program planning activities until the CES strategic planning process is complete?
- Don't we already have a set of values? Why are we revisiting them? (See our current mission, vision, and values [here](#).)

[Send us your question!](#) (UW-Extension Staff Only)

[Whose Idea is it Anyway? Archives](#)

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