

Mission, Mandates, Vision, Values, Goals

Objectives / Goals: Organizational, Team, and Individual

Objectives/Goals:

The initial list of Cooperative Extension organizational, team, and individual objectives and goals was identified by a representative group of staff, faculty, and administrators at a statewide meeting on August 2-3, 2000. In the months that followed additional input was sought from Cooperative Extension faculty and staff. The final list of objectives and goals was further adapted and approved by the Cooperative Extension Administrative Committee in 2000. The list that follows is presented from an organizational perspective. The list should be viewed as an organizational benchmark that should be considered as a starting point for the development of objectives and goals at the program area, team, department, and individual levels.

The Cooperative Extension Objectives are:

1. Quality Educational Programs

We are known by the quality of our educational programs. Our programs match university resources to local needs. We use technology to give learners access to quality learning experiences. We provide educational programs for the changing needs of Wisconsin's population and have the skills and resources to evaluate our own work. We contribute to the scholarly work of the university.

2. Quality External Relationships

Our continuing success depends on our ability to maintain strong, cooperative relationships with long-term public and private sector stakeholders and to build new partnerships based on shared interests.

3. Quality Work Life

Recruiting, hiring, and maintaining the highest quality work force is key to our ability to address the educational needs of Wisconsin residents. We position our faculty and staff as the educational leaders of the 21st Century by providing professional development and intellectual challenges. Our workplaces are client centered, exciting, and supportive places.

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Goals have been identified for each of the preceding objectives:

1. Quality Educational Programs - Goals

Divisional Goals:

- A. Each program will develop programs, materials and professional development that builds the capacity of faculty and staff to work with culturally and ethnically diverse audiences.
- B. By 2002, all program teams will document progress toward goals in the team evaluation plan. Teams will have the evaluation capacity to design and implement effective program evaluation strategies using the logic model framework.
- C. By 2002, all faculty and staff will have the opportunity to be a member of a program team.
- D. By 2005, 90 percent of faculty and staff will have access to appropriate technology and the skills they need to use technology to enhance program delivery.
- E. By 2003, faculty and academic staff will be offered at least one opportunity to share scholarly work in an academic department setting or in another venue.

Team goals

- F. By 2001, and every year after, program teams or county office teams will document significant progress toward carrying out their work plan.
- G. County office teams will conduct a multi-year process for assessing local educational needs and will review and update information yearly. The process will specifically address the needs of people protected by civil rights laws and other traditionally under-served audiences.

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Individual goals:

- H. Share their scholarly work with peers in Wisconsin, the region, or the nation.
- I. By 2003, faculty and staff will demonstrate reasonable efforts to reach out to all county residents.
- J. By 2001, using the logic model framework, faculty and staff will share the impact of a significant innovative program. The innovation can be a new idea, new educational approach, new audience reached, the development of new knowledge, or adapting new research or innovations to program development.

2. Quality External Relationships - Goals:

Divisional Goals:

- A. By 2001, and each year after that, at least 80 percent of local, state and federal elected officials will recognize the value of Cooperative Extension programs and act on those convictions.
- B. By 2005, Cooperative Extension will increase funding by 10 percent from all sources and maintain the real dollar value of county, state and federal base funds. We will evaluate funding partnerships yearly and decide which to maintain and strengthen, and which to end.

Team goals:

- C. By 2002, 90 percent of county, tribal and statewide units will create a plan for external relationships with elected officials and stakeholders.
- D. By 2004, county, tribal and statewide units will identify and assess their working relationships with other governmental departments and develop a plan for establishing additional relationships with county, governmental or non-governmental units.

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Individual goals:

- E. Starting in 2002, faculty and staff will document a significant partnership that results in reaching a new audience or securing additional fiscal or human resources for Cooperative Extension programs. The partnership should reflect the diversity found in the community.
- F. By 2001, and every year after that, faculty and staff will make a significant contribution to the county's external relations plan.

3. Quality Work Life - Goals:

Divisional goals

- A. By 2005, Cooperative Extension's workforce will have the same proportion of people of color as relevant job pools.
- B. By 2005, all Cooperative Extension faculty and staff will report a satisfactory balance between work and personal life.
- C. By 2003, Cooperative Extension's career development system will orient new employees and offer core competency professional development for all employees.
- D. By 2002, and every year after that, at least 25 percent of professional development will target new, cutting edge information, approaches, or technologies. Professional development that responds to emerging local needs will be available on demand.
- E. By 2005, ten faculty and staff will participate in a sabbatical or other in-depth professional development experience.
- F. By 2003, all department heads will have completed a training program specifically for department heads. After 2003 and annually, 20 faculty and staff who are not department heads will receive professional development in the department-head curriculum.

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Team goals:

- G. By 2004, members of county, tribal and state work units will identify their work unit as an exemplary work team.
- H. By 2003, all faculty and staff will work in a respectful, inclusive environment.

Individual goals:

- I. By 2002, all employees will develop and carry out a professional development plan focusing on individual needs, with the plan updated yearly.