



University of Wyoming
E X T E N S I O N

STRATEGIC PLAN

2018-2022

VISION

The University of Wyoming Extension (UWE) will be the leader in community-based education and statewide engagement with the land-grant university as our foundation. We will be responsive to the needs, concerns, and aspirations of the people of Wyoming and will actively involve residents, institutions, and communities as we provide learning for better living.

MISSION

The University of Wyoming Extension will empower the people of Wyoming to make choices that enhance their quality of life.

VALUES

By actively involving Wyoming people, institutions, and communities, the University of Wyoming Extension shows a commitment to relevance, diversity, people, connectivity, accountability, innovation, entrepreneurship, and respect.

RESILIENCY AND CAPACITY

GOAL

UWE will enhance capacity for success and the resiliency of Wyoming people, communities, organizations, and businesses through educational opportunities.

- Continue to engage community members and organizations as partners and collaborators in educational efforts to build capacity in local communities.
- Encourage online approaches to learning and support educators and specialists in designing programming for electronic delivery.
- Develop urgent issue statewide communication and response plans. These might include disease, food, natural disaster, and other critical local, regional, and national issues.
- Evaluate current policies and procedures related to educational content and develop policies to ensure product quality in traditional and digital media.
- Increase grant and contract funding to build capacity and better serve Wyoming's people and communities.

MEASURING SUCCESS

Performance Indicators	Baseline	2022 Target
Educational Engagement Outputs:		
Number of presentations	Fall 2018 data	10% increase
Number of publications (bulletins, books, journal articles, etc.)	Fall 2018 data	10% increase
Number of digital outputs (TV, videos, blogs, etc.)	Fall 2018 data	10% increase
Number of online courses	Fall 2018 data	10% increase
Number of direct contacts – youth	65,685	10% increase
Number of direct contacts – adults	94,580	10% increase
Number of instructional hours	Fall 2018 data	10% increase
Community Engagement Outputs:		
Number of community events (county fairs, farmers markets, community gardens, expo’s, etc.)	Fall 2018 data	10% increase
Number of community collaborations (government, commodity groups, coalitions, etc.)	Fall 2018 data	10% increase
Outcomes:		
Number of clientele who received certifications	Fall 2018 data	10% increase
Number of youth in 4-H programs	12,647	10% increase



INSTITUTIONAL ENGAGEMENT



GOAL

UWE will engage other University of Wyoming units/entities to serve Wyoming communities and people.

- Continually assess and enhance community-based marketing and branding of UWE and the UW at county office locations.
- Contribute to student recruitment and retention goals of UW and the College of Agriculture and Natural Resources (CoANR).
- Provide high-impact learning experiences for UW students in research, internships, entrepreneurship, leadership, and service learning in Wyoming communities.
- Collaborate with other UW entities to expand existing partnerships and educational outcomes with the Eastern Shoshone and Northern Arapaho communities.
- Enhance integrated and collaborative efforts between UWE area and county programs and the Research and Extension (R&E) Centers.
- Explore alternate stakeholder advisory approaches to better integrate with other college advisory processes and enhance stakeholder advocacy for UW and UWE.
- Allocate resources to partner with the Wyoming Agricultural Experiment Station and other units in CoANR to build integrated Centers of Excellence.

MEASURING SUCCESS

Performance Indicators	Baseline	2022 Target
Community UW Engagement Outputs:		
Number of events that contribute to student recruitment	Established from Fall 2018 data	10% increase
Number of opportunities for UW students to engage in high-impact learning experiences in Wyoming communities	Established from Fall 2018 data	10% increase
Internal UW Engagement Outputs:		
Establish working group to consider new approaches to stakeholder advisory and advocacy	Review proposal from working group	Completion
Enhance integrated and collaborative efforts with R&E Centers	Established from Fall 2018 data	Implementation
Establish Integrated Centers of Excellence in the college	Review potential	Implementation



UW EXTENSION'S CAPACITY

GOAL

UWE will grow its workforce to effectively address locally identified issues to advance the resiliency and capacity of Wyoming communities and people.

GOAL

UWE staffing, structure, and support will be consistent with established strategic goals and aspirations to expand positive outcomes for Wyoming communities.

- Meet minimum staffing obligations.
- Assess current personnel assignments, initiative teams, and administrative structure to support strategic goals.
- Establish a framework to guide the allocation of future resources through consideration of funding imperatives, programmatic priorities, and strategic goals.
- Practice a shared leadership model and consider recommendations outlined in reports from the following:
 - » UW Extension 4-H Youth Development Working Group
 - » UW Extension Community Horticulture Working Group
 - » Extended Term and Promotion Working Group
 - » Extension/R&E Center Collaboration and Integration Working Group

GOAL

UWE will advance a culture of diversity, inclusion, and equity.

- Develop a civil rights module for new employee orientation focused on accountability to ensure understanding of their roles in nondiscrimination and affirmative action in programming.
- Increase training opportunities for employees to effectively and equitably interact with individuals and build long-term relationships with diverse communities.
- Utilize a holistic approach to recruit, hire, and support a diverse workforce.

GOAL

UWE will provide and support professional growth and policies to help employees thrive in their work environments.

- Continue to foster experiences for employees that promote professional growth throughout their careers.
- Incentivize revision and development of educational programs that include technology enhanced-learning, online delivery, or high-impact teaching practices and/or reach new audiences.
- Review policies and practices to ensure a supportive, professional, and balanced work environment.
- Address redundancy and streamline reporting.

MEASURING SUCCESS

Performance Indicators	Baseline	2022 Target
Workforce Outputs:		
Prioritize staffing pattern to meet future programming needs	Begin 2018	Implementation
Professional Growth Outputs:		
Proportion of extension educators participating in National Professional Extension Association Annual Conferences	Established from Fall 2018 data	10% increase
Proportion of extension educators participating in training in their discipline	Established from Fall 2018 data	10% increase
Explore opportunities to develop a career ladder for Non-Extended Term University Extension Educators	In process	Completion
Increase training opportunities in diversity and inclusion	In process	Completion
Professional Growth Outcomes:		
Number of extension educators receiving certifications	Established from Fall 2018 data	10% increase
Proportion of extension educators who are selected to present scholarly work	Established from Fall 2018 data	10% increase
Workplace Environment Outputs:		
Review policies and practices related to the following:		
Digital delivery to reduce travel	In process	Implementation
Processes for Extended Track Term University Extension Educators	In process	Completion
Review external relationships for impact on workplace environment	Begin 2018	Completion



