

# CNRED Vision, Mission, Values, and Beliefs

(Portions are based on "Strengthening Communities: Strategic Directions for Community Resources and Economic Development Programs," USDA CSREES CRED Base Program Team, Sept. 2001.)

## Vision

- *To be the premier source of research and education that benefits the lives of individuals, families, businesses, organizations and communities.*
- *Wisconsin's educational network for engaging people and their communities in positive change.*

## Mission

*To improve the long-term well-being of individuals, families, businesses, organizations and communities through research and experience-based education.*

*UW-Extension extends the knowledge and resources of the University of Wisconsin to people where they live and work.*

*University of Wisconsin-Extension programs in Community, Natural Resource and Economic Development help Wisconsin communities deal with their own unique challenges.*

To realize our vision, the CNRED Program will:

- Provide communities with equal access to quality programmatic support for community resources and economic development.
- Help communities prepare to assume increased responsibility for determining their own futures.
- Enhance the capacity of residents and communities to understand and be engaged in the decisions that affect their lives.
- Develop appropriate constituency groups to design, obtain, and maintain necessary resources to sustain effective programs.
- Utilize a network of county-based and campus-based faculty and staff in designing, developing, and delivering programs.
- Build new and strengthen existing working relationships with public and private agencies, organizations, and other groups.
- Coordinate with other Extension Program Areas and units to identify and respond to issues critical for the long-term well-being of our society.

Community, Natural Resource and Economic Development educators and programs strengthen communities in a variety of ways. They:

- Provide access to knowledge, organizing skills, linkage to information and resource networks that address locally-important issues.
- Enhance processes for strategic thinking to support local decision making.
- Enhance knowledge of options for development and regulations affecting situations.
- Provide resource-based information that can come from interdisciplinary analysis.
- Introduction best management practice adoption
- Offer educative support to organizations and government that promotes efficiency and effectiveness.

## Values and Beliefs

The values and beliefs upon which programs such as CNRED are distinguished the Cooperative Extension System as a leader in research-based education. These values and beliefs provide the foundation upon which effective programs to address CNRED strategic goals and actions are implemented.

Extension professionals in CNRED *value*:

- Long-term resource commitment
- Unbiased, objective, research-based education
- Educational partnerships and networks that promote program flexibility, diversity, and accountability
- Leadership by merit
- Honesty and professionalism
- Risk taking
- Self-determination
- Informed decision making

CNRED educators *believe*:

- Education can empower people and communities to respond to new opportunities.
- Extension cannot do it all, nor can Extension do it alone.
- Not all strategies or programs will work in all areas; local and regional differences exist and must be recognized.
- Stressed communities and limited-resource constituents deserve special attention.
- CES provides an interdisciplinary approach to community development.
- Universities must look beyond their traditional programs, partners, and audiences.
- CNRED programs must be sustained in the community to support community leadership.
- All Extension programs will benefit from building a strong relationship with local communities.
- Extension professionals best serve their customers by participating as partners to bring about human capacity building and economic development and are, therefore, engaged as co-learners.
- Extension professionals are change agents and function successfully in diverse situations.
- All research and education that is provided should present objective alternatives and consequences.