TO: Jeff Hecker, Executive Vice President for Academic Affairs & Provost

FROM: Lisa Phelps, Interim Director, Cooperative Extension

RE: Strategic Vision and Values: Goals and Strategies

DATE: April 30, 2019

Executive Summary
The Extension Leadership Team (ELT) of Cooperative Extension invited all Cooperative Extension Faculty and Staff to share input about goals and strategies to be considered for the strategic vision and values. Below is the summary of this work.

Value: Fostering Learner Success

Goal: Promote UMaine to Maine youth

Strategies
- Support outreach and engagement programs that introduce Maine youth to UMaine.
- Support early college initiatives that offer dual enrollment to begin to develop relationships between Maine youth and UMaine.
- Expand upon programs that make the institution's students and staff visible by engaging them in public service in community and school settings.
- Develop programs and partnerships to support workforce development for K-12, and to begin building skills before enrollment as UMaine students.

Key Indicators
- Number of outreach and engagement programs created to introduce Maine youth to UMaine.
- Increase the number of youth participating in early college initiatives.
- Track the number of youth that participate in early college initiatives that decide to enroll at UMaine.

Goal: Promote community and outreach engagement for UMaine students

Strategies
- Offering volunteer opportunities with Cooperative Extension for UMaine students. (ie. 4-H STEM Ambassadors)
- Providing internship opportunities to UMaine students.
- Providing applied research projects to UMaine students in communities throughout the state.
- Including UMaine students in grant funded projects.

- Helping to promote employment opportunities throughout the state to UMaine students.

Key Indicators
- Number of students participating in Cooperative Extension volunteer opportunities.
- Number of internships provided to UMaine students.
- Number of students participating in applied research projects.
- Number of applied research projects and where they are located.
- Number of students participating in grant funded projects.
- Highlight career pathway options of select UMaine students as a result of participating in applied research/internship/volunteer opportunities and/or grant funded projects.

Value: Creating and Innovating for Maine and Beyond

Goal: Strengthen and expand the institution's outreach and research presence in Maine Communities

Strategies:
- Enhance linkages between University researchers and community-based clients.
- Support and expand faculty positions that are community-based, or that have primary responsibilities for community-based research and outreach.
- Provide opportunities for UMaine students to engage in applied research.

Key Indicators
- Identify the linkages between University researchers and community-based clients and seek to increase that number each year.
- Number of faculty positions that are community based.
- Number of applied research projects.

Goal: Support Maine businesses to grow and prosper.
Strategies:
- Provide needed infrastructure, research and business plan support.
- Reach out to communities to identify businesses that may need support.
- Promote on campus programs that target different industries.

Key Indicators
- Number of businesses reached
- Gathering business success stories that highlight economic impacts (increase revenue, increase in number of employees, community economic impact, etc.)

Value: Growing and Advancing Partnerships

Goal: Actively promoting partnerships with UMaine throughout Maine and beyond.

Strategies:
- Educating community agencies/organizations/businesses about ways to partner with UMaine.
- Providing access to partnerships through the statewide geographical network of UMaine Cooperative Extension offices, research farms and 4-H Camp and Learning Centers.
- Identifying community needs that could benefit from UMaine engagement and support.

Key Indicators
- Number of community agencies/organizations/businesses partnering with UMaine.