Public Service & Outreach
UNIVERSITY OF GEORGIA

STRATEGIC PLAN
2021 - 2025
“We have turned the corner into a new decade, with a growing list of challenges and opportunities awaiting us. The time is right for us to embrace our new goals and aspirations, to celebrate how far we have come, and to imagine how much farther we can go.”

– JERE W. MOREHEAD, UGA president
“We all share a common bond, a commitment not just to the University of Georgia, but to the people of the state of Georgia. This is a big responsibility and a powerful thing, bigger than any one person or single unit, and I hope you all recognize the power of the collective impact we have every day in Georgia.”

- JENNIFER L. FRUM, UGA vice president for Public Service and Outreach
“As one of the top research institutions in the nation and our state’s land-grant university, UGA sets the pace and profoundly impacts Georgia through its mission of teaching, research and service.”

– STEVE WRIGLEY, chancellor, University System of Georgia
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 service and outreach programs is to improve people’s lives by helping create jobs and prosperity, developing leaders and addressing the state’s most critical issues.

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.

UGA has a $6.5 billion annual economic impact on the state, through its teaching, research and outreach programs.
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

GOAL 5 COMMIT to an inclusive learning and working environment by intentionally creating and sustaining a culture of belonging, where all stakeholders are respected and appreciated for their differences, opportunities to create equity are developed, and inclusion of various perspectives is sought and celebrated
Goal 1

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. Public Service and Outreach gives partners the tools needed to address today's problems and challenges. Our training and instructional programs develop and educate tomorrow’s leaders and workforce. Public Service and Outreach promotes healthy, engaged and vital communities. Our applied research addresses critical issues and encourages environmental stewardship and sustainability, and our technical assistance enhances the economic well–being of all Georgians.

UGA in 2020:

• Designated again as a community engaged institution by the Carnegie Foundation for the Advancement of Teaching
• Reaffirmed as an Innovation and Economic Prosperity (IEP) University by the Association of Public and Land–Grant Universities
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 engaging them with pressing needs across Georgia. For students and faculty, Public Service and 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.

Opportunities for translational research provide a connection for the public to better understand the research and discovery possibilities at UGA. In addition, connecting Public Service and Outreach and academic faculty leads to collaborative proposals having broader impact when solving the state’s challenges.

“I like to think of our service mission as a set of concentric circles, originating here in Athens, reaching across every county in Georgia, and spanning our nation and our world. Over the next five years, I believe we can do even more, be even more, for the citizens of this state and beyond.”

– JERE W. MOREHEAD, UGA president
MAXIMIZE RETURN ON INVESTMENT FOR UGA AND THE PEOPLE OF GEORGIA

State support and investments in outreach programs over the years have helped build today’s comprehensive public service programming. This state support remains critical to continue delivering high-quality programs and services and signifies UGA’s commitment to its land–grant and sea–grant missions. We realize, however, that we must effectively leverage these state funds to generate external funding to extend our reach and impact. Continued state support allows Public Service and Outreach units to compete for and increase external funding for our programs. For every dollar of state funding, Public Service and Outreach generates an additional $2.5 dollars for Public Service and Outreach programs.

Our public service faculty embrace an aggressive and entrepreneurial approach to generating new funding sources and optimizing existing resources. Units are able to respond to the changing fiscal environment and thrive by:

- developing new revenue streams;
- continuing the support for longstanding programs that are successful;
- eliminating low-performing programs;
- implementing administrative efficiencies and continuous assessment of programs; and
- creating a focused development infrastructure and effort.

UGA Public Service and Outreach has a $462 million economic impact on the State of Georgia.

Goal 3
Goal 4

SUPPORT PROFESSIONAL DEVELOPMENT AND CONTINUING EDUCATION OPPORTUNITIES FOR PUBLIC SERVICE AND OUTREACH FACULTY AND STAFF

As is often stated, our people are our greatest asset. 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 Public Service and Outreach team.

Two-day Public Service and Outreach Professional Development Conference

- 13 Courses
- 191 Course registrations
- 30 Crisis Leadership Certificates awarded
Goal 5

COMMIT TO AN INCLUSIVE LEARNING AND WORKING ENVIRONMENT BY INTENTIONALLY CREATING AND SUSTAINING A CULTURE OF BELONGING, WHERE ALL STAKEHOLDERS ARE RESPECTED AND APPRECIATED FOR THEIR DIFFERENCES, OPPORTUNITIES TO CREATE EQUITY ARE DEVELOPED, AND INCLUSION OF VARIOUS PERSPECTIVES IS SOUGHT AND CELEBRATED

We seek to build a Public Service and Outreach culture where each person is valued, given opportunities to fully participate, and empowered to contribute based on their lived experience. To create a culture of belonging, Public Service and Outreach makes the following distinctions:

INCLUSION UGA’s outreach programs celebrate inclusion as the active, intentional and ongoing engagement, which promotes a sense of belonging. Inclusion goes beyond diversity by creating an environment of achievement and success, guided by the principle that combined experience and knowledge is expanded when it is intentionally and clearly focused on retention, professional growth and advancement opportunities. Public Service and Outreach seeks avenues that increase one’s awareness, knowledge, decision making, and empathic understanding of how individuals interact within complex value systems at the University of Georgia.

DIVERSITY Public Service and Outreach's diversity plan reflects a variety of personal experiences, values and worldviews that arise from a tapestry of culture and circumstances. Diversity informs knowing how to relate to those qualities and conditions that are different yet are present in all individuals and groups. Public Service and Outreach acknowledges that categories of difference are not always finite but can be ever-changing. UGA’s outreach programs champion individual rights to self-identification and embrace that no one culture is intrinsically superior to another.

EQUITY UGA’s outreach programs are committed to equal opportunity for people of all backgrounds and abilities. Public Service and Outreach acknowledges the unequal starting place of individuals, based on past actions, and pledge to address and correct these inequities. Through constructive partnership and leadership from all people and communities, Public Service and Outreach challenges, responds to and implements changes to overcome biases within the procedures, processes and distribution of resources that may create these imbalances.
“Our goal is to make a positive difference in the state—to make people’s lives better. We strive to be a good return on investment for the people of Georgia.”

- JENNIFER L. FRUM, UGA vice president for Public Service and Outreach