



Strategic Directions: Gaining Resource Engine Momentum

Rationale

- One of our four strategic directions focuses on creating a sustainable resource engine to deliver superior performance to carry out our mission.
- Our vision is to establish greater degrees of freedom and flexibility in funding to embrace unique programming opportunities, including cross-programmatic work.
- We will create a comprehensive budget plan that shares resources across Cooperative Extension, to address high-priority areas and to create responses to changing revenue streams.
- By creating a comprehensive budget plan, we will be able to proactively plan for future budget scenarios. Our initial focus will be on examining all options to address potential reductions of state and federal base funds of 5% and 10%.

Outcomes

Our goal is to structure ourselves for success and sustain our work, even if traditional public funds are reduced. The overall outcomes of this budget plan are:

- We will be a thriving, well known and sought out educational resource that reflects the rich diversity of the state.
- We will create conversations about alternative funding streams and alternate ways of doing business to meet our purpose, vision and values.
- All Cooperative Extension colleagues will have an opportunity to discuss the proposed budget plan with their unit leaders (dean, program director, district director, administrative unit director). We all will have an opportunity to share ideas with our unit leaders to help plan our future.
- All communications will be intentional, transparent, respectful and sensitive to work locations throughout the organization.
- All Cooperative Extension colleagues will have adequate knowledge of the budget planning process to engage in conversations with unit leaders.

Communications

Our communication activities will include the following:

- ✓ This process occurred during the February 24th meeting of the Cooperative Extension Administrative Committee (CEAC) and at the February 25th meeting of district and program directors.
- ✓ Send a dean's blog after the February CEAC meeting and before the March dean's Wisline, outlining the budget reduction plan.
- ✓ Devote a portion of the March dean's Wisline toward a continued conversation with our colleagues around the state about this plan.
- ✓ Discuss this plan with the Wisconsin Associated County Extension Committees State Board of Directors at their March meeting.
- ✓ Talk with academic department chairs and the Academic Leadership Standing Committee at their next meetings.
- ✓ Discuss this plan with the Classified Staff Organization.

Process/Timeline

- During our initial budget planning, funds will be collected proportionally across Cooperative Extension. We may learn through the budget process, however, that pooling funds across-the-board may not be adequate to preserve our strategic directions, purpose and vision.
- Each unit leader (dean, program director, district director, administrative unit director) will be responsible for their unit's budget plan.
- We expect all unit leaders to be conservative in their spending through FY 2010 and FY 2011.
- The target date for implementing the plan is July 1, 2013.