

### **Wisconsin Idea**

*Every member of UW-Cooperative Extension can clearly articulate our role, and their contribution, in fulfilling the Wisconsin Idea so that it is understood by our partners, stakeholders, and Wisconsin's citizens.*

### **Scholarship of Community Engagement**

*Cooperative Extension is known nationally for our dedication and commitment to scholarship. All colleagues understand, engage in, and communicate career long scholarship where we learn with and from the community in order to improve the lives of Wisconsin's residents.*

### **Diversity**

*Cooperative Extension honors, respects & exemplifies the diversity of Wisconsin's citizens & communities by continually elevating & challenging the ideals of inclusion & diversity through:*

- *Practice*
- *Programs*
- *Organizational Structure*
- *Staff*
- *Hiring*
- *Training*
- *Mentoring*
- *Partnerships*
- *Funding*
- *Ideas*
- *Research*
- *Accessibility (access)*

### **Life/Work Balance**

*Cooperative Extension has an organizational culture that values its employees by promoting a positive life/work balance thru:*

- *Personal health and safety practices*
- *Encouraging employees to take personal time without guilt*
- *Supportive administration that is trained to recognize employee life/work imbalance*
- *Flexible work environment that allows employees to address individual personal needs*
- *Empowering employees to say no without negative consequences*
- *Having realistic and written expectations for individual staff members*
- *Having timely and considerate deadlines*
- *Re-evaluating the need to travel across the state*
- *Having a plan for supporting employees across generational spectrums*
- *Respecting employee leave by limiting accessibility*
- *Providing an effective evaluation system to assess programming life line*

## **Internal Relationships**

*In Cooperative Extension, our culture compels us to:*

- *Practice mutual respect*
- *Behave consistently with organizational values*
- *Work effectively across organizational structures*
- *Meet challenging situations "head on"*
- *Encourage and support open and frank dialogue*

## **Partnerships**

*UW-Cooperative Extension will continue to maintain those internal and external partnerships which are relevant to our mission. We will look to form new partnerships that are relevant to our mission, will support program needs and do not compromise our core organizational values. Everyone in our organization will have a clear understanding of their roles and responsibilities in maintaining current partnerships and developing new partnerships.*

## **Technology**

*Cooperative Extension is fully tapping into multiple channels of technology delivery and information systems to bring about transformational education.*

- *We use technology to increase the efficiency and effectiveness of our educational programs.*
- *"The system" does not get in the way of keeping up with technology.*
- *Technology is a tool.*
- *We maintain a balance between high tech and high touch.*
- *Internally, we are on the cutting-edge with our technology.*
- *We provide professional development to help colleagues adapt to changing technology.*
- *We create and use technology with the audience in mind.*

## **Funding and Budgeting**

- *We are strong stewards of the fiscal resources invested in Cooperative Extension.*
- *We embrace multiple strategies for fund development from a variety of sources.*
- *We have a comprehensive plan to share resources across Cooperative Extension.*
  - *This plan creates a strategic response to changing resources.*
  - *This plan develops an understanding among Cooperative Extension staff of alternative strategies for funding allocation.*

## **Marketing – Branding and Image**

*Cooperative Extension is a "household name" recognized by the people within Wisconsin and beyond its borders. Through marketing, Cooperative Extension accurately illustrates its value, collaborative network, dedicated professionals and unbiased research.*

## **Organizational Structure and Flexibility**

*CE structure produces internal and external trans-disciplinary expertise and collaborations to address complex issues. There are supportive, encouraging people and processes in place for all educators when we take appropriate risks to address complicated emerging issues.*