DEPARTMENT OF ANIMAL AND FOOD SCIENCES

STRATEGIC PLAN (2006-2010)
MISSION STATEMENT

The Department of Animal and Food Sciences is dedicated to the pursuit of excellence in higher education and personal development of students, staff, and faculty through a commitment to creative teaching, research, and service.

VISION STATEMENT

The Department of Animal and Food Sciences will be a national leader in higher education, research and service.

The Department of Animal and Food Sciences will:

• be recognized as one of the top departments in the United States, attracting the best students, faculty, and staff;

• prepare society-ready graduates with the ability to treat others with honesty and integrity, to think creatively and analytically, and be leaders and decision makers who are articulate, principled, innovative, and confident;

• be involved in fundamental and applied disciplinary and multidisciplinary research with active participation of graduate and undergraduate students and society; and

• be engaged in local, regional, state, national, and international social and economic development and growth.

Department of Animal and Food Sciences is committed to a culture that values:

• mutual respect, trust, and open communication;

• the pursuit of excellence individually, through teamwork and partnership;

• creativity, innovation, diversity and intellectual freedom; and

• community service, leadership, and public accountability.
GOALS, BENCHMARKS, OBJECTIVES AND STRATEGIES

Goal 1. People First: Support an environment that encourages recruitment and retention of an excellent and diverse faculty, staff, and students.

Benchmarks:

- Tenure-track faculty positions (FTE). (2005: 17; 2010 goal: 22)
- Endowed professorships. (2005: 0; 2010 goal: 2)
- Endowed chairs. (2005: 2; 2010 goal: 4)
- Endowments. (2005: $5.2M; 2010 goal: $12M)
- Faculty diversity. (2005: 2; 2010 goal: 3)
- Staff diversity. (2005: 4; 2010 goal: 5)
- Undergraduate enrollment. (2005: 307; 2010 goal: 450)
- Graduate enrollment. (2005: 48; 2010 goal: 65)
- Student diversity. (2005: Undergraduate 11, Graduate 3; 2010 goal: Undergraduate 30, Graduate 6)
- AFS undergraduate annual scholarship support. (2005: $84K; 2010 goal: $150K)
- Total annual scholarship support for ASF students. (2005: $0.4M; 2010 goal: $1M)
- Undergraduate students on scholarship. (2005: 30%; 2010 goal: 50%)
- Number of faculty Fellows in National Societies. (2005: 3; 2010 goal: 5)
- Graduation annual total. (2005: 71; 2010 goal: 100)
- Develop a Ph.D. Program in Food Science
- Accreditation of Food Science program by the Institute of Food Technologists.
Objectives:

Objective 1.1:  *Recruit, retain, recognize, and reward outstanding and diverse faculty and staff.*

Strategies:

- Provide support and resources to recruit and retain outstanding and diverse faculty and staff.

- Compensate faculty and staff with salaries and benefits competitive to peer institutions.

- Increase financial resources for and establish new endowed professorships/chairs and program support.

- Facilitate and encourage faculty participation in professional development opportunities including attending meetings, development leaves, and international activities.

- Facilitate and encourage staff participation in Service Plus, TLTC, and other professional development opportunities.

- Identify and recognize outstanding faculty and staff accomplishments and nominate them for college, university, state, national, and other appropriate awards.

Objective 1.2:  *Increase student numbers, diversity, and academic excellence.*

Strategies:

- Continue and strengthen recruiting targeting science and honor students in addition to traditional recruiting efforts.

- Continue and expand departmental recruitment in concert with CASNR.

- Continue recruiting by specific faculty members and students at state and regional livestock shows and at 4-H and FFA events.

- Continue and enhance recruiting efforts targeting students both in and out of state community colleges.

- Strengthen recruiting efforts to attract high-quality graduate students.

- Continue to have booths at trade shows associated with Animal and Food Sciences (NCBA, WPE, IFT, etc.)
• Provide competitive financial support and benefits for graduate students.

• Involve alumni in recruiting undergraduate and graduate students.

• Continue personal advising by caring faculty members

• Evaluate and enhance current retention activities.

• Evaluate and revise, as appropriate, printed and electronic materials currently being used in recruiting activities.

• Make fund raising a priority by identifying, cultivating, and soliciting donors for scholarship, fellowship, professorship, and chair gifts and endowments.

• Increase diversity of faculty to provide role models.

• Continue thorough course/instructor evaluations at end of each semester and Peer Evaluation of Teaching.

**Objective 1.3: Increase faculty, staff and student visibility on campus and in state, regional, national, and international organizations and activities.**

Strategies:

• Encourage and support faculty, staff, and students to participate and provide leadership activities in professional organizations and activities locally and at regional, state, national, and international levels.

