

## Strategic Vision and Direction | At A Glance

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| <p><b>Extension's Purpose</b></p>              | <p>Extension is a catalyst for growth and change in the lives of Iowans and the world. Extension embraces a diversity of thoughts and perspectives that reflect the rich and varied communities across the state. Working with local, state and national partners, Extension is uniquely positioned to co-create innovative solutions that address complex issues through engagement, discovery and learning.</p>   |
| <p><b>Areas of Focus</b></p>                   | <ul style="list-style-type: none"> <li>▪ Empower resilient and thriving people and communities</li> <li>▪ Promote entrepreneurial and innovative agriculture and food systems</li> <li>▪ Foster adaptive and sustainable natural and built environments</li> </ul>  |
| <p><b>Internal Commitments for Success</b></p> | <ol style="list-style-type: none"> <li><b>1. Focus on impacts that make a difference in the lives of Iowans and the world.</b> <ul style="list-style-type: none"> <li>▪ We will <b>clearly identify the issues we are addressing and the impacts</b> we intend to make through our partnerships, programs, projects and initiatives.</li> <li>▪ We will <b>embrace the diversity of thoughts and perspectives</b> that reflect the rich and varied communities across the state.</li> <li>▪ We will <b>foster a culture of innovation</b> that embraces change, encourages creativity and discovers better ways to empower all Iowans to thrive.</li> </ul> </li> <li><b>2. Embrace the land-grant mission of engagement, discovery and learning.</b> <ul style="list-style-type: none"> <li>▪ We will <b>engage all communities of people across Iowa</b> to work together to create adaptive responses to complex issues, bridging forces of isolation and connecting our rich and varied communities.</li> <li>▪ We will <b>collaborate across our university</b> disciplines, departments, colleges and Extension units to discover and develop trusted research-based educational programs &amp; resources that address real-life issues facing Iowans and the world.</li> <li>▪ We will <b>use learning methods and technologies that are most relevant, accessible and aligned</b> to the audiences and goals of our specific projects and programs.</li> </ul> </li> <li><b>3. Take an interdisciplinary and systems approach to addressing complex issues facing Iowa and the world.</b> <ul style="list-style-type: none"> <li>▪ We will <b>focus on addressing local needs with responsive, multi-disciplinary, systems-based</b> approaches to research, education and outreach that help to navigate a complex, risky and uncertain world.</li> <li>▪ We will <b>operate at both the individual and systems level</b>, building individual skills and forging communities and environments for people to thrive.</li> </ul> </li> <li><b>4. Invest in people and partnerships.</b> <ul style="list-style-type: none"> <li>▪ We will <b>foster a healthy work environment</b> that supports employees to live balanced work lives.</li> <li>▪ We will <b>support staff growth and provide opportunities</b> for skill enhancement, career advancement and personal development.</li> <li>▪ We will <b>strengthen and build external partnerships</b> with local, state and national organizations and communities who align with our mission, purpose and priorities.</li> <li>▪ We will <b>work alongside county Extension councils</b> to ensure that Extension is addressing local issues and opportunities.</li> </ul> </li> <li><b>5. Diversify sources of funding in alignment with our purpose.</b> <ul style="list-style-type: none"> <li>▪ We will <b>diversify our budget beyond public funding</b> to ensure that we have the people, positions and resources to deliver impacts that matter.</li> <li>▪ We will establish <b>data-influenced and impact-driven decision-making</b> processes, utilizing analytics to assess program effectiveness and guide resource allocation.</li> </ul> </li> </ol> |