Ohio State University Extension connects with people in all stages of life, from young children to older adults. We work with families and children, farmers and business owners, community leaders and elected officials. We translate and disseminate the research conducted in collaboration with our colleagues in the College of Food, Agricultural, and Environmental Sciences and other partner colleges and land-grant institutions to build better lives, better businesses, and better communities to make Ohio great. We do this through a focus on four impact areas - strengthening families and communities; preparing youth for success; enhancing agriculture and the environment; and advancing employment and income opportunities - and a commitment to achieve three strategic goals:

- Ohio citizens benefit from Ohio State University Extension education and research resources.
- World-class Ohio State University Extension professionals are developed and sustained.
- Ohio State University Extension is recognized among the premier Extension programs in the nation.

Building on the substantial accomplishments and progress made in realizing goals outlined in OSU Extension’s 2008 strategic plan, the 2014-2019 plan reflects a refinement of and new commitment to 10 initiatives. Our work to implement the accompanying strategies, tactics and action steps in the months and years ahead will not only contribute to the achievement of these three goals, but also continue the outstanding cooperative Extension work conducted during the past 100 years and lay a strong foundation for furthering the goals outlined in the Smith-Lever Act of 1914:

“…to aid in diffusing among the people of the United States useful and practical information… applications of research knowledge… instruction and demonstrations of existing or improved practices or technologies…”

Regular updates on progress and accomplishments will be available at http://go.osu.edu/osuestratplan

OSU Extension Mission: Engaging people to strengthen their lives and communities through research-based educational programming.
1. Proactively address relevant local, regional and statewide educational and research needs.
   • Meet regularly with the State Extension Advisory Committee, ensuring all program areas are represented.
   • Ensure all counties have Extension Advisory Committees with all program areas represented.
   • Establish program-area specific advisory sub-committees for each funded program area in each county.
   • Assess clientele/customer satisfaction.

2. Demonstrate the impact (e.g., return on expectations, return on investment, public value) of OSU Extension programs.
   • Implement evaluation methodologies to measure program impact.
   • Report impacts in multiple formats and venues.

3. Cultivate partnerships that contribute to the solution of societal issues related to health and wellness, food production and security, energy and environment.
   • Engage partners (e.g., state specialists, faculty across campuses, state agencies, community leaders, business/industry partners, clientele, alumni, etc.) in applied research, teaching and learning.

4. Ensure financial sustainability for OSU Extension.
   • Secure and maintain traditional and non-traditional funding streams for research and educational priorities.
   • Continue to work with OSU/CFAES Advancement and set goals for growth and priority programs.

5. Expand the use of technology to deliver programming.
   • Expand eLearning.
   • Explore and implement new technologies.
   • Develop and implement a new web presence for state and county sites.

6. Strengthen marketing and communication strategies to build OSU Extension as an integral component of the OSU brand.
   • Assess and market the value and benefits of OSU Extension programs, products and application of research findings through the development of targeted messages and tools.
   • Develop a coordinated online and social media strategy.

7. Become a leader in addressing emerging issues and shaping real-world solutions.
   • Conduct a statewide needs assessment and use results to prioritize programmatic and research efforts.
   • Identify low-impact/low-priority programming that should be reduced/eliminated.
   • Create synergy through increased interdisciplinary approaches to propose solutions to real-world problems (i.e. translation of research to practice).

8. Foster career and professional development.
   • Provide ongoing coaching and mentoring of employees.
   • Provide support/training for professional advancement.
   • Assess and improve core competencies.
   • Identify and support skill development for Areas of Expertise.

9. Explore and replicate effective alternative staffing, program delivery and funding approaches.
   • Research, pilot and evaluate alternative staffing, program delivery, and funding approaches/models.
   • Replicate effective approaches/models for staffing, programming, and funding.

10. Build capacity to more effectively address the needs of diverse audiences.
    • Develop skills and competencies of both employees and volunteers to meet the needs of the diverse audiences they serve.
    • Target and deliver education to diverse audiences.
    • Recruit and retain greater numbers of educators and program middle managers from segments of the population currently underrepresented.

CFAES provides research and related educational programs to clientele on a nondiscriminatory basis. For more information: http://go.osu.edu/cfaesdiversity.