Strategic Plan for
CASNR Water Center

MISSION STATEMENT
The CASNR Water Center serves as a unit to coordinate and foster research and outreach on water management and policy analysis on all aspects of agricultural and urban landscape water use and conservation.

VISION STATEMENT
The CASNR Water Center will become recognized as the center for excellence for leadership in water research, management, and policy for issues related to regional, state, and global water resources.

GOALS, BENCHMARKS, OBJECTIVES, AND STRATEGIES

GOAL 1: Coordinate basic and applied, disciplinary and multidisciplinary research on water use and conservation.

Objectives:
- Develop multidisciplinary extramural research proposals
- Assemble teams to respond to selected requests for application/proposals (RFA/RFP)

Benchmarks:
- Develop and submit 10 proposals in CY2012
- Funded proposals resulting in 10% annual increase in funding over CY2011 ($240,000 in 2011)

Strategies:
- Conduct quarterly brown-bag brainstorming sessions with affiliates of the CASNR Water Center
- Conduct an annual meeting of CASNR Water Center Advisory Committee

GOAL 2: Facilitate assessments of water use and conservation scenarios on environmental, agricultural, hydrologic, social, and economic conditions.

Objectives:
- Disseminate research results to professional audience
- Publish working papers for CASNR Water Center research

Benchmarks:
- Host a CASNR Water Center conference every 2 years to disseminate research results to the TTU and regional community
- Present 15 presentations at professional meetings in CY2012
- Publish 5 journal articles in professional journals in CY2012
- Publish annual research report for previous calendar year.
Strategies:
- Publish annual report
- Host scientific symposium
- Publish articles in professional journals
- Present research results at professional meetings.
- Research results in publications and presentations include acknowledgement of CASNR Water Center

GOAL 3: Foster the dissemination of research results to policy makers and industry/public officials that is useful for effective societal and legislative decisions and actions.

Objectives:
- Disseminate information to public
- Become a recognized center for information on water issues

Benchmarks:
- Conduct or participate in 10 public meeting per year
- Maintain webpage and Facebook page for CASNR Water Center
- Website will contain a comprehensive database of titles of publications and presentations
- Publish a quarterly profile of a water issue

Strategies:
- Conduct and participate in public meetings
- Maintain a social media presence
- Develop standard display format for CASNR Water Center

GOAL 4: Solicit information on water-related issues from stakeholders that will be useful in maintaining a research agenda focused on relevant issues.

Objectives:
- React to research needs of stakeholders

Benchmarks:
- Form an advisory committee NLT August 31, 2012.
- Conduct surveys of stakeholders as needed
- Conduct town hall meetings to discuss water-related issues

Strategies:
- Form an advisory committee for the CASNR Water Center
- Gather input from stakeholders on research needs

Last updated: December 7, 2011