

# 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
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

**UF/IFAS Values:  
Trust.  
Integrity.  
Excellence.**



## **PURPOSE**

UF/IFAS is a trusted expert in developing knowledge, technology, and partnerships in agricultural, human, and natural resources for Florida communities so they can build skills and capacity to sustain and enhance the quality of human life.

## **VISION**

UF/IFAS is the leader in recognizing and responding to complex issues facing Floridians, the nation, and the world by leveraging our diversity and breadth of expertise to provide innovation across agriculture, human health, and natural resources.

## **MISSION**

The mission of UF/IFAS is to develop knowledge in agricultural, human, and natural resources, and to make that knowledge accessible to sustain and enhance the quality of human life.