

## Strategic Positioning Committee Workshop Overview: Feb 7-9, 2024

The Strategic Positioning Committee just wrapped its first workshop with Mitchen (February 7-9) which focused heavily on coming together as a new team and laying the groundwork for larger efforts in the coming months. Associate Vice President and Director Ed Martin and other associate directors joined for the first day to offer input and work through questions about fundamental aspects of Arizona Extension's identity—who we are, who we serve, and why we do what we do.

The committee includes people committed to voicing the perspectives of programs, regions, Extension teammates, and constituents they represent. Each member takes this responsibility seriously. Consensus takes deliberation, examination of competing concerns, and incorporation of both quiet and loud voices. You can trust that no decision the committee makes will be taken lightly. A full list of committee members is available on the [Strategic Action Plan Confluence page](#).

### Important milestones from the workshop:

- Established tentative dates and locations for six public and two campus-focused town hall events. Apart from the campus sessions, each town hall will capture feedback from our constituents and those who work for Cooperative Extension.
  - April 10<sup>th</sup> – University of Arizona campus
  - April 10<sup>th</sup> – Tucson
  - April 11<sup>th</sup> – Yuma
  - April 29<sup>th</sup> – Phoenix
  - April 30<sup>th</sup> – Safford or University of Arizona Campus (Location to be finalized)
  - May 1<sup>st</sup> – University of Arizona campus or Safford (Location to be finalized)
  - June 4<sup>th</sup> – Sedona
  - June 5<sup>th</sup> – Holbrook
- Identified important Extension constituents, funders, partners, and peer organizations that will be interviewed by committee members. These interviews will focus on emerging issues for each group, what Extension does well, where we can improve, and what each group values in Extension. The committee will summarize findings from 30-50 interviews.
- Developed a timeline for completion of our Strategic Action Plan
  - May – June: Complete town hall events and conduct interviews
  - Late June: Strategic Positioning Committee workshop to examine data collected during interviews and town halls
  - July – Committee workshop to present plan to leadership, address feedback, and ensure accountability is part of the plan
  - August – Present plan at Cooperative Extension's annual conference.

### How can you get involved?

Attend a town hall session in your region and encourage those you serve to attend. Promotional materials will be provided as locations are confirmed.

The committee acknowledges that some people will have to travel significant distances to attend town halls. However, the number and locations of these listening sessions were chosen after extensive deliberation, recommendations on process from Mitchen, and the reality of time and budget limitations.

**What will all these listening sessions lead to?**

The Strategic Positioning effort is the third phase of Extension's quest for a forward-looking Action Plan. In conjunction with the Economic Impact Analysis and the Statewide Needs Assessment, the data compiled from listening sessions will help in developing that plan to ensure we're capturing what's on Arizonans minds and how Extension positions itself to continue to be a partner and lead in addressing any challenges.

It is a hope and goal to have an initial version of that plan to share during our Annual Conference later this summer.