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Division of Extension and Engagement

Aligning Extension and Engagement with the OSU Strategic Plan 4.0

<https://engagement.oregonstate.edu/strategic-alignment>

Strategic plans clarify what is important and guide where we are heading.

[Oregon State University's 2019-23 strategic plan \(SP4.0\): Transformation, Excellence and Impact](#) articulates the university's commitment to exceptional research, discovery, innovation and engagement — and to integrating that research and engagement mission to deliver a high-quality, globally relevant and affordable education that is accessible to all learners.

The Division of Extension and Engagement is central to advancing this integrated mission. Our strategic framework — which includes overarching distinctions, aims and strategies — aligns with each of the four OSU SP4.0 goals. It serves as an internal guiding light we can use when planning work, aligning program and team goals, and collaborating across OSU and with communities.

Extension and Engagement's distinctions

- We work by engaging community members, partners and stakeholders.
- We strive to reach all audiences, and close gaps in access to learning.
- We represent OSU across the state, with more than 40 local offices.
- We engage groups with diverse identities, interests and ideologies.

Extension and Engagement's goals and strategies

Learn about our division's aims for each OSU goal and the strategies we use to reach them.

Goal 1: Preeminence in research, scholarship, and innovation

Our aim

Establish Extension and Engagement as a leader in providing research-based innovation for health and wellness, environmental systems and social progress while contributing to the economic competitiveness and resilience of Oregon communities. Foster reciprocal efforts to connect science with practice, creating opportunities for communities to discover and engage in solutions to address both challenges and opportunities.

Our strategies

- Strategically collaborating on emerging community issues
- Building equity in knowledge
- Developing systems communities can rely on
- Conducting and sharing evidence-based research and practice
- Offering career, leadership and professional development opportunities



Goal 2: Transformative education accessible to all learners

Our aim

Expand OSU's reach into all Oregon communities by delivering and creating access to distinctive and affordable education via multiple pathways. Remove barriers and engage people where ever and whenever they wish to learn, preparing everyone in Oregon for college access, successful careers and lifelong learning.

Our strategies

- Delivering distinctive and affordable education via many pathways
- Integrating research and experiential learning
- Reducing barriers and reaching underrepresented audiences

Goal 3: Significant and visible impact in Oregon and beyond

Our aim

Provide significant and visible impact with a statewide presence in communities across Oregon and beyond. Reach and engage new and diverse audiences to collaborate and support community issues including youth education, health and well-being, economic vitality and sustainable agricultural, food and environmental systems.

Our strategies

- Conducting applied research to address local, state, national and global issues
- Building toward equity through community collaboration
- Linking OSU with communities

Goal 4: A culture of belonging, collaboration and innovation

Our aim

Operate component programs, units and initiatives in a supportive and caring manner. Promote equity, inclusion and social justice in programs and partnerships and support diversification, recruitment, retention and success of all members.

Our strategies

- Supporting an inclusive organizational culture
- Embedding inclusive excellence in all facets at all levels
- Partnering with communities, external partners and internally

Our outcomes and impacts

<https://extension.oregonstate.edu/impact>

Strategic plans also tell how we intend to reach our goals and how we measure progress and success. Division leaders will continue to define and ensure strategic alignment at all levels and connect processes and systems for resource allocation and accountability with this framework. We will revisit our framework as the university's strategic plan and [vision for 2030](#) continue to evolve.