



# Get out your Gazetteer: Roadmap Update

Tuesday, November 1, 2022

Roots to Blooms: Understanding our History and Cultivating our Future

Hannah Carter

# My goals here today...

- Review the origins of the UMaine Extension Roadmap
- Share the process to date
- Discuss the timeline and accomplishments
- Set the stage for the next three days and the short-term future of the organization



# Summer of 2020

- Several months into a global pandemic that no one had been through before—“flying the airplane as we are building it”
- 1 year anniversary of my assuming my role
- We needed to touch base with you all, we sent a survey with two objectives:
  - Determining the challenges and opportunities of working remotely
  - Thinking of the future of the organization
    - *What is one thing you would change about UMaine Extension, what would it be and why?*



# Fall of 2020

- Survey had an incredible completion rate.
- What I've learned through the years leading processes like this:
  - It must be relevant and represent the entire organization.
  - It must be built from the grassroots, not top down.
  - It must involve those who are interested in doing the work.
  - It must be able to be done, not sit on a shelf.
  - It must not waste anyone's time.
- Developed the “Roadmap” idea—not a 5-10 year strategic plan, but a 1-3 year plan (or “map”) to give us direction as we came out of the pandemic.
  - After “Roadmap” is complete, will undergo a full-scale strategic plan



# Survey Says!

- Data easily fell into five themes:
  - Considering how we operate
  - Enhancing collaborations
  - Enhancing our financial future
  - Programming for the future
  - Successful communications and marketing
- I asked during an Extension Connections for volunteers to serve on theme committees, wanted a cross section of the organization.
- From those volunteers, I asked for someone to step up and be the committee leader.



# Fall 2020 – Spring 2021

- Committees met throughout the fall and into 2021
- Goal was to present during the March 2021 Virtual “All Organization Meeting”
- Committees were tasked with developing a report and actual recommendations for the organization



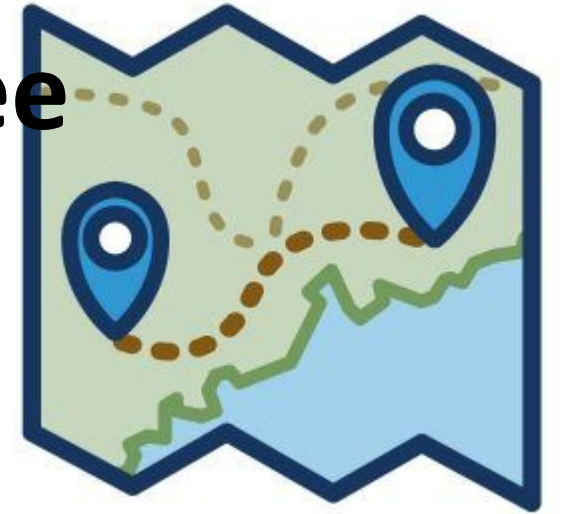
# 2021 UMaine Extension Virtual All Staff Conference

- Again, tremendous participation!
- Each committee gave a report and their recommendations with time for questions at the end from participants.
- At the end of the meeting, a survey was sent with all the recommendations of all the committees to the organization for feedback.



# Extension Roadmap Steering Committee

- Again, tremendous participation when we sent the survey to the organization with the recommendations from the Roadmap theme committees.
- Asked again, for volunteers to serve on the “Steering Committee” to review the recommendations and organizational input and help determine paths forward.
- Blown away by the response for volunteers, who represented all areas of the organization.
- Steering Committee met from August 2021 to April 2022.
  - All meeting notes are available on our Steering Committee website.





# But then, there were a few bumps in the road...

- PFAS
- Retirements
- Vacancies/staff turnover
- General sense of fatigue/burn-out
- Push to get back to “normal”
- My assuming leadership of another unit
- It’s kind of been a year!



# So here we are!

- “Never waste a good crisis.”
- “We aren’t using the same cell phone we did 20 years ago.”
- “We need radical thinking, creative ideas, and imagination.” –Mairead Corrigan
- My commitment to this process:
  - We do it together.
  - There is open communication.
  - We know change will be hard, but in the end it will be worth it.
  - All ideas and opinions are valued and heard.



# What's the plan moving forward?

- Tomorrow we will be lead through an innovation process by our newly named Associate Dean, Dr. Jason Bolton.
- Throughout the three days there are opportunities to meet, have conversations and share ideas.
- At the end of this conference, all ideas will be gathered, analyzed and a process for moving forward will be determined.
  - There will be opportunities to be a part of it.
  - A timeline moving forward will be developed and communicated.



# Questions & Thoughts?

Planning is  
bringing the future  
into the present  
so that you can do  
something about  
it now.

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