

Mission, Mandates, Vision, Values, Goals

Mission:

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The University of Wisconsin System Board of Regents approved the following mission statement on June 10, 1988:

In addition to the UW System mission, the mission of the University of Wisconsin-Extension is to provide, jointly with the UW institutions and the Wisconsin counties, an extension program designed to apply University research, knowledge, and resources to meet the educational needs of Wisconsin people, wherever they live and work.

This mission includes the programs of the three UWEX divisions, Cooperative Extension, General Extension, and Telecommunications, in:

Teaching: To extend noncredit continuing education opportunities and campus-based degree credit, including programs to meet the relicensure and recertification needs of professionals, through a variety of delivery methods and media. These programs develop, organize, and impart knowledge and research applications needed by the general public and by such special groups as business, labor, agriculture, youth, families, government, and the professions.

Applied Research: To identify research problems, conduct applied research, and demonstrate the results of research relevant to the specific needs of individuals, organizations, businesses and communities.

Public Broadcasting and Communications: To provide informational, educational, cultural, and public affairs programming via public radio and television, and to improve and encourage effective use of existing and emerging communications technologies for public information, extension education, and communication among faculty, staff and clientele.

Statewide Program Leadership, Coordination, and Accountability: To provide for access of all Wisconsin citizens to the research, knowledge, and resources of their University System through program leadership, budget administration and program/budget accountability for a coordinated statewide extension program delivered with and through the University of Wisconsin System institutions and county and area Extension offices.

UW-Extension also serves as the UW System and state land-grant representative for extension program relationships with state government, appropriate state and federal agencies, and private sector groups, and it joins with county and other local units of government in the administration of the Cooperative Extension program.

The more specific character and purposes of the University of Wisconsin-Extension are delineated by examples of its particular program goals and clientele. These include, but are not limited to, the following:

- a. To educate and help agricultural producers, related businesses, and consumers apply the knowledge gained from basic and applied research.

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- b. To strengthen the economy of Wisconsin and the economic interests of working people through educational and counseling programs for business owners/managers and employees, entrepreneurs, labor and trade union leaders, local governments, and community groups.
- c. To improve the cost-effectiveness and quality of government services and community planning through educational programs and counseling assistance to government officials and leaders of both urban and rural communities.
- d. To provide continuing education for professionals, organized groups and the public on new developments in technical and scientific research and its applications.
- e. To meet the educational needs of families and community leaders as they seek to improve the quality of life in the home and community and help youth realize their full potential and become responsible citizens.
- f. To provide a wide range of educational opportunities for individuals to develop leadership skills and improve their effectiveness in volunteer roles.
- g. To provide educational and public policy contributions to assure environmental quality and adequate conservation and efficient use of our natural resources.
- h. To enhance individual and group understanding of public policy issues and the implications of social, political, economic, and technological change.
- i. To contribute to the quality of elementary and secondary education through counseling, application of research findings, and educational programs for families, communities, and school professionals.
- j. To improve human health and nutrition and the availability and quality of health care and social services through educational assistance to professionals, paraprofessionals, institutions, families, and communities.
- k. To meet individual and community needs for intellectual development, cultural enrichment, and creative learning in the arts, sciences, and humanities.
- l. To create a better understanding of communication processes and the function of the mass media in society.
- m. To take a strong leadership role in serving the special needs of women, minority, disadvantaged, disabled, and non-traditional students.
- n. To investigate and inventory the state's rock, mineral, water, soil, biologic, and climatologic resources and coordinate topographic mapping as a base for economic development, resource and environmental management, construction and siting, resource and land use policy and education.
- o. To expect scholarly activity, including research, scholarship and creative endeavor, that supports its programs.
- p. To cooperate with public and private agencies, associations, and professional groups in sponsoring, developing, and/or providing access to educational programs to meet the needs of Wisconsin citizens. This cooperation shall be achieved in ways consistent with the missions and roles of the UW System and other state and federal agencies.

The following mission statement is an abbreviated version of the preceding statement that is used by several county offices

With an office in each Wisconsin county, Cooperative Extension develops practical educational programs tailored to local needs and based on university knowledge and research.

County-based Extension educators are University of Wisconsin faculty and staff who are experts in agriculture and agribusiness,

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community and economic development, natural resources, family living, and youth development.

Extension county-based faculty and staff live and work with the people they serve in communities across the state. Extension specialists work on UW System campuses where they access current research and knowledge. Collaboration between county and campus faculty is the hallmark of Cooperative Extension in Wisconsin.

Cooperative Extension partners with local, county, state, and federal government to address public issues. Faculty and staff plan and carry out programs with a wide array of community partners-- volunteers, business and educational groups, and advisors.

Using state-of-the-art technology, Wisconsin's Cooperative Extension brings educational programs to even the most remote parts of the state. Communication and computer networks link county Extension offices and UW campus departments with other universities, state and federal agencies and other sources of knowledge and information around the world.

Several program areas have also crafted their own mission statements:

The Family Living Program Area Mission is:

UW-Extension Family Living Programs provide education promoting family strengths and help communities become positive environments for family life. Programs respond to community needs with research-based education and partnerships that support Wisconsin families and communities

The 4-H Youth Development Program Area Mission is:

4-H Youth Development: A catalyst for positive community youth development.

Several administrative units also have mission statements. Check out the mission statement for the Cooperative Extension Distance Education - Digital Media Unit at the following URL:

<http://www.uwex.edu/digital/mission.html>

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Many county Extension offices also have mission statements. The following examples are illustrative of the statements currently available on the WWW sites maintained by the county Extension offices.

Grant County

Extending the resources and knowledge of the University of Wisconsin System to the people of Grant County is the mission of the Extension team. The educational mission of UW-Extension is based on the "Wisconsin Idea". (i.e., the boundaries of the University are the boundaries of the state).

Waukesha County:

The mission of Waukesha County University of Wisconsin Extension is to deliver research based information to improve the quality of life for families in the areas of family living, youth development, community resource development, agriculture, and horticulture. U.W. Extension provides community based education for families, business, government, and organizations using non-traditional educational methods.

Waupaca County:

The goal of UW-Extension is to make the resources and knowledge of the University system available to the residents of all counties. Waupaca County UW-Extension educators provide leadership and teach non-tuition classes in informal settings including lecturing, counseling, and demonstrations. Programs are offered through satellite, educational teleconference network (ETN), newspaper, and publications."

Several program teams also prepared mission statements to guide their work. Check out the following URL's: