

Cooperative Extension Strategic Planning

ISSUE THEME DESCRIPTIONS

Please note: These themes, aren't in any way, meant to be all inclusive of issues that Cooperative Extension may be facing, nor have they been identified as issues that the strategic plan will address. They are merely representative of some thoughts that have emerged as the Strategic Planning Steering Committee has solicited input.

The brief descriptions below are meant to illustrate what is meant by the theme – without leading the table discussions in a particular direction. We also realize that many of these themes are inter-related and overlap.

Directions: This process is an opportunity to examine each theme in depth. There are no “right” or “wrong” answers. At each table, discuss the specified theme in the following terms: “What are the major opportunities and challenges facing Cooperative Extension related to _____?” (i.e. our external image or programmatic response)

Changing Relationships Among UW Institutions: Coordination, partnerships, duplication, competition

How Cooperative Extension is Funded: Funding mix, diversification, “hard” dollars, “soft” dollars

How our Budget is distributed within Cooperative Extension: Flexibility, tradition, programmatic response, resource distribution

Our External Image: Marketing, issues we address, credibility – local, state, national, and international

Relating with and staffing our Internal “Human Capital:” “Navigating the system,” hierarchy, systems alignment, balance

Scholarship - Linking University Knowledge and Resources: Defining scholarship, consistency in interpretations, breadth, depth, relating with university resources

Programmatic Response: Emerging issues, rural issues, urban issues, demand, innovation, systemic approach, tradition

Internal Identity and Culture: Values, reward system, breadth, depth, diversity, balance

The Partnership – County Relationships: Perceived and real value, support, credibility

Silos: District, programs, office, geographic, issues, teams