• Continue awards banquet for Animal and Food Sciences department in association with the Block and Bridle annual banquet.

• Continue to support 8 departmental based clubs (Block and Bridle, Collegiate Cattlewomen’s, Collegiate Horsemens’s Association, Food Science Club, Graduate Student Association, Meat Science Association, Pre-Vet Society, and Therapeutic Riding Club); 4 teams (Tech Equestrian Team, Ranch Horse Team, and Rodeo Team, Beef Cattle Show Team); and 4 departmental judging teams (Horse, Livestock, Meats, and Wool) and an evaluation team (Livestock and Meats Evaluation).

• Continue to be the home of the Masked Rider.

• Nominate faculty, staff, and students for recognition and awards based on exemplary contributions and accomplishments.
• Continue to require internship or research activity for all undergraduates majoring in Animal Science or Food Science.

• Continue to provide students with opportunities and challenges that improve success rate in obtaining admittance to professional (e.g., dental, law, medical [MD and registered nursing], pharmacy, physical therapy, veterinary) and graduate schools.

• Continue promoting and increasing number of students involved in Austin and Washington D.C. internships.

• Continue and increase student involvement in study abroad and international experiences.

• Continue to support and encourage faculty development leaves.

**Objective 1.4:** Maintain and improve facilities on campus and at the New Deal Field Laboratory and the Texas Tech Equestrian Center.

**Strategies:**

• Seek endowment funding to maintain and improve facilities.

• Utilize course fees, HEAF, endowments, and other funds to ensure that the department has state-of-the-art technology and facilities for teaching, research, and service.

**Objective 1.5:** Develop and implement better communication within and outside the department.

**Strategies:**

• Develop and improve departmental website to meet university guidelines and have timely information about department (faculty, staff, students, alumni, and friends) history, news, policies, procedures, and links to other pertinent informational sites.

• Update Departmental Operating Procedures annually.

• Continue to have rapid communication through email and have faculty meetings as needed.

• Re-implement and schedule annual faculty retreats that are held off-campus.

• Continue to support departmental Graduate Student Association and sponsor social interaction event between faculty and graduate students at least once per semester.
Goal 2. Excellence in Education: Attain national and international recognition in undergraduate, graduate, and professional, and consumer education.

Benchmarks:

- Continue to offer honors sections of courses. (2005:4; 2010 goal: 5).
- Certificate program in Equine Sciences.
- Continue to require internship or research activity for 100% of all undergraduates majoring in Animal Science or Food Science. (70 per year)
- Continue promoting and increase number of student involved in Austin and Washington D.C. internships. (2005: 1; 2010 goal: 3)
- Continue and increase student involvement in study abroad and international experiences. (2005: 2; 2010 goal: 10)
- Number of students involved in research. (2005: 28; 2010 goal: 75)
- Undergraduates in honor societies. (2005: 12; 2010 goal: 50)
- Undergraduate courses on the web. (2005: 3; 2010 goal: 1)
- Graduate courses offered through distance learning. (2005: 3; 2010 goal: 1)
- Increase total number of national championships for departmental teams. (2005: 17; 2010: 22)
- Ph.D. in Food Science.

Objectives:

Objective 2.1: Provide undergraduate, graduate, and professional curricula and programs that enhance disciplinary knowledge, analytical, creative, and critical thinking, and decision-making and leadership skills.

Strategies:

- Annually review and revise curricula to reflect changing needs of the industry and of the global society.
- Review and update course and program outcome assessments.
• Offer undergraduate certificate programs in important areas of animal and food sciences.

• Implement more extensive learning outcome assessment activities.

**Objective 2.2:** *Increase participation in the Honors program, internships, study abroad, exchange programs, and involvement in research.*

**Strategies:**

• Increase honors course offerings and encourage student participation.

• Pursue additional opportunities for internship/fellowship programs with private and governmental entities.

• Pursue additional opportunities for study abroad and exchange programs with international institutions and encourage student participation.

• Continue extensive research opportunities for undergraduates.

• Increase the number of M.S. and Ph.D. graduate students supported on teaching or research assistantships or fellowships.

**Objective 2.3:** *Increase national recognition of students.*

**Strategies:**

• Encourage student participation in honor and professional societies.

• Identify and mentor students with potential for national recognition.

• Encourage student research presentations at professional meetings.

• Encourage students to author refereed publications.

• Recruit, identify, and mentor students to participate in collegiate judging teams and bowl competitions.

