

Goal VI: Elevate the Quality of Life for Kentuckians

Agricultural, environmental, economic, and societal issues create an unprecedented demand for knowledge and research-based educational programs applicable to the needs of all Kentuckians. Economic development, leadership development, family, nutrition and health issues, opportunities for youth, and a rapidly changing agricultural landscape in Kentucky require a vital, progressive and responsive College of Agriculture and Cooperative Extension system.

Objectives

1. The College will advance sustainable agricultural, food and natural resource systems.
2. The College will improve the economic, social, and physical well-being of individuals and families through lifelong educational programming.
3. The College will improve the capacity of communities to address critical issues through programs in leadership development, civic engagement, and economic development.
4. The College will help Kentucky's youth develop the character traits to be successful citizens.

Strategies

1. Sustain traditional Extension strengths while offering innovative new programs in health and wellness, business, engineering, and humanities to serve increasingly diverse stakeholders.
2. Promote enhanced linkages between Cooperative Extension and new partners within and outside the University.
3. Link all Kentucky communities and the University through Cooperative Extension offices and agents in every county, applying leadership to address societal issues.
4. Establish baseline measures to assess and communicate the impact of Extension programs.
5. Enhance recruiting, retention, training, and support for outreach personnel statewide.
6. Implement the "Re-Envisioning CES" process adopted July 1, 2003, including forming teams to respond to regional issues.
7. Enhance the infrastructure and service capacity of the Livestock Disease Diagnostic Center and Regulatory Services.
8. Promote development and commercialization of intellectual property by College faculty.

Key Indicators

By 2006 the College will have:

1. Developed or expanded at least three major outreach partnerships as indicated by formal agreements and/or new or enhanced outcome measures related to joint programming.
2. Increased annual Extension or outreach related grant support obtained by 30 percent.
3. Enhanced and refined an accessible, easily understood database of Extension outcomes, with baseline data reported for each program area of Cooperative Extension, including such measures as: the adoption of new practices by producers; the acquisition of life skills through 4-H Youth Development programs; the adoption of recommended health, nutrition, or safety practices by individuals or families; and the acquisition of new or improved skills in communication, problem-solving, or group processes by individuals or families.
4. Increased knowledge of Extension programs, as indicated by a 5 percent increase in familiarity measures in statewide surveys.
5. Increased by 10 percent the number of patents filed by faculty, and established three new start-up companies based on College research.