

Strengthening Partnership with Communities across Georgia and around the World
College of Family and Consumer Sciences (FACS)
Unit Goals, Key Performance Indicators, and Annual Targets

The College acknowledges we will review the annual targets and strategies to achieve the targets post-COVID-19 and adjust based on budget reductions and changes in personnel in FY21.

Key:

- University Level Strategic Directions, Goals and KPIs are in Italics
- College Goals and KPIs are numbered with additional label and numeral, e.g. FACS KPI 1.3.1
- FY is Fiscal year (July-June), CY is Calendar Year (January-December)

Introduction: The College of Family and Consumer Sciences (FACS) has established FACS Goals that align with five university-level Strategic Goals. Each FACS goal enhances existing outreach, resources, and programs designed to help improve the quality of life for individuals and families in Georgia. We provide training, disseminate research-based publications, and link families, businesses and communities to university faculty and resources.

FACS Goal 3.1 addresses creating opportunities and a support process for collaborative community-focused scholarship in Georgia, across the nation, and the world. Conducting comprehensive needs assessments, prioritizing identified needs, implementing community-based participatory research and integrated knowledge translation strategies, and evaluating the impact of community partnership projects will lead to sustainable, measurable growth in partnerships between communities and the College of Family and Consumer Sciences.

FACS Goal 3.3 is integrated with Promoting Excellence in Teaching and Learning with the goal of broadening opportunities for students to engage with the diversity of communities in Georgia and across the nation and world on locally identified needs and issues.

FACS Goal 3.4 addresses developing high-impact global partnerships to support excellence in research and service. To build global partnerships, increase publications and increase academic agreements with global partners, faculty need training and financial support as outlined in the strategies to address over the next five years to address targets for this goal.

FACS Goal 3.5 focuses on strengthening communications related to how the College of Family and Consumer Sciences sustainably supports and benefits communities through research, teaching, and public service. Performance measures focus on communicating and marketing the success of community partnerships and the collective impact of public service, outreach, and Extension to the citizens of Georgia. Using Georgia Counts and the UGA Extension Family and Consumer Sciences Common Measures data, the College will further develop success stories and infographics to share with key stakeholders, funders, and the public.

STRATEGIC GOAL 3.1: Increase collaborative community focused research and scholarship in Georgia, across the nation, and world.

FACS Goal 3.1: Create opportunities and a support process for collaborative community focused research, scholarship, and outreach in Georgia, across the nation, and world.

FACS KPI 3.2: Sponsored award funding for community-focused applied or translational research involving community partners as co-creators generally, globally, nationally, and by regions in the state

Data Source: Office of Research (Fiscal Year):

Annual Targets:

FY2021	Number of FACS sponsored award funding for community partnerships FY20 +1
FY2022	FY21 +2
FY2023	FY22 +2, including one new award to includes community partners who have never been part of a FACS sponsored award before.
FY2024	FY23 +2, including one new award that includes community partners who have never been part of a FACS sponsored award before.
FY2025	FY24 +2, including one new award that includes community partners who have never been part of a FACS sponsored award before.

KPI 3.4: Publications with community partners as co-authors and/or major contributors.

Data Source: FACS Annual Report (Calendar Year)

Annual Targets:

FY2021	Number of publications submitted with community partners as co-authors CY20 +5.
FY2022	Number of publications in press or published with community partners as co-authors CY21 +3.
FY2023	Submitted CY22 +3. In press or published CY22 +2
FY2024	Submitted CY23 +3, including one manuscript that includes a community partner who has not previously been a co-author with a FACS faculty member. In press or published CY23 +2.
FY2025	Submitted CY24 +3, including one manuscript that includes a community partner who has not previously been a co-author with a FACS faculty member. In press or published CY24 +2.

Strategies for reaching the annual targets related to Goal 3.1 may include:

- Establish a series of events (in-person or virtual) to encourage faculty to network formally and informally with community partners.
- Enlist department heads and associate deans to incorporate discussions about potential new community partnership collaborations in annual performance review.
- Provide faculty mentoring to support the building of new community partnerships that lead to sponsored projects.
- Explore and use new collaboration software and technology (e.g. Mural) to build and maintain community partnerships while working remotely.
- Offer professional development opportunities for faculty to strengthen partnership building
- Pilot-test new projects with community partners.
- Highlight existing and new collaborations through the FACS website and other communication channels.
- Revise FACS Annual Report to better collect and integrate quantitative and qualitative data gathered in UGA Elements, GA Counts, UGA Extension, and public service and outreach reports.

STRATEGIC GOAL 3.3: Broaden opportunities for students to engage with the diversity of communities in Georgia and across the nation and world on locally identified needs and issues.

See also Teaching and Learning Goals and KPI:

FACS Goal 1.1.2: Increase the number of affordable experiential learning opportunities (i.e., service-learning courses, study away courses, leadership courses, applied and research internships and creativity courses) approved by the Office of Experiential Learning.

