

GOAL: Demonstrate the value of Tennessee Extension to enhance resources.

Strategy: Deliver quality educational programs that serve needs of clientele.

Action steps:

- Develop a process for annual needs assessment at the county and state level to prioritize local and state needs.

Strategy: Capture data and impacts through reporting.

Action steps:

- Evaluate and streamline outcome and economic impacts to measure the effectiveness of Extension programs.
- Integrate Extension and UTIA databases to increase reporting efficiency.

Strategy: Increase visibility and participation through marketing, advocating, and demonstrating the value of Tennessee Extension programs to stakeholders.

Action steps:

- Build capacity for employees to produce content to market Tennessee Extension at the state, regional and county level.

Strategy: Expand new and innovative funding sources and partnerships to better serve current and new audiences.

Action steps:

- Explore new sponsorship and fundraising opportunities.
- Enhance and strengthen Tennessee Extension's partnership with the UTIA Advancement Office and the 4-H Foundation.

GOAL: Cultivate a workplace where employees thrive.

Strategy: Provide a consistent and effective onboarding experience.

Action steps:

- Establish expectations for successful job performance by position and area of responsibility.
- Enhance the current mentoring process to ensure a consistent experience.
- Implement an onboarding process to ensure coordinated state-wide training efforts for all positions.
- Assess organizational structure to ensure support of Tennessee Extension employees.

Strategy: Provide and support meaningful professional development.

Action steps:

- Create professional development opportunities to foster a culture of lifelong learning.
- Explore financial opportunities to support professional development.
- Establish procedures for assessing in-service training needs of employees.
- Develop assessment tools to evaluate employee learning.

Strategy: Recognize valued employees with meaningful and appropriate rewards.

Action steps:

- Simplify formal and endowed award programs.
- Explore new ways to offer recognition and incentives to employees.
- Build opportunities for employees to further advance their career within Tennessee Extension.

Strategy: Cultivate an adaptive workplace environment.

Action steps:

- Investigate and implement procedures and best practices for adaptability and accountability.
- Provide training for supervisors and employees to ensure consistency.

GOAL: Expand and strengthen Tennessee Extension volunteerism.

Strategy: Recruit and engage culturally diverse volunteers.

Action steps:

- Develop a recruitment plan, including marketing materials and employee training, for all program areas.
- Create a sustainable process for volunteer recognition and retention.

Strategy: Provide training and resources for volunteers to perform their roles.

Action steps:

- Develop a cohesive volunteer management system to include registration, training, and reporting for employees and volunteers.
- Develop and expand well-defined volunteer job descriptions.

Strategy: Foster an environment that embraces volunteerism across all program areas.

- Establish clear employee expectations for utilizing volunteers.
- Develop a state-wide governance structure for volunteerism.

GOAL: Ensure Tennessee Extension is leading in diversity, equity, and inclusion efforts.

Strategy: Develop an inclusive and diverse workforce.

Action steps:

- Identify and develop unique partnerships with other organizations and within UT system to strengthen recruitment efforts to find high quality diverse and underrepresented candidates.
- Expand and enhance internship and recruitment programs to attract and provide opportunities for diverse and underrepresented candidates.
- Establish a statewide recruitment committee, in partnership with UTIA and TSU, focused on reaching diverse and underrepresented candidates.

Strategy: Develop and enhance programs to meet the needs of diverse and underrepresented audiences.

Action steps:

- Develop and provide training to employees to increase cultural competency and empower them to identify needs and reach diverse and underrepresented audiences.
- Set expectations for employees regarding involvement of diverse and underrepresented audiences in programs, and celebrate successes.

Strategy: Establish an intentional process for recruiting volunteers from diverse and underrepresented audiences

Action steps:

- Provide resources for employees, including training and marketing materials, to recruit volunteers from diverse and underrepresented audiences.

GOAL: Embrace the use of technology and innovation to meet the evolving needs of Tennessee Extension.

Strategy: Capture, assess, and prioritize Extension-wide software and hardware needs.

Action steps:

- Gather input from employees and external stakeholders to identify needs, technology preferences, and program delivery methods.
- Create a mechanism to monitor employee needs to ensure they are properly equipped to deliver programs.

Strategy: Provide oversight, maintenance, support, and evaluation of technology systems.

Action steps:

- Develop necessary oversight mechanisms, including staffing requirements, maintenance, and support of technologies.
- Develop a list of supported technology applications and systems.
- Identify and adopt new technology systems based on needs.

Strategy: Provide ongoing organizational training and development of technologies to support Extension program delivery.

Action steps:

- Develop centralized training model for content, delivery, instructional design, and management.
- Identify, create, and market training materials, toolkits, and professional development opportunities for supported applications and systems to employees and clients.
- Identify technology competencies for new employees.

Strategy: Develop a centralized platform for storing documentation and training materials.

Action steps:

- Create a centralized internal platform to store and distribute documentation, training, supplemental materials, and communications.
- Create external client access to SUPER, including a volunteer self-reporting system.
- Integrate the Master Producer Certification Database into SUPER.

Strategy: Create an integrated client-focused platform to expand reach and improve engagement.

Action steps:

- Adapt existing web presence to facilitate enhanced client relationship management and dissemination of Tennessee Extension content and publications
- Develop an integrated interface for event registration with multi-payment options.
- Enhance utilization of the e-learning platform to effectively engage and deliver programming.

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