“The University of Georgia’s strategic plan calls on us to serve this great state by responding to our most pressing issues. There is none more important than creating knowledge, jobs, and prosperity. We are bound by a compact to public service. Everyone at the university is committed to that pursuit, whether in UGA’s research or outreach with government and community leaders, small business owners, the agricultural industry, coastal stakeholders, or our state’s youth.

Together, we are making a difference. What we do here matters. I take pride in that unique calling.”

- JERE W. MOREHEAD, President, The University of Georgia
“At no time in its 230-year history has the University of Georgia had a stronger presence across the state. The nearly 500 faculty and staff in Public Service and Outreach are spread through each of Georgia’s 159 counties, helping to create jobs, develop leaders and address critical community issues.

We get up every morning thinking about what we can do today to make Georgia a better place for all of its citizens.

The people of this state expect that from their land-grant and sea-grant institution and we are committed to that mission.”

– JENNIFER L. FRUM, Vice President, Public Service and Outreach
Eight diverse units connecting the University of Georgia to all of Georgia
THE FRONT DOOR
to the University of Georgia
for many people across the state
We are wholly focused on ensuring tangible and concrete results to improve the communities we serve.

Every $1 in state funds allocated to Public Service and Outreach units results in more than $20 in economic impact around the state.
HOW WE WORK

UGA’s outreach programs deploy vast knowledge and expertise to make people’s lives better. Our list of partners is expansive, from the 22,000 state and local government officials who participate annually in our education/training programs to local chambers of commerce, schools, hospitals, small businesses, and nonprofits. We are ever examining the impact of our community-based engagements, searching for best practices, cutting edge approaches and ways to address the next grand challenges.

MISSION

The mission of the University of Georgia’s Outreach programs is to improve people’s lives by helping create jobs and prosperity, developing leaders and addressing the state’s most critical issues.

The University of Georgia’s Public Service and Outreach is committed to:

- **Marshaling** the power of the entire university by connecting UGA’s comprehensive expertise to address critical state needs and improve quality of life;
- **Partnering** with communities, businesses, governments, schools, nonprofits and others to solve real-world challenges;
- **Engaging** faculty and students by connecting classroom instruction and research to important public issues; and
- **Maximizing** its state resources by fostering an entrepreneurial culture, ensuring that we are good stewards of public investment and producing tangible and measurable results that have long-term impact.
Hundreds of thousands of partners
state and local government officials, chambers of commerce, schools, hospitals, small businesses, nonprofits
Strategic Goals

**GOAL 1**  BUILD a more prosperous Georgia, changing lives through the land-grant and sea-grant mission

**GOAL 2**  CONNECT the broader campus to Georgia

**GOAL 3**  MAXIMIZE return on investment for UGA and the people of Georgia

**GOAL 4**  SUPPORT professional development and continuing education opportunities for outreach faculty and staff impact
BUILD A MORE PROSPEROUS GEORGIA, CHANGING LIVES THROUGH THE LAND-GRANT AND SEA-GRANT MISSION

At the core of UGA’s land-grant and sea-grant missions, UGA’s Outreach programs are dedicated to building a more prosperous Georgia by enhancing education, reinvigorating communities and strengthening the economy. Our training and instructional programs develop and educate tomorrow’s leaders and workforce; our outreach promotes healthy, engaged, and vital communities; our applied research encourages environmental stewardship and sustainability; and our technical assistance enhances the economic well-being of all Georgians.
UGA’s coastal outreach programs have an economic impact of $114 million on Georgia annually.
Goal 2

CONNECT THE BROADER CAMPUS TO GEORGIA

UGA’s outreach programs provide an extensive network of relationships and partnerships around the state that serve as ready-made platforms for connecting academic faculty and students to opportunities that enhance research and learning and engage them with pressing needs across Georgia. For students and faculty, outreach connections are enriching educational experiences outside the classroom that deepen civic engagement and promote new avenues for scholarship. Through rich connections with communities, Public Service and Outreach is committed to providing more experiential learning opportunities that give UGA students a competitive advantage as they enter the workforce and assume leadership positions.
Interwoven throughout the University connecting students and faculty in all 17 schools and colleges with applied learning, research, and outreach opportunities in Georgia, nationally and internationally.
Goal 3

**MAXIMIZE RETURN ON INVESTMENT FOR UGA AND THE PEOPLE OF GEORGIA**

Strong state support and investments in outreach programs over the years have built today’s impactful and comprehensive public service programming. This state support remains critical to continue delivering high-quality services and signifies UGA’s commitment to its land-grant and sea-grant mission. We realize, however, that we must leverage these state funds to generate external funding to extend our reach and impact.

Our public service faculty have embraced an aggressive and entrepreneurial approach to generating new funding sources and optimizing existing resources. Since 2011, an average of 68 percent of all operating funds have come from external sources. Similarly, in FY 16, Public Service and Outreach generated $45 million in total external funds, including $2.4 million in private gifts, which is 70 percent of its total operating budget and $324,000 per public service faculty member. Strong state support has also allowed outreach units to compete for external funding, which has increased 30 percent in just six years.

The development of new revenue streams, elimination of low-performing programs, administrative efficiencies and continuous assessment of programs, creating a focused development effort and infrastructure, have allowed units to respond to the changing fiscal environment and thrive.
UGA service-learning courses produce a total direct economic impact of $19.2 million in Georgia.
GOAL 4

**SUPPORT PROFESSIONAL DEVELOPMENT AND CONTINUING EDUCATION OPPORTUNITIES FOR OUTREACH FACULTY AND STAFF**

As is often stated, the people of any organization are its greatest assets. This is certainly the case with Public Service and Outreach as the organization seeks to train the state’s leaders and address the most complex issues facing Georgia. As such, it is important to invest in continuous professional growth and development and other educational opportunities to enhance the reputation, skills and abilities of the talented outreach team.

- Vivian H. Fisher Leadership Academy for UGA faculty and staff in outreach positions
- Public Service and Outreach Annual Meeting professional development sessions
- Faculty and staff awards for excellence in public service and outreach
UGA’s total return on investment to the state of Georgia is $4.4 billion, $587 million of which is directly linked to public service & outreach programs.
EIGHT DIVERSE UNITS CONNECTING 
THE UNIVERSITY OF GEORGIA 
TO ALL OF GEORGIA: 
Archway Partnership 
Carl Vinson Institute of Government 
J.W. Fanning Institute for Leadership Development 
Center for Continuing Education & Hotel 
Marine Extension and Georgia Sea Grant 
Office of Service-Learning 
Small Business Development Center 
State Botanical Garden of Georgia