

OUR MISSION

Human Sciences Extension and Outreach engages Iowans through research-based education.

OUR VISION

In 2030, Human Sciences Extension and Outreach is the preeminent provider of innovative education, empowering people to live their best lives.

Human Sciences Extension and Outreach Journey 2030

OUR VALUES

- **Community:** Sharing common beliefs and goals.
- **Education:** Transforming science for everyday use.
- **Partnerships:** Reaching audiences and achieving excellence together.
- **Inclusion:** Educating Iowans equitably.

OUR STANDARDS for decision-making assist us in determining if an initiative supports our mission and vision. Our Standards are questions we ask before launching new educational efforts

- **Value:** Does it have value for our audiences?
- **Rareness:** Is it difficult to find currently?
- **Organizational capacity:** Can we do it well?

(Barney, J. , 1991)

OUR PARTNERS are people and entities that philosophically align with our mission and vision. They

- Provide non-duplicative education.
- Offer opportunities to enhance our knowledge, financial resources, or human capacity.
- Connect us to their audiences.
- Are active participants, working toward shared goals.
- Are responsive and communicative.
- Share credit.



OUR TIMELINE is divided into three phases. Target dates are December 31.

- Phase 1: 2024
- Phase 2: 2027
- Phase 3: 2030

OUR METRICS uphold our mission and vision. Phase 1 Metrics include

Audiences: Expand our reach with adult learners who are historically excluded and/or have little or no access to educational opportunities.

Education: Modernize the process for the development, implementation, and evaluation of educational offerings to respond to the current societal context with innovative, research-based, synchronous and asynchronous education delivered in person, virtually, and online.

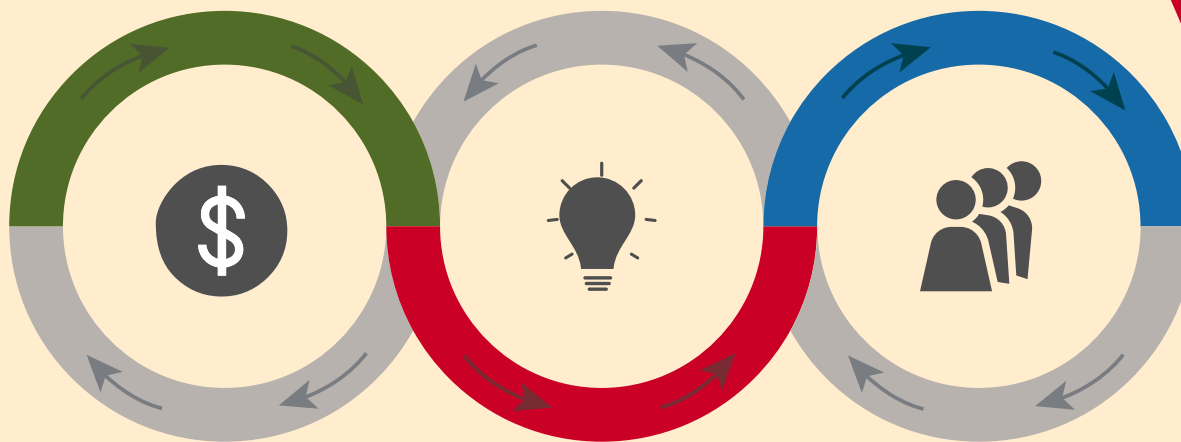
Marketing: Develop a powerful, recognizable brand with integrity and trust as essential elements.

Funding: Experiment with professional grant writing services and various fee-for-service models as avenues for supporting innovative, research-based education.

Partnerships: Strengthen our relationships with county council members and staff to respond to the needs of Iowans with innovative, research-based education.

People: Implement targeted professional development opportunities for staff to advance their knowledge and skills related to inclusion, diversity, equity, and access; focus areas; technology; and leadership.

OUR ACCOUNTABILITY PROCESS demonstrates our commitment to ensuring continuous quality improvement related to our mission and vision



Funding

- ➔ Our funding comes from various sources: Smith-Lever funds, Iowa General Fund Appropriation, Iowa State University funding, grants/awards/contracts, and/or fees generated.
- ➔ We provide our funding partners with information about our educational outcomes.

Human Sciences Extension and Outreach

- ➔ Internal and external partners help us deliver on our mission.
- ➔ We use educational evaluation to determine outcomes and provide information to our partners.

Individuals, Families and Communities

- ➔ Audiences receive accessible, innovative, research-based information and education.
- ➔ We receive educational evaluation.

