

# Strategic/Action Plan

*For*

## ***Nebraska Association of County Extension Boards***

### **Background and History**

Nebraska Association of County Extension Boards- NACEB- is an organization dedicated to the continual improvement, support, and prosperity of Nebraska Extension. All county extension board members are members of NACEB, which is managed by the NACEB Board of Directors.

NACEB was incorporated June 7, 1972 with the Secretary of State as a not for profit organization, listing Jerold W. Biehl and Paul Culbertson as original incorporators. The objects listed in the Articles of Incorporation state:

1. To serve as a coordinating agency between county extension boards of Nebraska.
2. To serve as a coordinating agency between county extension boards of Nebraska and the USDA, Land Grant Colleges, and IANR.
3. To assist, consult, and advise with officers and members of county extension boards concerning programs and activities of such county extension boards.
4. To represent such county extension boards in their relationship with other organizations, State of Nebraska and United States departments and agencies directly or indirectly involved in or related to agriculture, family, youth and community sciences, rural life and conditions or home education with extension educators.

### **Statement of Mission**

NACEB supports the mission of Nebraska Extension. (2/08/2016)

### **Statement of Values**

Within every county and region of Nebraska, we value all residents, families, businesses and the many communities of our state. Therefore, NACEB is guided by its commitment, compassion, dedication, forthrightness, honesty, integrity, professionalism, sincerity and willingness to take action in the pursuit of its mission.

### **Statement of Vision**

We see a progressive state in which all residents can live healthy, productive and fulfilling lives in productive communities. Therefore NACEB's vision is to be a diversified organization of passionate, informed county extension board members and related educators, unit leaders and

Nebraska Extension administration engaged in helping shape and sustain teaching, research, and outreach benefitting all Nebraskans. It shall be the vision of NACEB to advance and champion Nebraska Extension via all county extension boards.

### **What is A Strategic Plan?**

Simply stated, a strategic plan is a document that explains what the organization is planning to achieve in the future and ultimately how it plans to do it.

### **Why A Strategic Plan?**

The strategic plan sets a clear direction for NACEB. It enables all members to move forward, taking appropriate actions, assessing issues, opportunities and desired outcomes for all Nebraskans.

### **Development of This Plan**

The Executive committee of NACEB has talked some time about the future direction, its priorities, and which activities should receive priority status by the organization. This discussion equates into the need for a solid strategic plan that would outline short term as well as long term needs, directions.

On June 26, 2015 a group of 33 NACEB members met for summer meeting at the Henry J. Stumpf International Wheat Center near Grant, Nebraska to move forward with the development of a strategic plan. This group represented a cross section membership of county extension boards and was facilitated by Deanna Vansickel-Staudt. Prior to the meeting, Vansickel-Staudt sent out surveys to collect information on the organization's future direction, priorities, communication, perception and mission from NACEB board, county extension board members and unit leaders. This draft plan was then committed to paper by Julie Jacobson, NACEB President, and finalized by the NACEB board and membership at annual meeting, February 8, 2016.

### **Program Themes**

1. Statement of Mission
  - Review and update present statement of mission.
  - Create opportunities for broad input into revising the organizational mission statement
  - Develop measurable goals for priority action steps identified in this strategic planning document
2. Organizational Structure
  - Develop and implement an effective plan for orientation and communication with new and existing members so they can more clearly understand the organizational purposes.

- Implement initiatives leading to a broader base for membership including gender, age, geographic area, and ethnic background, providing attention to the various program areas of extension.
  - Develop a “job description” for engaged, passionate and visionary board members.
3. Support
- Develop additional relationships with Nebraska Extension Administration and seek new ways NACEB can assist in communicating the work of Nebraska Extension across the State.
  - Collaborate with Nebraska Extension to enhance stakeholder engagement. Working together, we aim to achieve greater impact for individuals, families, businesses and whole communities in Nebraska.
  - Collaborate with county extension boards to champion excellence in Extension, engaging constituents, senators and communities in issues identification and desired outcomes.
4. Engagement of Members
- Give high priority to transparency and improving both internal and external communications within the organization. Examine further the increased utilization of electronic communications. (website, investigate facebook)
  - Develop a plan to more highly involve new members.
  - Provide for more opportunities for two-way conversation and discussion for members. (bimonthly newsletters, bimonthly conference calls, educational webinars)
  - Investigate further options for member orientation, advocacy education and program awareness.

Approved 2/08/16

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Julie Jacobson, President

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Vernon Waldren, Secretary

## **GOALS AND/OR OBJECTIVES FOR 2016 STRATEGIC PLAN**

- By June 11, 2016 Summer Meeting NACEB will have finalized its new strategic plan document, including Mission, Vision and Value Statements.
- By January 2017 NACEB Board will have distributed to the membership the entire Strategic Plan/ Goals for 2016-2019 to be ratified at the February Annual Meeting 2017.
- By June 2016, NACEB Board will have approved a specific and effective plan for orientation of new members and refresher opportunities for existing members to better understand why NACEB exists and how it operates to achieve its mission.
- By Summer Meeting 2016, NACEB President will have appointed a committee to develop a communications plan to provide transparency and improve both internal and external communications within NACEB for the entire membership, bringing the state together on our mission, unifying the efforts of our county extension boards. This plan will be brought forward for ratification at annual meeting 2017.
- At least once during the year, each county board or representative of the board will structure face to face time with their respective county commissioners, superintendents for the purpose of apprising them of outcomes and impacts made as a result of county funding.
- County boards will strive for strong representation at District Extension events, seeking to align with and multiply District initiatives in their own area.