

STRATEGIC PLAN 2009 - 2011

JOINT COUNCIL OF EXTENSION PROFESSIONALS

A new strategic plan will be developed every three years.

VISION: JCEP is the center of the Extension profession and a partnership of Extension professional associations:

- doing what each cannot do effectively alone,
- building leadership and collaboration,
- providing professional development and scholarship opportunities, and
- advocating for excellence in the Extension profession

Goals

Goal 1: JCEP promotes extension leadership, scholarship and excellence.

Goal 2: JCEP is a valued partner with state and national extension, USDA leadership, and APLU.

Goal 3: JCEP encourages and facilitates the collaborative work of Extension professionals.

Goal 4: JCEP is a primary advocate for the extension profession.

Goal 5: JCEP models collaborative efforts supporting individual associations.

Goal 1 – JCEP promotes extension leadership, scholarship and excellence.

Outcomes

- Extension professionals adopt high standards of scholarship.
- High-quality professional and leadership development opportunities are available for all extension educators.

Actions

- Encourage each association to provide opportunities for scholarship such as peer-reviewed publishing, posters, or presentations.
- Compile and publish scholarship opportunities within Extension professional associations and related groups.
- Include opportunities for scholarship at JCEP sponsored events.
- Plan and promote Galaxy IV Conference in 2013.
- Explore effective alternative delivery and distance education methods for professional development that are usable for all associations.
- Sponsor webinars or other efficient and effective professional development opportunities.
- Support existing professional development opportunities.
- Facilitate leadership opportunities beyond the JCEP organization.
- Collaborate with the Journal of Extension.

Goal 2 – JCEP is a valued partner with state and national extension, USDA and other federal agencies, and APLU.

Outcomes

- Related organizations recognize JCEP as the credible voice for all extension professionals.

Actions

- Network and expand influence.
- Develop and implement external and internal marketing plans for JCEP.
- Strengthen JCEP input and involvement with ECOP, including participating in the Leadership Advisory Council (LAC) and Budget & Legislative Committee.
- Maintain active representation from USDA and APLU.
- Provide regular updates on federal partners to associations.

Goal 3 -- JCEP encourages Extension Professionals to work collaboratively across disciplines.

Outcomes

- As a result of JCEP or association efforts, new multi-disciplinary efforts develop.

Actions

- Restructure the planning committee for the regional leadership workshops to reflect a collaborative effort of all member organizations.
- Investigate the utilization of new technologies and tools to deliver JCEP's products and programs.
- Present annual JCEP teamwork awards.
- Begin a process for the competitive selection of PILD public policy presentations.
- Plan, promote and conduct the Public Issues Leadership Development Conference and the National Leadership Workshop. (The National Leadership Workshop was previously the Regional Leadership Workshops.)
- Plan, promote and conduct the Galaxy IV Conference in 2013.

Goal 4 – JCEP is a primary advocate for the extension profession.

Outcomes

- JCEP is recognized as a credible voice for all Extension professionals.
- Updated advocacy resources are available to and utilized by Extension professionals.

Actions

- Establish a committee to update resources and evaluate effectiveness of advocacy resources and efforts.
- Communicate regularly with National Institute of Food and Agriculture (NIFA) staff and leadership.
- Strengthen JCEP input and involvement with ECOP in priority-setting, including participating in the Leadership Advisory Council (LAC) and Budget and Legislative Committee (B & L)
- Provide an annual summary of accomplishments to partners.

Goal 5 – JCEP models collaborative efforts supporting individual associations.

Outcomes

- Associations identify issues and programs that are appropriate for collaborative work.

Actions

- Hold listening sessions at PILD and National Leadership Workshop that involves members from all associations.
- Sponsor a workshop at each association's national meeting to further an initiative.
- Provide professional development opportunities for improving skills in collaborating.

Outcomes

- Two or more associations develop collaborative programs.

Actions

- Require team award-winners to share their successful programs at the national level via Web sites, workshops, posters or other methods.
- Sponsor webinars or other cost-effective professional development opportunities on successful cross-association collaborations.
- Investigate providing incentives or awards for associations that collaborate on projects.
- Develop economies of scale for association efforts, such as journals, insurance, legal issues, non-profit standards, etc.
- Plan and promote Galaxy IV Conference in 2013.

JCEP Action Plan for 2009

Goal 1: JCEP promotes extension leadership, scholarship and excellence.

