

OKLAHOMA COOPERATIVE EXTENSION SERVICE FAMILY AND CONSUMER SCIENCES

Mission

Oklahoma Cooperative Extension Service – Family and Consumer Sciences is committed to excellence in providing Oklahomans access to scientifically based education and information reflecting family issues and human concerns. Through partnerships with engaged citizens, businesses and agencies, issues are identified and non-formal education programs developed for the purpose of enhancing human health, well-being and the quality of life.

Vision

Oklahoma Cooperative Extension Service – Family and Consumer Sciences will be recognized as an excellent source of research-based information and non-formal education programs supported by in-depth, dynamic, definable curricula focusing on contemporary family issues and human concerns.

Core Values

Excellence – We seek excellence in our endeavors, and we are committed to continuous improvement.

Intellectual Freedom - We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge. We recognize that learning – accumulation of knowledge and skills – and application are needed to address changes throughout the life span.

Integrity - We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

Service - We believe that serving others is a noble and worthy endeavor. We seek to respond appropriately to constituent needs.

Diversity - We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

Stewardship of Resources - We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions. We commit our resources and expertise to assist our constituents in identified areas of need.

Goals, Critical Success Factors, Objectives, and Strategies

Goal 1. Healthy Living - Achieve a healthy well-nourished population.

Critical Success Factors:

- 10% of the Oklahoma population will be reached with Oklahoma Cooperative Extension Service, Family and Consumer Sciences, Food Nutrition, and Health educational programming
- 30% of participants in Food Nutrition, and Health programs will improve 1 or more health behaviors.
- Increase diversity in Oklahoma Cooperative Extension Service, Family and Consumer Sciences, Food Nutrition, and Health programs by 3%

Objectives:

Objective 1.1: Develop and implement Oklahoma Cooperative Extension Service, Family and Consumer Sciences, Food Nutrition, and Health programs for Oklahoma youth and adults.

Strategies:

- Identify critical youth and adult Food Nutrition, and Health issues in Oklahoma
- Develop and implement Food Nutrition, and Health youth and adult impact programs to address critical Food Nutrition, and Health issues

Objective 1.2: Evaluate effectiveness of Oklahoma Cooperative Extension Service, Family and Consumer Sciences, Food Nutrition, and Health programs through improvements in targeted food, nutrition, and health behaviors.

Strategies:

- Develop and implement evaluation instruments with Oklahoma Cooperative Extension Service Family and Consumer Sciences, Food Nutrition, and Health impact programs to measure positive improvements in food nutrition, and health behaviors
- Measure the number of people reached through programming
- Use monthly program reports to determine increased diversity of populations reached by Oklahoma Cooperative Extension Service, Family and Consumer Sciences, Food Nutrition, and Health programs

Goal 2. Economic Development - Enhance the quality of life by empowering people and communities to address the economic and social challenges facing children, families, and communities.

Critical Success Factors:

- Entrepreneurial educational efforts will result in:
- 1 additional community each year including entrepreneurship in their community development programs
- Creation of new businesses plus the expansion and retention of existing Oklahoma businesses 2 per year
- 3 communities show evidence of a deliberative habit as indicated by public deliberative forums that lead to public action
- 2 communities frame a local issue for deliberation in public forums
- 10 communities develop a cadre of local leaders capable of identifying issues and action plans for community development
- 10 communities will engage community leaders in mentoring future community leaders, ultimately developing a community leadership legacy
- 50% of survey respondents in America Saves educational programming improve 1 or more financial behaviors
- Increase in student participation in the High School Financial Planning Program by 20%
- The cultural/ethnic diversity of participants in family resiliency programs will increase by 10%
- 300 families with infants and young children in 3 counties will report enhanced parent knowledge and support
- 1 or more risk behaviors in selected groups of children and youth in 10 counties will be reduced
- Training 2,000 potential home buyers per year, continuing the focus on traditionally underserved audiences to increase homeownership opportunities
- Maintaining home buyer education partnerships in all of Oklahoma's 77 counties

Objectives:

Objective 2.1: Provide technical assistance to micro, home-based, small business and family entrepreneurs or prospective entrepreneurs, both youth and adult, and the communities where these entrepreneurs are located.

Strategies:

- Assist in expansion and growth of the OSU "Healthy Communities" multi-disciplinary team concept in response to identified community needs
- Develop a program on how communities can develop their entrepreneurial climate
- Provide help to 5 new and/or on-going business owners per year

- Provide 4 entrepreneurial educational programs per year off of the main OSU campus to existing and prospective owners, both youth and adults, Extension Educators and/or outside entities through in-service, workshops, web sites, and on-going public relations
- Release entrepreneurship-related news articles 2 per year with effort on reaching media that services traditionally underserved rural and minority communities with 1 or more reaching a substantial minority population
- Conduct focused research into business success factors and the intertwining of family and business among home-based, micro, and small business owners
- Enhance the visual marketing skills of retailers through the engagement of students in a service-learning process of providing on-site visual merchandising demonstrations
- Participate in existing and expand cooperative partnerships with existing non-OSU entities involved in community and economic development at local, state, and national levels
- Conduct evaluation and applied research to determine impact and contributions of micro, home-based and small businesses to Oklahoma families and its economy

Objective 2.2: Enhance the ability of consumers to make appropriate homebuyer and homeownership decisions.

Strategies:

- Conduct 2 homebuyer education training and certification sessions per year
- Assist with monitoring of Oklahoma Homebuyer Education Association certified service providers
- Monitor certification process
- Evaluate effectiveness of homebuyer education programs through research
- Develop materials to support efforts of statewide homebuyer education program

Objective 2.3: Enhance the financial security of youth, adults, and families through increased financial literacy.

