



Joint Council of
Extension Professionals



Joint Council of Extension Professionals Strategic Plan 2016-2019

Goals:

1. **Endeavor to build leadership and collaboration competencies for its members, Extension administrators and partners.**

Member Focus:

- a) Enhance professional leadership skills – Design, arrange and facilitate the **Leadership Conference** for the purpose of enhancing personal and professional leadership, interdisciplinary partnerships and competency skills as Extension professionals.
- b) Strengthen Extension community through written communications for a united voice – quarterly articles for association newsletters, review and update promotional materials; disseminate relevant news to Extension professionals, administrators and partners.
- c) Positively impact programmatic issues nationwide through shared resources for meeting public needs.

Extension Administrator Focus:

- a) Dialogue with JCEP, ECOP and NEDA for advancing leadership and collaboration competencies across the Extension System.
- b) Share opportunities and challenges for focusing Extension Programming to meet public needs.
- c) Cultivate action plans for confronting emerging programmatic needs system-wide.
- d) Communicate the relevance of national, state and local leadership opportunities for efficient, talented Extension Professionals.
- e) Strengthen communication as a unified voice throughout the complexity of the Extension System.

Partner Focus:

- a) Dialogue with USDA–NIFA and others for advancing leadership and collaboration competencies across the Extension System.
- b) Engage with APLU, USDA-NIFA and others to expand relevance throughout the Land grant System.
- c) Incorporate 1862, 1890, and 1994 partners to expand leadership and collaboration for a unified impact.

2. Initiate opportunities for furthering scholarship, research and practice through personal and professional development.

- a) Gather, organize and post Extension educational, scholarly, research and best-practices that have been peer reviewed from all JCEP associations for viewing on JCEP web site.
- b) Promote distance learning opportunities to enhance Professional Development.
- c) Identify galvanizing opportunities for Extension to make a difference on significant national issues.
- d) Facilitate response to emerging issues by Extension professionals.

3. Unite Cooperative Extension's efforts for advocating and influencing policy makers at local, state and federal levels.

- a) Plan, organize and facilitate the **Public Issues and Leadership Development (PILD)** conference for enhancing advocacy and public issues education.
- b) Foster connections with policy makers and others who influence public issues and legislation.
- c) Inform and educate Extension professionals and partners on the changing political environment and the need for continued legislative support.
- d) Develop effective skills to proficiently and succinctly communicate the value of Cooperative Extension to policy makers.
- e) Enhance existing partnerships and explore new links with local, state and federal agencies.
- f) Promote the value of Cooperative Extension by sharing a consistent message for Extension across all disciplines.

As amended June 11, 2015, during Summer JCEP Board Meeting, Portland, Oregon.

The JCEP President will be responsible for developing an annual plan of work with appropriate action items to address each goal.

The Strategic Plan will be updated every three years.

2015 Strategic Plan Committee:

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