

THE COOPERATIVE EXTENSION PROGRAM

AT

NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY
COLLEGE OF AGRICULTURE AND ENVIRONMENTAL SCIENCES

MISSION POSSIBLE

STRATEGIC PLAN
(2016-2021)
SUMMARY



The Cooperative Extension Program
NORTH CAROLINA AGRICULTURAL
AND TECHNICAL STATE UNIVERSITY

THE ORGANIZATIONAL PLAN TO INSPIRE
NORTH CAROLINIANS TO IMPROVE THEIR LIVES



INTRODUCTION

The Cooperative Extension Program at North Carolina Agricultural and Technical State University works to position itself as a national and state leader in working with people with substantial barriers to upward mobility. Accomplishing this mission requires that we have a clear, measurable set of strategies and goals outlining our direction. As such, we have talked with citizens and other stakeholders and we have aligned all of our resources to give us this five-year strategic plan, that we are calling Mission Possible.

Mission Possible will integrate emerging technologies, enhanced and expanded partnerships and collaborations, and a wide array of traditional and non-traditional delivery methods and approaches to achieve our goals and objectives. In short, we intend to do what some see as impossible and do so knowing that we are having an impact on the quality of life for this state's residents.

This is a very exciting period as we build upon our rich heritage and create new and innovative pathways. Join us in our Mission Possible.

VISION STATEMENT

The Cooperative Extension Program at North Carolina Agricultural and Technical State University will be recognized as a preeminent organization that extends research-based information to people with social, cultural and economic barriers to upward mobility that helps them make decisions to improve their community and their lives.

MISSION STATEMENT

Our mission is to provide educational programs to inspire North Carolina's underserved farmers, families, individuals, youth and communities to make decisions to improve their lives.

CORE VALUES

We will accomplish Mission Possible using these common values:

Academic Excellence

Research-Based Information

Diversity and Inclusion

Community and Public Engagement

Integrity and Honesty

Collaboration and Partnerships

Innovation and Creativity





PRIORITY PROGRAM AREAS

Our work is guided by these national and state priorities:

- Small-scale agriculture development
- Natural resource sustainability
- Food safety and security
- Nutrition and chronic disease prevention
- Youth, family and community well-being

WE WILL ALSO CONSIDER THESE ISSUES AND CONCERNS:

Small-Scale Minority Farm Development

Issue: Small-Scale farmers encounter barriers to profitability and sustainability.

Goal: Develop educational programs and experiences that increase knowledge, inspire learning and enhance skills in farm-management best practices to ensure the sustainability and profitability for small-scale, minority farm operators.

Natural Resource Management and Environmental Protection

Issue: Lack of understanding about the importance of natural resources results in misuse.

Goal: Maintain cooperation and partnerships with organizations across the state in sharing research-based information and conducting educational programs related to the protection of the state's natural resources.

Food Security

Issue: Minority, elderly and low-income families lack access to healthy and affordable food.

Goal: Develop and deliver educational programs that strengthen local-food systems to ensure that minorities and limited-resource populations have greater access to healthy, safe and affordable foods to lead to the ultimate goal of alleviating hunger and improving food access.

Chronic Disease Prevention

Issue: Low-income and minority populations are disproportionately affected by chronic disease.

Goal: Decrease the rates of heart disease, diabetes, cancer and hypertension in targeted minority and low-income communities through increased knowledge and skills, behavior modification, and lifestyle changes.



Youth Development

Issue: Minority and low-income children are at risk of not reaching their full potential.

Goal: Enhance and expand youth programs and 4-H enrichment efforts to reach minority-youth audiences in designated communities.

Family Well-Being

Issue: Low-income and minority families face challenges that affect the social health of the family.

Goal: Strengthen family relationships in economically stressed communities in targeted areas of the state.

Leadership Development

Issue: Lack of Civic Engagement by Low-Income Audiences

Goal: Create leadership development and civic engagement opportunities and experiences that give communities, volunteers, businesses and individuals the skills they need to compete in today's world.

Financial Management

Issue: Low-income and minority families lack financial literacy skills that lead to self-sufficiency and financial security.

Goal: Maintain the viability of families using best practices in financial and resource management programming.

Emergency Preparedness for Minority Audiences

Issue: Low-income and minority communities are significantly vulnerable during natural disasters.

Goal: Partner and collaborate with statewide agencies and first responder organizations and groups to ensure support during disasters and emergencies for minority and underserved communities.



STRATEGIES

Our six Mission Possible strategies are to:

- Increase Use of and Access to Technology to Enhance Program Delivery.
- Effectively Target Marketing, Promotion and Communications Initiatives.
- Enhance Program Development and Evaluation.
- Align and Focus Staff and Professional Development.
- Expand Collaborations and Partnerships.
- Ensure Organizational Capacity, Resiliency and Effectiveness.

Strategy 1: Increase Use of and Access to Technology to Enhance Program Delivery

Objective: To enhance staff and clientele skills, and maximize the use of mobile and online technology in delivering programs to underserved and hard-to-reach targeted clientele.

Strategy 2: Effectively Target Marketing, Promotion and Communications Initiatives

Objective: To access, market and enhance the image of Cooperative Extension and its people, programs, events and activities.

Strategy 3: Enhance Program Development and Evaluation

Objective: To ensure that program planning is based on the issues identified in the strategic plan and that outcomes are based on the needs and concerns of the target audience.

Strategy 4: Align and Focus Staff and Professional Development

Objective: To evaluate and align our resources with the strategic plan and to ensure that opportunities for optimum program delivery and staff development will continue to be offered to maximize staff potential.

Strategy 5: Expand Collaborations and Partnerships

Objective: To partner, collaborate and work with identified individuals, groups and organizations to share information, strengthen program development and delivery, and attract resources.

Strategy 6: Ensure Organizational Capacity, Resiliency and Effectiveness

Objective: To improve the organization's long-term success through enhancing our most valuable human and financial resources.



CLOSING COMMENTS

Mission Possible outlines some bold moves that The Cooperative Extension Program at North Carolina Agricultural and Technical State University plans to implement in service to the people of North Carolina. We pledge to periodically review this plan and make revisions, updates and alternations as needed.

Mission Possible serves as the beginning of a process that will assist in moving our organization to the next level of success toward making a difference in the lives of North Carolinians. Join us as we undertake Mission Possible.

MISSION



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