

# **DEPARTMENT OF AGRICULTURAL EDUCATION AND COMMUNICATIONS**

## **STRATEGIC PLAN (2006-2010)**

### **MISSION STATEMENT**

The Department of Agricultural Education and Communications' mission at Texas Tech University is to create, integrate, broaden, and diffuse knowledge bases in the human dimension of the agricultural sciences and natural resources. To positively affect behavioral change for the improvement of social, economic, and/or environmental conditions of all individuals touched by our agricultural and natural resource systems, we display an outward focus, and enthusiastically receive input from our key stakeholders including practitioners in agricultural communications and agricultural leadership, public school agricultural teachers, community college agricultural faculty, and extension professionals. This in turn enables us to provide premier academic programs, effective outreach, and encourages relevant scholarship.

### **VISION STATEMENT**

The Department of Agricultural Education and Communications aspires global preeminence as being one of the top five academic units in agricultural education, agricultural communications, and agricultural leadership. The Department's reputation will be based upon excellence in teaching, learning, discovery, application of knowledge, creative activity, and engagement regarding current and emerging aspects of agricultural sciences and natural resources.

#### **The Department of Agricultural Education and Communications will:**

- be one of the top five departments of agricultural education and communications in the world;
- educate students whom assume global leadership positions through their conceptual understanding of foundational theory, practical application, ability to grow and mature intellectually, reason soundly, think critically using imagination and ingenuity, display self-confidence, and concern and care for one's family, community and the marginalized of our society;
- involve undergraduates and graduate students in discovering and applying knowledge through research and creative activities considered by our peers and consumers as being excellent in quality, innovative in approach to theory, programmatic in nature, systematic and focused; and
- provide innovative, relevant, timely, and appropriate engagement fostering social development, environmental stewardship, and economic growth.

**The Department of Agricultural Education and Communications is committed to a culture that values:**

- mutual respect, trust, and a supportive environment;
- open communication, teamwork, and partnerships;
- creativity, innovation, and pursuit of excellence;
- community service, leadership, and public accountability;
- diversity and academic and intellectual freedom;
- purposeful and collective action with defined and relevant standards to monitor progress or the creation of new strategic architectures; and
- centrality of purpose.

**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 student body.**

**Benchmarks:**

- Two and one-half FTE's in new tenure-track faculty positions. (2005 FTE: 11.69; 2010 FTE: 14)
- One new endowed professorship. (2005: 1; 2010: 2)
- \$610K in new endowments. (2005: \$1.39M; 2010: \$2M)
- Achieve 17% faculty diversity. (2005: 0 minority faculty; 2010: 2 minority faculty)
- Maintain 50% staff diversity. (2005: 50% diversity (1 minority/2 total); 2010: 50% diversity 2 minorities/4))
- Enrollment of 52 new undergraduates. (2005: 159; 2010 goal: 211)
- Enrollment of 16 additional graduate students. (2005: 49; 2010 goal: 65)
- Achieve 50% increase in student diversity. (2005: U – 7, G – 2; 2010: U – 10, G – 8)
- One National Merit Scholar. (2005: 0; 2010 goal: 1)
- \$100K in new scholarship endowment support. (2005: \$472K; 2010: \$572K)
- One faculty fellow in a national society. (2005: 0; 2010: 1)

## **Objectives:**

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

#### Strategies:

- Provide support and resources to recruit and retain outstanding and diverse faculty and staff.
- Compensate faculty and staff at salaries competitive to peer institutions.
- Increase financial resources for endowed professorships/chairs and program support.
- Facilitate and encourage faculty participation in professional development opportunities including international activities.
- Facilitate and encourage staff participation in Service Plus, TLTC and other professional development opportunities.
- Identify and recognize outstanding faculty and staff accomplishments.

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

#### Strategies:

- Strengthen recruiting efforts targeting traditional and nontraditional CASNR markets.
- Enhance recruiting efforts and collaborative programs targeting four-year colleges, community colleges, and science and advanced placement classes at selected high schools.
- Strengthen recruiting efforts to attract high-quality graduate students from selected liberal art colleges and prestigious research universities across the globe.
- Involve alumni in recruiting undergraduate and graduate students.
- Evaluate and enhance current retention activities, increasing student and faculty participation.
- Evaluate and revise, as appropriate, print and electronic materials currently being used in recruiting activities.
- Make fundraising a priority by identifying, cultivating, and soliciting donors for scholarship and fellowship gifts.

### ***Objective 1.3: Increase faculty visibility on campus and in regional, national, and international professional organizations.***

#### Strategies:

- Encourage faculty to participate and provide leadership activities on campus and in regional, national, and international professional organizations.
- Nominate faculty for recognition and awards.

***Objective 1.4: Construct, renovate and modernize facilities.***

Strategies:

- Utilize a CASNR master plan that identifies and addresses space needs for the college for classrooms, research facilities, and offices.
- Increase access and use of state-of-the-art technology in teaching, research, and engagement.
- Accommodate special needs students and stakeholders, including those with physical disabilities.

***Objective 1.5: Develop and implement objective procedures to improve assessment of productivity and performance.***

Strategies:

- Continue to identify key measurable factors related to faculty and staff performance, and integrate these factors into annual evaluations.
- Integrate strategic planning assessment reports and annual faculty evaluations into annual assessments.
- Enhance communication and planning through regularly scheduled faculty and staff meetings.

