The Planning committee, co-chaired by Shirley Hastings and Joseph Donaldson, wrote the plan in 8 months.

Planning process involved over 3,000 Tennesseans, including employees, partners, clientele, volunteers, decision-makers, and other stakeholders.

Feedback was collected via online surveys, listening sessions, focus groups, area meetings, and online forms.

Six trends that will provide challenges and opportunities for Extension were identified.

1. Increasing urbanization, including a loss of farmland
2. Advancing technology in all aspects of Tennesseans’ lives
3. Rising rate of obesity for adults and children
4. Increasing population and diversity
5. Declining economy, including job loss
6. Increasing concern for environmental sustainability

Our Strategic Plan goals are based on our overall vision.

Vision: UT Extension is the premier educational organization for all Tennesseans. Extension increases economic prosperity, improves environmental sustainability, and enhances well-being in rural and urban communities.

Advancing Tennessee document was presented at the 2010 Extension conference.

Five main goals:

- Prepare for Future Growth
- Advance Tennessee through Innovative Programs
- Invest in UT Extension’s Human Capital.
- Maximize organizational efficiency.
- Increase visibility of UT Extension.
Summary

- 10 teams
  - 4 teams in their second year
  - 6 teams launched this year
- 3 Initiative committees
- Over 150 employees involved in teams
- Each team led by an agent or specialist
- Each committee is led by a Regional or State administrator—no stipend, no release time
- Working toward milestones to present in a report at Conference

Initiative Teams

Developing the BEST (Building Exceptionally Skilled Teachers)

- Developing curriculum to train our employees to become skilled teachers through modules in preparation, presentation, and professionalism.
- Completed modules of first leg, Preparation, launched May 1 2014, and part two is being developed.
- Led by David Mercker

Gifts, Grants, & Fees Team

- Addressing guidelines for the management of extramural funds.
- Developing a guide to enhance external funding at the county and regional level.
- Led by Rob Holland

West Tennessee 4-H Center

- Charged with developing plans, raising funds, and overseeing construction of a new 4-H facility in the Western Region.
- A site has been recommended in Hardeman County: Lone Oaks Farm.
- Led by Tim Smith

IT Initiative

- Responsible for assessing IT needs and opportunities and developing best practices and systems to meet those needs.
- Currently conducting county surveys and a trial with OIT, developing best practices, and discussing an IT leadership team.
- Led by Brad Greenfield
Promote Healthy Lifestyles for Employees
- Charged with developing and implementing a wellness/health program for employees to promote work/life balance and healthy lifestyles.
- Team is creating a wellness program titled “Balance Life”
- Led by Beth Bell

Increase Visibility
- Charged with developing a statewide marketing plan and marketing toolkit for employees and volunteers to effectively market Extension.
- Has conducted surveys of Extension users, non-users, and employees to determine Extension’s strengths and need for marketing.
- Led by Amy Elizer

Expanding and strengthening Volunteers
- Committee will address establishing a volunteer certification program
  - Committee will develop training and assessment materials
- Led by Tomi Rogers, Extension Specialist

Establishing a Competency-Based System
- Committee will develop a competency-based system to guide personnel actions such as hiring, promotion, and training.
- Committee will develop training and assessment materials
- Led by Tomi Rogers, Extension Specialist

Develop a Comprehensive Training Program for County Directors
- Team will address development and implementation of a training curriculum to:
  - Increase competency and performance
  - Increase job satisfaction
  - Establish consistent leadership and direction among County Directors
  - Educate aspiring County Directors
- Led by Janet Cluck

Implement a Mentor/Coaching Program
- Team will develop a mentoring program for Extension employees designed to:
  - Increase skill level
  - Reduce turnover
  - Improve job satisfaction
- Led by Creig Kimbro
Initiative Committees

Enhancing Relations with Elected Officials

• Committee will address communication with elected officials and policy makers.
• Led by Ben West.

Documenting Policies and Procedures

• Committee will identify and compile Extension policies and procedures.
• Led by David Perrin.

Office Standards

• Committee will address office standards for customer service and facilities.
• Led by Shirley Hastings and Robert Burns
The committee is drafting white paper documents addressing standards for Extension offices across the state.
• Ex officio members:
  Ann Fairhurst, Professor, Dept. of Retail, Hospitality, and Tourism Management
  Liz Teston, Interior Design Professor, College of Architecture and Design
  Johanna Owenby, Trainer and Management Specialist, UTK Employee and Organizational Development
  Steve Glafenhein, Director of Services, UTIA