**Objective 2.4:** *Increase educational access through distance learning.*

**Strategies:**

• Increase funding and upgrade facilities to offer courses and degree programs at a distance.
• Provide technical assistance to faculty for course development and maintenance of distance learning.

• Enhance existing and implement new academic and professional programs at a distance.


Benchmarks:

• Total research funding. (2005: $2.9 M; 2010 goal: $4M)

• Leveraging of state funds. (2005: 4.33:1 ; 2010 goal: 4:1)

• Generation of license agreements. (2005: 1; 2010 goal: 2)

• Generation of royalty and license fees (2010 goal: $100k per year)

Objective 3.1: Enhance existing research programs and develop new research initiatives.

Strategies:

• Review research priorities and identify critical research initiatives.

• Coordinate support and target additional resources to maintain and enhance areas of research excellence.

• Award seed funds for intradepartmental and interdepartmental research initiatives.

Objective 3.2: Promote and support multidisciplinary, interdisciplinary, and inter-institutional research.

Strategies:

• Continue support of the International Center for Food Industry Excellence, the Pork Industry Institute, and multi-university consortiums such as the Consortium for Cattle Feeding and Environmental Sciences.

• Coordinate and encourage research teams of faculty and constituents to identify research priorities.

• Secure seed funding to promote multidisciplinary research priorities.

Objective 3.3: Identify and build research programs that contribute to local and regional economic development and entrepreneurship.

Strategies:
• Encourage faculty to promote commercialize of technologies that support economic development and entrepreneurship.

• Promote technology transfer and license agreements.

**Objective 3.4: Increase federal, state, and private research funding.**

**Strategies:**

• Encourage every faculty member to pursue external funding.

• Provide timely information on funding opportunities to faculty.

• Encourage research partnerships between faculty in multiple departments and other institutions to allow for submission into broader research programs.

**Goal 4. Partnerships: Strengthen partnerships and alliances to enhance the quality of education, research, and outreach.**

**Benchmarks:**

• Events sponsored and supported for government agencies, non-governmental organizations, industry groups, and trade associations. (2005: 1; 2010 goal: 2)

• Establish joint appointments between AFS and the Texas Agricultural Experiment Station, and the Texas Cooperative Extension Service. (2005: 0; 2010 goal: 2)

• Offer courses with service learning component. (2005: 1; 2010 goal: 2)

• Students enrolled in at least one course with a service learning component. (2005: 45; 2010 goal: 100)

• Activities and events of service to the community. (2005: 12; 2010 goal: 25)

**Objectives:**

**Objective 4.1: Strengthen partnerships and collaborations with governmental agencies, non-governmental organizations, industry groups, and trade associations.**

**Strategies:**

• Sponsor and support events for governmental agencies, non-governmental organizations, industry groups, and trade associations to enhance interaction and communication.
**Objective 4.2:** Strengthen and initiate partnerships and cooperation within the Texas Tech University System and with other institutions.

Strategies:

- Enhance partnerships and cooperation with other units in the Texas Tech University System.
- Strengthen partnerships and collaborations with the Texas A&M University System.
- Enhance partnerships with other universities.

**Objective 4.3:** Increase faculty, staff, and student involvement in service learning and outreach activities.

Strategies:

- Increase number of courses offered in the department with a service learning component.
- Encourage departmental student organizations to offer or participate in activities or events of service to the community.

**Goal 5. Tradition and Pride: Enhance public support of the Department of Animal and Food Sciences.**

**Benchmarks:**

- Newscasts per year on local, regional, and national print news, radio, and television media. (2005: 28; 2010 goal: 52)
- Regional alumni functions. (2005: 2; 2010 goal: 4)

**Objectives:**

**Objective 5.1:** Enhance public awareness of AFS.

Strategies:

- Continue and strengthen ties with TTU Marketing and Communications to promote departmental personnel, programs, and activities.
- Continue twice a month appearances on regional FOX News radio program.
• Continue coverage on television news at least 8 times per year.

• Continue COWamongus! participation at Raider Alley and advertising with TTU Athletics on scoreboard, on radio, and TV during Football, Baseball, and Women’s Basketball games.

• Have on sight broadcasting of news and talk shows at the Animal and Food Sciences Building.

• Improve dissemination of information to the public through meetings, campus programs, and print/electronic media.

**Objective 5.2:** *Inform alumni of college accomplishments and encourage them to be ambassadors for the AFS.*

**Strategies:**

• Develop closer ties with the TTU Alumni Association to promote departmental personnel, programs, and activities.

• Improve dissemination of information to CASNR alumni and friends through regional meetings, campus programs, and print/electronic media.

• Alumni survey to contact our alumni and determine their work and community positions.