

*Providing lifelong*  
**LEARNING**  
O P P O R T U N I T I E S

UNIVERSITY OF WYOMING COOPERATIVE EXTENSION SERVICE



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*for the people of*  
**WYOMING**

# Dear friends

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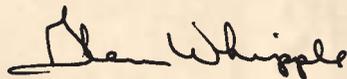
*"We are what and where we are because we have first imagined it."*

*Donald Curtis*

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**T**he University of Wyoming Cooperative Extension Service (UW CES) has a long-standing heritage of helping Wyoming citizens and communities respond to challenges and change. UW CES has focused its educational mission on many of the contemporary issues facing Wyoming's people and the state's rural heritage. Our strategic plan for the university/extension vision reflects a pooling of ideas from committed partners throughout the state. Agriculture and its people are on the threshold of a quiet revolution, and the strategic plan will guide us through what is to come.

If you have any questions or would like more information, please contact me at the address listed on the back. I would be happy to talk with you and to share the full plan.



Glen Whipple  
Associate Dean and CES Director  
UW College of Agriculture

# Planning for change

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*“A good plan is like a roadmap: it shows the final destination and usually marks the best way to get there.”*

*H. Stanley Judd*

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**P**roactive planning has enabled educators and citizens to thoughtfully engage in a renewed focus on agriculture and the roots of rural Wyoming while still centering the educational mission of UW CES on our citizens' needs. Against a backdrop of societal, economic, and technological change, we seek to lead our partners and constituents into the 21st century through the five program initiatives of the strategic plan:

- Profitable and Sustainable Agricultural Systems,
- 4-H and Youth Development,
- Nutrition and Food Safety,
- Sustainable Management of Rangeland Resources, and
- Enhancing Wyoming Communities and Households.

The plan recognizes and embraces change.

# Program INITIATIVES

t h e c e n t e r p i e c e o f

## Profitable and Sustainable Agricultural Systems

The value of agriculture to Wyoming's economy approaches \$1 billion each year, and agriculture's contribution to open spaces, wildlife, and recreation is even greater. As agricultural lands are converted into small holdings, information about how to maintain forage-based livestock production in a profitable and sustainable way is needed to help producers face the complex problems that come with change.

To provide an economically viable, environmentally sound, and socially acceptable approach to help continue current lifestyles for future generations, the UW CES Profitable and Sustainable Agricultural Systems initiative seeks to provide education in:

- sustainable forage-based livestock systems,
- alternative crop and livestock systems and crop and livestock integration,
- management practices for small-acreage rural and suburban landowners, and
- sustainable and environmentally sound horticulture practices.

## 4-H and Youth Development

Wyoming's youths are the state's most valuable resource. UW CES has a long-standing commitment to provide young people with the education necessary to prepare them to become contributing citizens with productive, healthy lifestyles. 4-H programs evolve from life skills, self-development, and social interaction involving people of different backgrounds, experiences, and ages. Participants develop good work habits by sharing ideas and helping each other.

## Mission and VISION

The University of Wyoming Cooperative Extension Service will be recognized and respected for providing lifelong learning opportunities for the people of Wyoming and empowering them to make choices that will enhance their quality of life. With the land-grant university as our foundation, UW CES will be the leader in outreach education throughout the state. We will actively involve Wyoming people, institutions, and communities as we provide learning for better living. We will be responsive to the needs, concerns, and aspirations of diverse audiences.



# t h e s t r a t e g i c p l a n



To help 4-H continue to do what it does best – listen to young people and work with them at the grass roots level to put together programs that interest them and that volunteers are willing to support – the 4-H and Youth Development initiative seeks to:

- foster asset-building and life skills development in Wyoming youths through traditional 4-H delivery methods,
- offer life skills education to nontraditional audiences, and
- empower volunteers to become key players in 4-H and youth development programs.

## Nutrition and Food Safety

Important links exist between food, nutrition, and health. Poor nutritional habits contribute substantially to four of the five leading causes of

death and illness nationwide: heart disease, cancer, diabetes, and stroke. Popular nutrition and food safety materials may not be based on research and may be confusing and misleading. UW CES is uniquely positioned to provide Wyoming communities with accurate, science-based, meaningful, and motivational nutrition and food safety information.

To promote good health for Wyoming residents, the Nutrition and Food Safety initiative seeks to:

- educate people about the benefits of active living and healthy eating;
- provide families and individuals with the knowledge and skills needed to develop nutritionally sound diets;
- encourage safe food-handling practices through collaborative educational programs; and
- identify and respond effectively to emerging issues and questions related to food, nutrition, and food safety.



## Sustainable Management of Rangeland Resources

Natural resource issues have a profound influence on the economy, quality of life, and culture of Wyoming communities. Rangeland resource management and associated environmental concerns permeate nearly every aspect of life in Wyoming. UW CES is the premier source of accurate, objective, and educational information about the preservation of the state's environmental wealth.

To maintain Wyoming's natural resource base and the state's diverse ecosystems, the Sustainable Management of Rangeland Resources initiative seeks to address Wyoming rangeland issues through:

- an integrated educational approach to meet the complex needs of statewide clientele;
- educational programs for Wyoming agricultural producers, landowners, and other rangeland resource managers to promote natural resource sustainability and stewardship; and
- educational programs that tackle public policy influences on rangeland resource management issues in the state.

# Educational Model ORGANIZATION

## Enhancing Wyoming Communities and Households

The future of Wyoming communities depends on the economic diversity and sustainability of its business climate and its people. With its roots in agriculture and rural life, UW CES is qualified and positioned to help the state and its independent and industrious citizens chart a bright future.

Individuals and families are the foundations of strong communities, and, in turn, strong communities strengthen individuals and families.

To encourage the development and well-being of the state's towns and rural households through relevant, integrated educational and resource management programs, the Enhancing Wyoming Communities and Households initiative seeks to:



- focus on community issues using a multidisciplinary educational approach;
- provide decision-makers and enterprises with the expertise to make better economic decisions, diversify economic activities, manage resources, and develop effective financial plans; and
- increase Wyoming residents' knowledge and understanding of consumer and household economic issues by offering educational programs that highlight lifelong financial management and decision-making skills.



The Cooperative Extension Service's unique strength comes from its grass-roots beginning—a presence in every county—and UW CES remains committed to community-based educational programming. Meeting Wyoming residents' educational needs continues to serve as the cornerstone of the organization. Educators and specialists in offices in each county share their knowledge and experience to help meet the challenges facing citizens and communities. The University of Wyoming opens its doors and its resources to each resident of the state.

The organizational structure strengthens the three-way federal, state, and county partnership, creating nine multicounty extension areas within Wyoming that emphasize the integration of teamwork and team expertise.

## 4-H and Youth Development Educators

An educator in each county is dedicated to developing the goals and objectives of the 4-H and Youth Development initiative. Area educators and specialists also help with 4-H programs.

## Area Educators

At least one educator in each county and on the Wind River Indian Reservation is working to provide educational programming in four program initiatives: Profitable and Sustainable Agricultural Systems, Sustainable Management of Rangeland Resources, Nutrition and Food Safety, and Enhancing Wyoming Communities and Households. Additional area educators are located in each extension area depending on available resources and needs. Each area educator focuses educational programming on one of the program initiatives and works with people and groups across the nine multicounty extension areas.

## Specialists

Specialists complement area and county educators by providing educational depth and support for

Nine multicounty extension areas within Wyoming emphasize the integration of teamwork and team expertise.







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