Vision: We envision brighter futures for children, adults, families and communities.

Mission: We change lives by
- Helping people thrive and flourish throughout their lives
- Strengthening relationships and communities
- Preparing the next generation to serve and lead
- Discovering and applying knowledge and skills

This mission is accomplished through individual and collaborative work in three major areas:
1. Undergraduate and graduate education and training
2. Applied and interdisciplinary research
3. Community engagement and outreach

This work is purposefully supported and enhanced by
- Expanding external resources to support innovative research and program development
- Creating and maintaining a culture that is strength-based, inclusive, supportive and responsive to needs and opportunities
- Actively developing communication networks and materials to increase our visibility and reputation

Goal 1a. Increase undergraduate and graduate enrollment by providing training that promotes Employability and Advancement
HDFS promotes a relationship-based approach to developing skills and knowledge in undergraduate, certificate and graduate degree programs. Steps to achieve increased enrollment will include
- Formation of an Employability and Advancement Strategic Working Group (SWG), responsibilities:
  - Prioritize strategic planning retreat outcomes/objectives
  - Work with Reputation & Visibility Data Team to conduct needs assessment of skills
  - Synthesize skills with academic objectives
  - Identify gaps/matches/overlaps with curriculum, course assignments
  - Develop curriculum changes & provide on-going reviews as needed – submit proposals to Undergraduate Curriculum Committee and/or Graduate Curriculum Committee
  - Make recommendations to faculty to change learning activities, readings, assignments and serve as a resource for faculty initiating changes in courses or programs

Goal 1b. Generate future leaders in the field via a highly ranked Ph.D. program in HDFS
- Update and submit Ph.D. program in HDFS proposal
- Implement the Ph.D. in HDFS: curriculum updates, marketing and recruitment
- Determine evidence of program rating increase
Goal 2. Increase applied and interdisciplinary research via Centers and Institutes
- Create Center Planning and Advising Committee
  - Review proposals for new centers/institutes prior to College/University review
    - Develop review criteria, e.g., purpose, logistics, relationship to other centers, larger organizations
  - Provide annual departmental review for existing centers, addressing:
    - Review use of internal and external resources
    - Document accomplishments/objectives, including research and outreach/engagement activities and objectives
    - Document joint activity with education/training objectives, including interdisciplinary certificates and degree programs
    - Monitor integration and coordination with existing centers and institutes

Goal 3. Increase external funding and resources to support and enhance programs
- Create External Resources Strategic Working Group
- Identify fundraising initiatives and target goals
  - Building renovation
  - CDL/Rise (Infant-Toddler room, Return to Nature, coordinate with Director & PTO)
  - Scholarships and training support (travel, international study)
  - Endowments and naming opportunities for professorships, certificates, labs and department
  - Excellence Fund
- Assist in developing contacts, materials and events
  - Coordinate activities with OSU Foundation, College of Human Sciences
  - Support/sponsor fund-raising programs and events

Goal 4. Increase the reputation and visibility of the department
- Create Reputation/Visibility Strategic Working Group with the following subgroups:
  - Data Team
    - Identify employers
    - Identify HDFS “brand” value and needs of graduate
    - Create data for Employability and Advancement SWG
    - Generate statistics to use in marketing/recruiting
  - Media Team
    - Generate stories, videos, promotional material to tell the HDFS story(ies)
    - Work with COHS marketing office/Julie Barnard
  - Recruiting Teams
    - Undergraduate Team
      - Develop, strengthen relationships with high school counselors
      - Identify other sources of referrals for incoming students
    - Graduate Team
      - Recruit students for post-graduate courses, including certificate programs, M.S. degree and Ph.D. program

Goal 5. Purposefully create and maintain departmental culture
- Create Culture Strategic Working Group
  - Success scouts - on the look-out for achievements, awards, random acts of kindness and innovation
  - Receive and review nominations for monthly Being HumaneDFS award (Humane = Caring Kind Gentle Humanitarian Compassionate Kindly Benevolent Civilized – MS Word Thesaurus definition)
- Plan events (bowling, birthdays, charity events, e.g., walks/runs, Habitat, fund-raisers, etc.) to engage in as a department or other unit
- Beyond email, better than Facebook: identify better ways to communicate
- Create system for intentional and fair investment in our people (leadership training, sabbaticals, endowed professor and chair nomination and advisement)
- Review/revise organizational chart