

**Vision**

Together, we envision a future where Oregon's people, communities and ecosystems prosper.

**Mission**

We work with communities throughout Oregon to support lifelong learning and co-create innovative solutions to address local challenges.

**Core Values**

- 1 Community-Centered:** We listen first and act in partnership.
- 2 Collaboration:** We work across boundaries to multiply impact.
- 3 Integrity:** We build trust through transparency, consistency and accountability.
- 4 Reliability:** We show up and follow through.

**Five-Year Targets**

- Increase Extension-related research expenditures, grants and partnerships by 30%.
- Ensure at least 80% of Extension program participants report positive change in learning, actions or conditions.
- Sustain and strengthen formal partnership with all 36 counties and all nine federally recognized Tribes and strengthen collaboration with Indigenous communities.
- Develop and maintain collaborative partnership with all OSU colleges.
- Ensure OSU Extension programs and engagement efforts are representative of Oregon's people and communities.
- Increase public awareness of Extension to 65%.
- Expand Extension youth development program participation to reach 1 out of 4 Oregon youth.

Photo: Zumwalt Prairie, Oregon

**ACTION 1: SERVICE**

Ensure access to responsive, relevant, high-quality programs that reflect communities' unique needs.

**TACTICS**

1. Develop a statewide framework and timeline for informal and formal needs assessments.
2. Create a statewide, organizational framework to evaluate participation, outcomes and impact.
3. Launch an annual program planning and improvement cycle.

**ACTION 2: VISIBILITY**

Increase awareness and recognition for OSU's Extension and Engagement work.

**TACTICS**

1. Launch a strategic marketing campaign and statewide marketing framework for OSU Extension.
2. Increase internal awareness and national recognition of Oregon State as a leader in community-engaged practice and scholarship.

**ACTION 3: RELATIONSHIPS**

Become a preferred partner for communities across Oregon by restoring and maintaining relationships based in trust, respect and reciprocity.

**TACTICS**

1. Formalize partnerships with all 36 counties and nine federally recognized Tribes and strengthen collaboration with Indigenous communities.
2. Formalize engagement with all OSU academic colleges.
3. Strengthen the university's impact through effective engagement with community partners and collaborators.
4. Maintain community-led advisory councils to inform and support state, local and programmatic efforts.
5. Grow and improve internal collaboration and processes related to community-engaged work, based on Oregon State's public engagement framework.

**ACTION 4: RESOURCES**

Grow, diversify and allocate funding to support long-term organizational growth and sustainability.

**TACTICS**

1. Ensure the budget allocation process is clear, equitable and aligned with division and university strategic priorities.
2. Develop a resource growth plan that includes a diverse funding portfolio, inclusive of grants, contracts, philanthropy, fees and state/county investments.
3. Collaborate with OSU Foundation and college partners to reflect and support OSU Extension and public engagement as integral to university campaign priorities and unit development targets.

**ACTION 5: PEOPLE**

Sustain a people-first culture where everyone feels valued and supported to learn, contribute, grow and lead.

**TACTICS**

1. Enhance all stages of the employee lifecycle.
2. Enhance all stages of the volunteer lifecycle.
3. Implement a systematic division orientation and onboarding program.
4. Create professional development and leadership pathways tied to roles, career stages and professional competencies.
5. Create an approach to better transfer knowledge between employees throughout the employee lifecycle, including standardized offboarding processes.