Re-Envisioning Outline

RE-ENVISIONING COOPERATIVE EXTENSION

February 8, 2002

GOALS:
Build upon the mission and broaden the vision of Cooperative Extension to encompass the relevant needs of stakeholders, while prioritizing programs under realistic resource constraints. Devise/revise organizational structure to accomplish mission and broadened vision.

PROCESS:
Environment Scan

Trends in agriculture, economics, social systems, global impacts, etc.

Strategic Elements

How do these changes affect mission/vision/purpose?
Long term and short term goals
Customer focus strategy
Add or delete guiding principles

Operational Systems

Technology
Structure
Decision making and Information
People
Rewards and Recognition
Renewal

Scenario Planning

Recommendation for Re-Envisioned Cooperative Extension System