KPI 1.1: Transcript-eligible EL opportunities available of each type.

Data Source: Office of Experiential Learning (number and percent change from previous fiscal year)

Annual Targets:

FY 2021	Establish the baseline number of affordable EL opportunities we have in FACS and in which types (leadership, global, internship, service, research, and creative) + 5%
FY 2022	FY 2021 + 5%
FY 2023	FY 2022 + 10%
FY 2024	FY 2023 + 15%
FY 2025	FY 2024 + 20%

STRATEGIC GOAL 3.4: Develop high-impact global partnerships that engage and support UGA areas of research and service excellence.

FACS Goal 3.4: Develop high-impact global partnership to engage and support the College of Family and Consumer Sciences areas of research and service excellence.

KPI 3.19: Publications co-authored with colleagues at international institutions.

Data Source: Office of Global Engagement and FACS Annual Report (calendar year)

Annual Targets:

FY2021	Number of publications co-authored with colleagues at international institutions CY20 +1
FY2022	CY21 +1
FY2023	CY22 +2
FY2024	CY23 +2
FY2025	CY24 +3

KPI 3.21: Mutual academic agreements for global partnerships.

Data Source: Office of Global Engagement and FACS Annual Report (calendar year)

Annual Targets:

FY2021	Assess the current academic agreements for global partnerships (i.e. Seoul National University) and develop academic programs for the purpose of faculty research and student engagement.
FY2022	Implement one or more academic programs for faculty research and student engagement with current global partnerships.
FY2023	Increase faculty research and student engagement for current the program and develop another academic agreement for global partnership for faculty research and student engagement.
FY2024	Increase faculty research and student engagement for the global partnerships and programs established.
FY2025	Increase faculty/student engagement for the programs and global partnerships established.

Strategies for the next five years reaching the annual targets related to Goal 3.4 may include:

- Provide and encourage attendance at trainings for college faculty to develop cultural, racial, and ethnic competence.
- Facilitate peer mentoring relations among diverse faculty members in the college and across UGA.
- Host intercultural events/activities in person or virtually in the college to increase global awareness.

- Host in Atlanta, Georgia the International Federation of Home Economics (IFHE) Congress, postponed to September 2022
- Identify and increase financial support for global initiatives and partnerships.

STRATEGIC GOAL 3.5: Strengthen communication regarding how UGA sustainably supports and benefits communities through research, teaching, and public service.

FACS Goal 3.5: Strengthen communication regarding how the College of Family and Consumer Sciences sustainably supports and benefits communities through research, teaching, and public service.

FACS KPI 3.5.1: Page views on the College of Family and Consumer Sciences website regarding support and benefits to communities (<https://www.fcs.uga.edu/>)

Data Source: FACS Communications; FACS Website analytics; Published and reposted news and media stories.

Annual Targets:

FY2021	Identify one or more strategies to make the website and webpages more visual and user friendly and accessible technologies, such as online learning approaches.
FY2022	Train three staff members to update and keep website and webpages current.
FY2023	Train five additional faculty and staff to update and keep website and webpages current.
FY2024	Train five additional faculty and staff to update and keep website and webpages current.
FY2025	Evaluate the effectiveness of website, webpages, teaching technology and research, and training based on increased number of page views.

KPI 3.23: Stories produced about the College of Family and Consumer Sciences community engagement

Data Source: FACS and UGA Marketing and Communications; FACS Website analytics; Published and reposted news and media stories (calendar year).

Annual Targets:

FY2021	Establish baseline number of stories produced about FACS community engagement annually
FY2022	Number CY21 +10%
FY2023	CY22 +10%
FY2024	CY23 +10%
FY2025	CY24 +10%

KPI 3.24 Quantify the collective impact of public service, outreach, and Extension to the citizens of Georgia.

Data Source: Georgia Counts Data Base; Common Measures evaluation data

Annual Targets:

FY2021	Report and communicate baseline impacts.
FY2022	Report and communicate collective impact since CY2021
FY2023	Report and communicate collective impact since CY2022.
FY2024	Report and communicate collective impact since CY2023.
FY2025	Report and communicate collective impact since CY2024.

Strategies over the next 5 years for reaching the annual targets related to Goal 3.5 may include:

- Identify one or more strategies to increase the number of stories produced about community engagement, using multiple media methods.
- Train five new faculty members each year to implement strategies for increasing number of stories written about community engagement.
- Increase adoption of stories in mainstream media and increase webpage views using multiple media methods.
- Identify resources and funding to support web development and teaching and research technologies, such as online learning approaches.
- Make the website, webpages, and teaching and research technologies more visual and user friendly and accessible for external users.
- Train faculty and staff to effectively contribute to the website, webpages, and teaching and research technology. Implement revised website, webpages in summer 2020.
- Utilize the Georgia Counts and the Family and Consumer Sciences Common Measures data to develop success stories, with visual representations, to share with key stakeholders, funders, and the public.

September 8, 2020

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