Actions:

1. Compile and publish scholarship opportunities within Extension professional associations and related groups.
ACTION: President-Elects of each Association compile a list of scholarship opportunities provided by their association and sends it to Sue by Feb. 17.
2. Include opportunities for scholarship at JCEP-sponsored events.
ACTION: This will occur at PILD (presentation RFP has been issued).
3. Plan and promote Galaxy IV Conference in 2013.
ACTION: Conference RFP has been released and proposals solicited. Policies related to Galaxy are being reviewed.
4. Explore effective alternative delivery and distance education methods of professional development usable for all associations.
ACTION: This will occur during the National Leadership Workshop.
5. Sponsor webinars or other efficient and effective professional development opportunities.
ACTION: This will occur during the National Leadership Workshop.
6. Support existing professional development opportunities.
ACTION: Web Development Committee will investigate web content relative to professional development opportunities.

Goal 2 – JCEP is a valued partner with state and national extension, USDA and other federal agencies, and APLU.

Actions:

1. Develop and implement external and internal marketing plans for JCEP.
ACTION: Update and publish JCEP brochure.
2. Strengthen the JCEP input and involvement with ECOP, such as LAC-Leadership Advisory Council and Budget & Legislative Committee.
ACTION: Past-Presidents will attend the Leadership Advisory Council meeting in May and write an article for inclusion in all association newsletters.
ACTION: JCEP will maintain a representative on the Budget and Legislative Committee.
3. Maintain active representation from USDA and APLU.
ACTION: JCEP President submits a letter including feedback on Farm Bill implementation and ECOP transition (by Feb. 6).
4. Provide regular updates on federal partners to associations.
ACTION: Sharon will provide regular updates from NIFA, ECOP and lobby groups.
ACTION: Time will be allocated during the general session at the National Leadership Workshop for ECOP to present updates on transitioning.

Goal 3 - JCEP encourages Extension Professionals to work collaboratively across disciplines.

Actions:

1. Restructure planning committee for regional leadership workshops to reflect a collaborative effort of member organizations.
ACTION: Appoint a committee to make recommendation for restructuring the planning of the National Leadership Workshop for 2011. Committee members are Jeff Schalau (Chair), Judy Breland, Stan Moore, Karen Hatch Gagne, Marsha Lockard, Deborah Thomason, Deborah Tootle.
2. Investigate the utilization of new technologies and tools to deliver JCEP's products and programs.
ACTION: Appointment of ongoing internal committee dealing with technology and Web site development.
3. Present annual JCEP teamwork awards.
ACTION: Post award application on Web site; publicize; select winners and publicize their programs.
4. Conduct competitive selection of PILD public policy presentations.
ACTION: Post presentation application on Web site; publicize; select presentations; publicize their programs.
5. Coordinator PILD and National Leadership Workshop.
Action: Plan, promote and conduct Public Issues Leadership Development Conference and National Leadership Workshop.
6. Plan, promote and conduct the Galaxy conference 2013.
ACTION: Galaxy site RFP has been published; site to be selected; Galaxy policies to be reviewed; solicit and select chair(s) for planning committee

Goal 4 – JCEP is a primary advocate for the extension profession.

Actions:

1. Communicate regularly with NIFA staff and leadership
ACTION: Meet with ECOP and other partners at PILD.
2. Strengthen JCEP input and involvement with ECOP in priority setting, such as Leadership Advisory Council (LAC) and Budget and Legislative Committee (B & L).
ACTION: All JCEP Board members read The OZ Principle.
3. Provide an annual summary of results to partners.
ACTION: Prepare and share a summary of JCEP activities and impacts for 2009 by Jan. 30. (President compiles with input from the board and minutes. Include: Strategic plan development, PILD, Regional Workshops, Galaxy III, team awards, feedback to NIFA about transition plans, identity of the Chair-elect.) Another report will be prepared for June. The report will be submitted to Linda Kay for her briefing books.
ACTION: Provide a brief summary of JCEP impacts in 2009 to partners and associations. (February, July, briefing books)
ACTION: Share 2009 Strategic and Action Plans with the associations and ECOP.
ACTION: Collect and archive past-president reports.

Goal 5 – JCEP models collaborative efforts supporting individual associations.

Actions:

1. JCEP holds listening sessions at PILD and National Leadership Workshop that involves members from all associations.
ACTION: Work with Gwen Wolford to request time in the schedule for listening sessions to be included in 2010 PILD Conference, and with Sandy Corridon for the 2010 National Leadership Workshop.
2. JCEP sponsors a workshop at each association's national meeting to further an initiative.
ACTION: The traveling Team is working on strategies for implementation.
3. JCEP provides professional development for improving skills in collaborating.
ACTION: All associations will promote the March grants workshop in Las Vegas.

4. JCEP requires team award-winners to share their successful programs at the national level via Web sites, workshops, posters or other methods.

ACTION: Abstracts will be published on the JCEP Web site and distributed to all associations.

5. Plan and promote the Galaxy IV Conference in 2013.

ACTION: Galaxy site RFP has been published; site to be selected; Galaxy policies to be reviewed; solicit and select chair(s) for planning committee.

Updated May 2010