

## The MSU Extension Redesign Process

Every successful organization must routinely look at its mission and structure to make sure it is meeting the needs of its stakeholders and maximizing its resources. MSU Extension (MSUE) is no different, and is mandated by the USDA to regularly examine and fine-tune its work to address Michigan residents' needs.

In early 2009, MSUE began a process to examine its work and how it can focus its resources to best serve the state. The findings of that process were shared with numerous audiences in constructive dialogs and used to inform decisions. The end result is a structure that will ensure that MSU Extension will remain responsive to Michigan's needs and apply research-based education to contribute to a brighter future for all of Michigan.

## Redesign Principles

As it moves ahead with new programs and initiatives, MSU Extension's work will be guided by these principles:

- Focused and specialized programs
- Reduced administrative overhead
- Increased responsiveness
- Enhanced accountability
- Continued presence across the state
- Adoption of emerging technologies

## Program Areas

MSU Extension programming will focus on:

- Greening Michigan: Leveraging Natural and Human Assets for Prosperity
- Enhancing Michigan's First Green Industry: Agriculture and Agribusiness
- Preparing Michigan's Children & Youth for the Future
- Improving Health and Nutrition for Michigan residents

## Redesign Structure

A new structure will facilitate seamless response and action on important issues facing the state. The structure of five administrative offices, each led by a regional director, and 82 county offices managed by county Extension directors has been discontinued.

Four new administrative units called Extension Program Institutes have been created, one for each of the statewide programs. Staff previously assigned administrative responsibilities will be reassigned to programmatic roles in one of the four institutes. Community-based academic staff members will be assigned to a county office and will have an opportunity to apply for specific project work groups associated with the program priorities in each institute. Other features of the revised administrative structure include:

- Consolidated budget and personnel functions in one on-campus business office for the entire organization
- Thirteen multi-county districts, each overseen by one district coordinator who will:
  - ◆ Build and maintain relationships with community partners
  - ◆ Serve as a coach to educators
  - ◆ Contribute to annual evaluation for educators
  - ◆ Identify partners and resources to build programs
  - ◆ Provide leadership for area program development and delivery
- Community partnerships built on:
  - ◆ A standardized county partnership and memorandum of understanding
  - ◆ MSUE academic staff presence in every county
  - ◆ Each program available to residents in every district

### For More Information

Thomas G. Coon, director, MSUE (517-355-2308 or [msuedir@msu.edu](mailto:msuedir@msu.edu)) [www.msue.msu.edu](http://www.msue.msu.edu)

