

UF/IFAS Strategic Plan

KEY STRATEGIC PRIORITIES

- Build Awareness
- Foster Engagement
- Focus on Infrastructure

GOALS TO CONSIDER FOR EACH PRIORITY

- **Awareness:** Communicating UF/IFAS Role and Impact
- **Engagement:** Deepening Strategic Partnerships
- **Infrastructure:** Sustaining UF/IFAS's Physical/Social Systems

IDENTIFIED OBJECTIVES FOR EACH GOAL

| Communicating UF/IFAS's Role and Impact | Deepening Strategic Partnerships | Sustaining UF/IFAS's Physical/Social Systems |
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| 1. Diversify methods and audiences for communicating UF/IFAS's roles and impact | 1. Increase cross-disciplinary and international collaborations | 1. Prioritize funding for maintenance, repair, and facility improvement |
| 2. Expand cross-disciplinary collaboration, programming, and outreach | 2. Strengthen partnerships to address biological invasives. | 2. Increase staff funding and support to minimize turnover |
| 3. Increase/incentivize engagement of faculty without formal extension appointments in Extension programming | 3. Improve external partnerships to recruit and fund students for experiential learning | 3. Explore options for maintaining supplemental pool of equipment and vehicles. |
| 4. Increase coordination of youth education across the state and region with direct marketing/ advertisement to communities and families | 4. Invest financially in deepening strategic partnerships with agencies/industries/ organizations toward leveraging new opportunities for funding | 4. Acknowledge, address and prioritize unique research and education center needs |
| 5. Invest in science communication training and incentives | | 5. Continue to address diversity, equity and inclusion within our research, Extension, and teaching programs |

