

The background image is a composite. The right side shows a lush green cornfield under a clear blue sky. In the foreground of the cornfield, two men are standing near a black research rig that has a red 'N' logo on top. One man is wearing a red shirt and the other a dark shirt. In the lower-left foreground, a person wearing a blue baseball cap is looking through a camera or binoculars. The left side of the image is covered by a large, semi-transparent red triangle that points towards the center. Overlaid on this red area is the 'N EXTENSION' logo and the text 'From the University of Nebraska-Lincoln'.

Strategic Direction



Focused on Nebraska's
Sustained Success

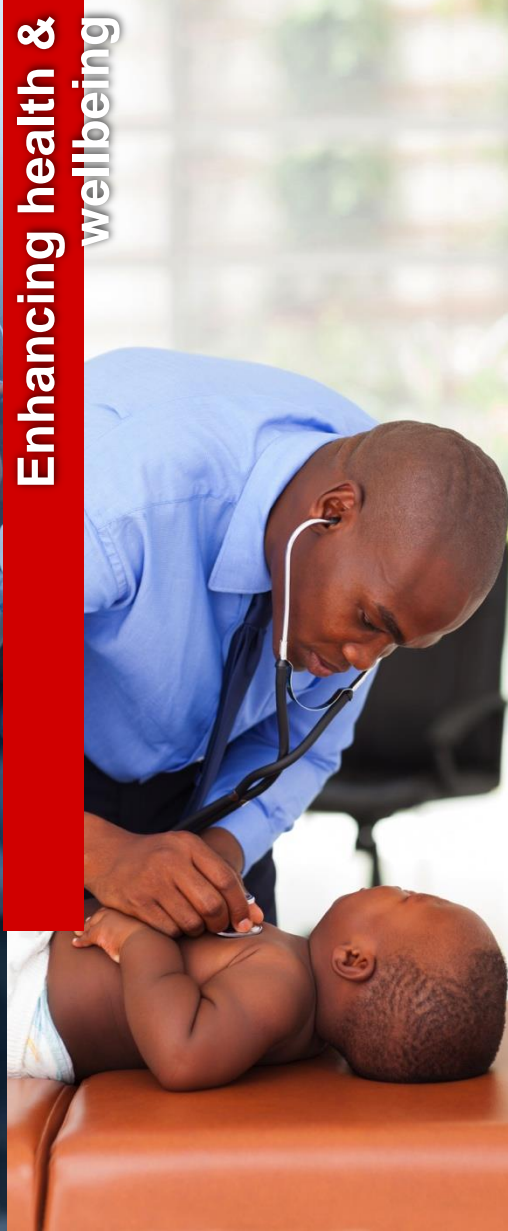
From the University of Nebraska-Lincoln

What Nebraskans are talking about:

Developing a skilled workforce



Enhancing health & wellbeing



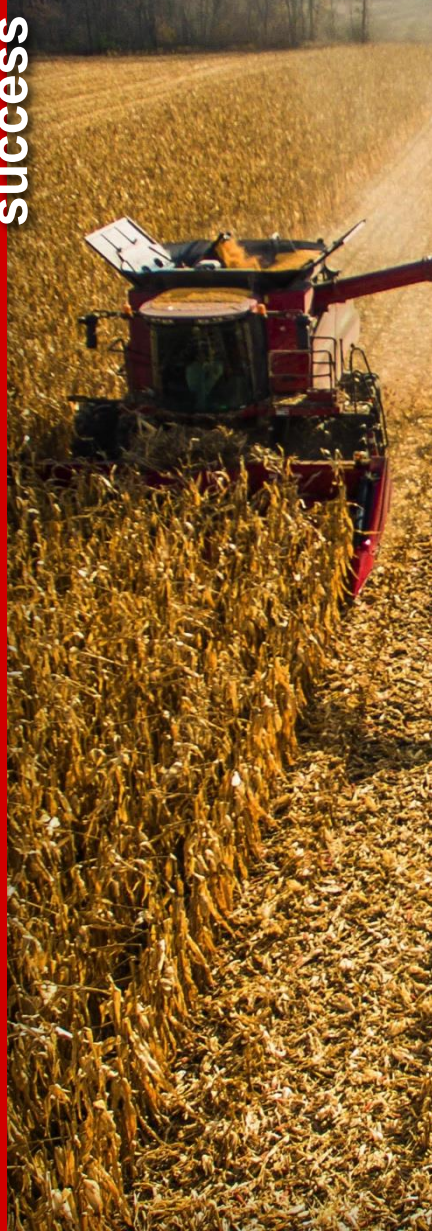
Creating statewide economic vitality



Retaining & attracting young people



Leveraging our strengths for sustained success



Strategic Direction

- Drives and guides our work for the next 5 years
- Relevant and matched to the interests of our stakeholders, our state leaders and a promising future for all Nebraskans
- Aligns with our strengths and proven areas of expertise
- Allows for flexibility without straying from our strategic fundamentals



The Big 3



**STRENGTHEN
NEBRASKA AGRICULTURE
& FOOD SYSTEMS**



**INSPIRE NEBRASKANS &
THEIR COMMUNITIES**



**ENHANCE THE
HEALTH & WELLBEING
OF ALL NEBRASKANS**



By connecting with Nebraska Extension, Nebraska amplifies its strengths in agriculture, food production and natural resources stewardship in ways that are environmentally and economically sustainable—ensuring that all Nebraskans have access to safe and healthy food, abundant water, and the benefits of Nebraska's outdoor spaces.

Strengthen Nebraska Agriculture & Food Systems





Inspire Nebraskans & Their Communities

By connecting with Nebraska Extension, Nebraska has a robust, diverse population of well-prepared, innovative and productive people—beginning with Nebraska youth—living in thriving, vibrant communities that are contributing to the sustained success and growth of the entire state.

A photograph of a family of four in a modern kitchen. A woman in a red shirt stands on the left, smiling. A man in a blue shirt stands in the center, also smiling. A young girl in a green shirt and a young boy in a dark blue shirt are sitting on stools at a curved kitchen island, looking towards the man. The kitchen has white cabinets, stainless steel appliances, and a dark countertop. There are pots on the stove and various items on the island.

Enhance the Health & Wellbeing of All Nebraskans

By connecting with Nebraska Extension, Nebraskans are healthier in every respect—physically, mentally and economically—leading to an even better quality of life, greater prosperity and a promising future for all.

The Big 3



STRENGTHEN
NEBRASKA AGRICULTURE
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INSPIRE NEBRASKANS &
THEIR COMMUNITIES



ENHANCE THE
HEALTH & WELLBEING
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ALIGNMENT WITH...



- University of Nebraska Strategic Priorities



- UNL Aims – N|2025



- IANR Initiatives



- Extension is the **LOCAL CONNECTION** with the University across the state
- Bringing **RELEVANT RESEARCH & RESOURCES** directly to Nebraskans
- **ENGAGING WITH NEBRASKANS** to create an even more prosperous future for all

How THE BIG 3 impact Nebraska's Future



Developing a skilled workforce

- Creating a pipeline of talent across the state
- Fostering lifelong learning & innovation
- Developing interpersonal skills & critical thinking





How THE BIG 3 impact Nebraska's Future

Enhancing health & wellbeing

- Adopting behaviors that lead to better physical & mental health
- Ensuring access to safe, healthy & affordable food
- Focusing on creating thriving children & families



How THE BIG 3 impact Nebraska's Future



Creating statewide economic vitality

- Improving prospects for rural communities
- Supporting homegrown businesses
- Providing opportunities for all Nebraskans to prosper





How THE BIG 3 impact Nebraska's Future

Retaining & attracting young people

- Encouraging entrepreneurship, diversity & inclusion
- Engaging young people in communities & leadership opportunities
- Creating environments that enhance the quality of life



How THE BIG 3 impact Nebraska's Future



Leveraging Nebraska's strengths for sustained success

- Amplifying our leadership in agriculture & food production
- Preserving & protecting our abundant natural resources
- Building on the work ethic & personal commitment of our people



This is an exciting, transformative time for Nebraska. Nebraska Extension stands ready to provide its unique, statewide presence and expertise to help our state create the prosperous future we all envision.

We look forward to our journey together!



From the University of Nebraska-Lincoln