Strategies:

- Offer opportunities for youth to acquire and practice consumer and financial skills – as well as improve their confidence and skills in critical thinking – such as through participation in the High School Financial Planning Program[®] (HSFPP) and 4-H Consumer Judging Activities in Family and Consumer Sciences
- Provide fall and spring High School financial Planning Program Newsletters for County Extension Educators, Family and Consumer Sciences and 4-H Youth Development, high school principals, teachers, and financial service professionals involved in the High School Financial Planning Program, credit union contacts, and others interested in enhancing the financial literacy of high school youth in Oklahoma.
- Develop, revise, or improve at least 2 educational programs that address critical financial literacy issues each year

- Partner and collaborate with at least 3 organizations, agencies, or groups to enhance consumer, financial, and economic education in Oklahoma for youth, adults, and families
- Plan and conduct evaluation research to determine program impact

Objective 2.4: Develop skills in Oklahoma Cooperative Extension Service professionals and citizens to address community development projects and controversial public issues that will result in sustainable communities in the long term.

Strategies:

- Foster community development through the multidisciplinary team approach that links leadership development and economic development.
- Create a culture of public deliberation in Oklahoma that brings citizens together to make sound decisions and set a course of action to address critical issue facing their communities through educational workshops, public deliberative forums, study circles, sustainable dialogue and issue framing
- Implement a sustainable plan for the Oklahoma Partnership for Public Deliberation
- Conduct evaluation research to determine program impact and contribute to the knowledge related to citizen engagement and community development

Objective 2.5: Enhance family resiliency education so that it effectively reaches and meets the needs of the diverse state population.

Strategies:

- Provide in-service training for county Family and Consumer Sciences extension educators on effectively serving diverse audiences (i.e. cultural, ethnic, socioeconomic)
- Assess family resiliency materials, programs, and outreach approaches regarding how they appeal and engage various populations
- Develop or adapt 25% of family resiliency educational materials and resources for Spanish-speaking populations

Objective 2.6: Effectively address the needs of families and children by developing and providing quality Family Resiliency programs.

Strategies:

- Develop, update, and distribute family resiliency educational materials to effectively address critical issues facing parents, children and families
- Provide technical support and training to county extension educators to ensure quality family resiliency program delivery
- Continue and expand high-quality Healthy Families parent education and support programs serving families with infants and young children in 3 counties, as funds are available

- Implement a family resiliency program to reduce risk behaviors in children and youth in 15 counties
- Design 1 new family resiliency educational program component per year
- Plan and conduct evaluation research to determine program impact and contribute to knowledge

Goal 3. Human Resources – Recruit, retain and develop outstanding faculty and staff within a collegial atmosphere that enriches personal growth, promotes leadership development, and recognizes diverse contributions.

Critical Success Factors:

- Tenure-track faculty members will maintain an active program of scholarship (an average of 1 peer reviewed presentation, publication, or curriculum each year)
- Faculty will maintain active participation as measured by professional presentation and committee assignments in appropriate professional groups
- All faculty/staff will participate in at least 1 professional development activity per year
- Faculty and staff with diverse backgrounds, required education, and experience will be hired and retained
- Hire and retain a family life specialist

Objectives:

Objective 3.1: Strengthen and develop Oklahoma Cooperative Extension Service, Family and Consumer Sciences human resources to enhance scientific, outreach, and educational capabilities.

Strategies:

- Provide faculty, administrative professional, and classified staff with professional development opportunities tailored to meet identified needs
- Justify to administration the critical nature of a family life specialist position to the Family and Consumer Sciences program
- Continue using Faculty Scholars as a means of strengthening faculty development and knowledge
- Increase participation, through leave time, funding, etc, at appropriate professional conferences and workshops
- Expand sabbatical and mini-sabbatical opportunities as well as on-campus, cross-discipline learning opportunities
- Maintain a faculty mentoring process
- Increase number of faculty who develop and achieve promotion and tenure goals
- Involve graduate students in research, including the dissemination of results
- Submit manuscripts for publication to appropriate professional journals
- Make presentations regarding a program and its impact at professional meetings at local, state, national, and international levels
- Network with professional colleagues and funding agencies to stay current and develop future opportunities

Objective 3.2: Recruit and retain a qualified and diverse faculty and staff with competitive salaries.

Strategies:

- Assess current market wages for program staff
- Increase pay to comparable current market levels and appropriate to education, experience, and position responsibilities
- Increase efforts in program award opportunities

Objective 3.3: Develop and provide in-service trainings for Oklahoma Cooperative Extension Service county extension educators and paraprofessionals annually.

Strategies:

- Identify critical staff development needs of Oklahoma Cooperative Extension Service county extension educators and paraprofessionals
- Propose relevant core in-service for Oklahoma Cooperative Extension Service county extension educators and paraprofessionals through the Oklahoma County Extension Service in-service system.
- Incorporate use of new technology in providing core in-service training

Goal 4. Leverage Resources: Generate resources through sponsored programs, fundraising, and partnerships with businesses, agencies, families, and individuals to achieve strategically targeted national prominence.

Critical Success Factors:

- Increase awarded external grants and contracts by 3-5% each year.
- Increase faculty collaborative projects by 3-5%

Objectives:

Objective 4.1: Pursue and retain diversified funding, resources, and partnerships to support and expand Family and Consumer Sciences programs.

Strategies:

- Maintain strong relationships while negotiating contracts with funding agencies to support continuation and expansion of programs
- Research and pursue diversified funding and other resources (i.e. public, private, and institutional sources)
- Seek and develop new internal and external partnerships
- Educate elected officials and other policy makers to enhance policies and funding that are supportive of programs
- Advocate for staff position to assist faculty with fund development