

MU Extension's distinct land grant mission is to improve lives, communities and economies by producing relevant, reliable and responsive educational strategies that enhance access to the resources and research of the University of Missouri. Through quality execution of its mission, MU Extension will be viewed as a valued and trusted educational resource.

1. Enhance MU Extension's access to and use of research to ensure relevant, reliable and responsive educational strategies.

1.1 Increase integration of extension programs into campus strategic initiatives and align them with MU's mission.

- Elevate recognition of MU Extension's role and value in fulfilling the land-grant mission within campus and system units.

1.2 Improve program relevance and reliability via research.

- Increase integration of research and multi-disciplinary work in the program development processes to focus on highest priority societal needs.
- Increase the development and use of peer-reviewed curricula.
- Foster a culture of collaboration and cooperation among research and teaching faculty and staff, both on and off campus, while valuing unique strengths.

1.3 Develop a sustainable business model that is responsive

- Foster responsible market analysis with potential revenue streams, resource development and management and partnerships that lead to the delivery of superior educational strategies and services aligned with the mission.
- Attract, develop, train, retain and empower a high-performing work force committed to our vision, mission and values.

2. Maximize the impact on society by offering research-based programs focused on high priority economic, environmental, and social outcomes and lead to MU Extension being viewed as valued and trusted.

2.1 Continuously identify societal needs that MU Extension can address with research-based programs, both locally and statewide.

- Use situational analysis and environmental scanning research to understand societal conditions, community needs, learning opportunities and partners.
- Use needs assessments with engaged stakeholders and research to understand participants, stakeholders, funders and funding source expectations.

2.2 Develop research-based programs

- Use the broad resources of MU Extension and the University to develop research-based educational strategies that address real-world situations and therefore, enrich quality life in Missouri.

2.3 Deliver research-based programs

- Use the broad resources of MU Extension and the University to deliver educational opportunities.
- Use MU Extension's engagement in local counties to deliver relevant research findings, apply them to real-world situations.

2.4 Evaluate and measure the impact of delivered educational strategies

- Use MU Extension's county level engagement to provide researchers feedback that helps guide future activity.

2.5 Drawing from evaluation data, elevate recognition of MU Extension's value in fulfilling the land grant mission with external audiences.