

Division of Outreach & Engagement

2016 Strategic Plan

DRAFT 1 Strategic Values & Goals

December 16, 2015

This draft of values and goals for the Division is based on alignment analysis of the following strategic plans:

2009 O&E Strategic Plan	Forestry & Natural Resources Extension Strategic Plan	OSU Extension Program Council	Penn State, Michigan State, Ohio State, Virginia Tech, Florida State, and North Carolina State Extension Strategic Plans
2014 OSU SP 3.0	College of Agricultural Sciences Strategic Plan	Timberline Manifesto	Penn State Outreach & Online Education Strategic Plan
2004 Extension Service Strategic Plan	Open Oregon State Strategic Plan	League of Oregon Cities Strategic Plan	USDA Strategic Plan
Sea Grant Strategic Plan	Open Campus Strategic Plan	Association of Oregon Counties Strategic Plan	NIFA Strategic Plan
Extension Family & Community Health Strategic Plan	PACE Strategic Plan	Community College Association	Association of Public & Land-Grant Universities
4-H Strategic Plan	Ecampus Strategic Plan		

The goal of the 2016 Division strategic plan is to demonstrate the alignment of the Division of Outreach & Engagement with the goals and values of OSU SP 3.0 (first and fore-most) as well as other internal and external stakeholders.

This alignment analysis was conducted by the Strategic Plan Steering Committee: John Buzzard, Derek Godwin, Lena Etuk (chair), Dio Morales, Jeff Sherman, and Lisa Templeton.

Our Core Values

Rough ideas for values, based on alignment analysis	Ideas translated to statements
Learner-centered education; Social responsibility* (adaptable, flexible)	Learner-centered approach. We adapt to the needs of our learners so that we can <i>contribute to their intellectual, cultural, spiritual, and economic progress and well-being to the maximum possible extent.</i>
Innovation for problem-solving; Results oriented; (Measurable) accountability*	Innovation. We pursue innovations to solve problems and achieve measurable results that guide our decisions.
Integrity*; Credibility; Stewardship of public dollars (accountability/transparency)	Integrity. We honor our commitments and are credible <i>stewards of public resources.</i>
Diversity*; Respect*; Collaboration	Diversity. <i>We recognize that diversity and excellence go hand-in-hand, enhancing our teaching, scholarship, collaborations, and service as well as our ability to welcome, respect, and interact with other people.</i>

*OSU SP 3.0 values

Italics indicates verbiage taken directly from OSU SP 3.0

Our Strategic Goals

Rough ideas for goals, based on alignment analysis	Ideas translated to statements
Desirable organizational workplace; Innovation** culture; Funding**; Efficient	<p>The Division will be an environment where people are happy and proud to work.</p> <ul style="list-style-type: none"> • The workplace will be diverse, equitable, and inclusive. • Creativity, innovation, and efficiency will be encouraged. • Programs and initiatives will be <u>well-</u> and <u>equitably-resourced</u>.
Access**; Adults (who we serve) Equity/Equitable Services*; Diversity	<p>We will equitably serve <i>all</i> of our diverse clientele.</p> <ul style="list-style-type: none"> • We will provide clientele with multiple <u>access</u> points to <u>innovative and relevant educational programs, research, and information</u>. • There will be robust two-way communication in place to learn from our diverse audiences and build their ideas into our work.
Partnerships**; Champion integration**	<p>We will champion <u>integration of outreach and engagement throughout the University</u></p> <ul style="list-style-type: none"> • We will pursue <u>partnerships</u> within and outside the university
Preeminence*; Visibility; Leaders, off campus; Scholarship**	<p>We will <i>demonstrate leadership and excellence in outreach, engagement, and scholarship</i></p> <ul style="list-style-type: none"> • The visibility of the work done by the Division to those inside and outside the University will increase.
Transformative impact*; Effective; Socially just	<p>We will effectively and demonstrably contribute to the achievement of <i>sustainable earth ecosystems, human health and wellness, and economic growth and social progress</i></p>

*OSU SP 3.0 goals

**O&E '09 goals

Italics indicates verbiage taken directly from OSU SP 3.0

Underlining indicates verbiage taken directly from '09 O&E strategic plan