**Goal 2. Excellence in Education: Attain national recognition in undergraduate, graduate, and professional education.**

**Benchmarks:**

- Offer 1 new resident masters program (agricultural communications) and the M.S. in Agricultural Education at a distance.
- Convert the resident Ed.D. program to a Ph.D. program.
- Offer 8 short courses, conferences, and intersessions. (2005: 4; 2010 goal: 8)
- Offer a 150-hour degree program in Agricultural Education.
- Offer 2 honors courses. (2005:0; 2010: 2)
- 75% undergraduates involved in internships. (2005: 50%; 2010 goal: 75%)
- 10% of students involved in international experiences. (2005: 0; 2010 goal: 22)
- 5% undergraduates involved in research. (2005: 3; 2010: 11)
- Offer 2 graduate degree programs through distance learning. (2005: 1; 2010: 2)
- Offer 8 graduate courses through distance learning. (2005: 5 ; 2010: 8)

**Objectives:**

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

Strategies:

- Review and revise curricula to reflect changing needs of a global society.
- Review and update course and program outcome assessments.
- Offer new undergraduate, graduate, and professional/certificate programs to reflect changing needs of a global society.
- Offer short courses, conferences, and intersession courses for traditional and non-traditional audiences.

***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 and encourage student participation.
- Pursue additional opportunities for study abroad and exchange programs with international institutions and encourage student participation.
- Expand research opportunities for undergraduates.
- Increase the number of graduate students supported by funded research programs.

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

Strategies:

- Identify and mentor students with potential for national recognition.
- Increase undergraduate student research presentations at professional meetings and maintain the level of presentations by graduate students.
- Increase the number of student-authored refereed publications.

***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 for distance learning.

- Maintain flexibility for rapid adoption of appropriate emerging distance delivery technologies.
- Enhance existing academic and professional programs at a distance.

**Goal 3. Excellence in Research: Attain national recognition.**

**Benchmarks:**

- \$500K in total research funding. (2005: \$391K; 2010: \$500K)
- Maintain leveraging of state funds. (2005: 1:18.24; 2010: 1:18)

*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.

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

Strategies:

- Coordinate 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.*

Strategy:

- Promote technology transfer.

*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.

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

**Benchmarks:**

- 10 events sponsored and supported for government agencies, non-governmental organizations, industry groups, and trade associations. (2005: 5; 2010: 10)
- Establish 2 joint appointments between the department and the Texas Agricultural Experiment station. (2005: 0; 2010: 2)
- Establish 2 additional joint appointments between the department and the Texas Cooperative Extension. (2005: 1; 2010 goal: 3)
- Offer 2 courses with service learning component (2005: 0; 2010: 2)
- 225 students enrolled in at least one course with a service learning component.
- 5 activities and events of service to the community.

**Objectives:**

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

Strategy:

- 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 of the Texas Tech University System.
- Strengthen partnerships and collaborations with the Texas A&M University System and other appropriate institutions of higher education.
- 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 with a service learning component.

- Encourage faculty, staff, and students to offer or participate in activities or events of service to the at-large community.

## **Goal 5. Tradition and Pride: Enhance public support of the Department of Agricultural Education and Communications.**

### **Benchmarks:**

- At least 15 newscasts per year on local, regional, and national print news, radio and television media. (2005: 5; 2010: 15)
- Publication of the AGRICULTURIST on the Web.
- Continuation of annual alumni association reception, 4-H activities, and FFA activities.

### **Objectives:**

#### ***Objective 5.1: Enhance public awareness of the department.***

##### Strategies:

- Strengthen ties with TTU Marketing and Communications and CASNR Marketing and Communications to promote departmental personnel, programs and activities.
- 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 department and CASNR.**

##### Strategies:

- Develop closer ties with the TTU Alumni Association to promote college personnel, programs, and activities.
- Improve dissemination of information to CASNR alumni and friends through regional meetings, campus programs, and print/electronic media.

## **Goal 6. Center for Agricultural Technology Transfer.**

### **Benchmarks:**

- At least 15 newscasts per year on local, regional, and national print news, radio and television media and publication of the Agriculturist on the Web and paper copy. (2005: 5; 2010: 15)
- Increase the technological competence of TTU graduates, especially students in agricultural communications. (2005: 10% of CATT endowment dedicated towards technology enhancement of academic programs; 2010: 15% of CATT endowment dedicated towards technology enhancement of academic programs)

- Enhance technological competence of individuals not enrolled in TTU to enhance their technological competencies. (2005: 100 producers participate in CATT-affiliated workshops; 2010: 250 producers participate in CATT-affiliated workshops)
- Enhance university access to place-bound Texans. (2005: 10 place-bound Texans served by Doc@Distance program; 2010: 15 place-bound Texans served by Doc@Distance and 20 served by M.S.@Distance)

**Objectives:**

***Objective 6.1: Enhance the adoption of appropriate agricultural sciences and natural resource management technologies via the mass media.***

Strategies:

- Strengthen ties with TTU Marketing and Communications and CASNR Marketing and Communications to promote programs.
- Continue the Beef Baccalaureate and CottonLINK to educate reporters on common issues.

**Objective 6.2: Increase the technological competence of TTU graduates, especially students in agricultural communications.**

Strategies:

- Maintain state-of-the art videoediting and desktop publishing laboratories.
- Closely interface with industry leaders in agricultural communications.
- Expand student internship opportunities to include the Star of Texas Rodeo and the Houston Livestock Show and Rodeo.

**Objective 6.3: Enhance technological competence of individuals not enrolled in TTU to enhance their technological competencies.**

Strategies:

- Continue workshops, farmer field schools, and field days for producers.
- Continue to offer workshops for professionals working directly with producers or youth who aspire to farm, ranch, or enter careers in natural resources management.

**Objective 6.4: Enhance university access to place-bound Texans.**

Strategies:

- Admit 2 cohorts of Doc@Distance program.
- Receive approval and launch [M.S.@Distance](#) program in Agricultural Education.