

## **Strategic Plan**

### **Board on Agriculture Assembly / Policy Board of Directors**

**Draft: June 25, 2002**

**Vision:** A “federation” of the traditionally affiliated sections of the Board of Agriculture Assembly (BAA), other NASULGC boards/councils/sections and related organizations that function to accomplish common objectives for supporting the food, fiber, and agricultural systems and associated communities.

**Mission:** To support and enhance the development and growth of programs in food, agriculture and related sciences in the land-grant colleges and state universities and their contribution to agriculture and the communities they serve, locally and globally.

**Core Values:** The Board on Agriculture Assembly and its Policy Board of Directors hold as basic values:

- Quality
- Access
- Diversity
- Accountability

It is the intent of the BAA to reflect these core values in all of its activities.

**Goals:** The three goals of the Board on Agriculture Assembly are:

- Promote Discovery and Innovation in Science and for Institutions
- Enhance Learning in Formal and Extended Education
- Engage within our Institutions and with Constituents

**Strategies:** The strategies to accomplish these goals reflect three central themes:

- Advocacy—promoting the interests of the federation
- Communication—creating awareness among members of the federation and of stakeholders

- **Education**—building the capacities of the members of the federation and enlightening stakeholders

### **Advocacy Strategies**

- \* Develop and implement federal legislative initiatives for the BAA
- \* Identify and formulate new programs for funding by federal, state and local government
- \* Initiate active collaborations with foundations and not-for-profit advocacy groups
- \* Coordinate efforts to evaluate the value/results of the investments in discovery
- \* Organize and implement new institutional mechanisms for supporting cooperation and collaboration
- \* Work with the sections of the BAA, other CFERR boards and related organizations with similar interests to accomplish their common objectives
- \* Support national and international organizations and institutions with shared goals
- \* Coordinate efforts to evaluate the value/results of the investments in teaching and learning, domestically and internationally
- \* Support new programs and enhance existing ones
- \* Link more effectively to constituent groups

### **Communication Strategies**

- \* Develop liaison relationships with all sections of the BAA, other CFERR boards, councils, and related organizations with similar interests
- \* Make the meetings and deliberations of the PBD open and transparent to all in the federation
- \* Facilitate more effective cooperation with major public and private cooperators
- \* Facilitate IT and other technology use that can contribute to discovery, learning and engagement activities
- \* Support and enhance timely involvement with national, regional and local constituent groups
- \* Facilitate virtual and other new forms of engagement within the NASULGC institutions, among the NASULGC institutions, BAA members, and with stakeholders

## **Education Strategies**

- \* Develop, implement, coordinate and evaluate leadership training and related activities with the other CFERR boards and councils, and with other members of the federation
- \* Prepare and disseminate materials that support broad participation in the BAA and among the sections and affiliated organizations
- \* Build effective linkages with other leadership groups in higher education
- \* Inform the foundations and special interest groups of the discovery, learning and engagement agenda of the BAA
- \* Showcase significant outcomes to demonstrate discovery, learning and engagement accomplishments supported by public and private investments
- \* Facilitate broader participation by students and clients in the design and evaluation of formal and nonformal discovery, learning and engagement programs

## **Benchmarks and Indicators of Success**

### **Goal One: Promote discovery and innovation in science and for institutions**

- Greater federal budget appropriations and access to competitive funding
- Advance coordination with agencies other than USDA
- Increase state funding efforts
- Link to advocacy, communications and education efforts of the BAA
- Improve productivity and effectiveness (impacts)

### **Goal Two: Enhance learning in formal and extended education**

- Increase enrollment in undergraduate and graduate programs in agriculture, food, and life sciences
- Better placement of graduates
- Improve the quantity and quality of continuing education programs
- Further success in developing new learning methods
- Improve student and lifelong learning
- Increase in productivity

**Goal Three:** Engage within our institutions and with clients

- Create new organizational and institutional mechanisms to foster increased engagement
- Increase cross-disciplinary activities of the members of the federation
- Add to cooperative initiatives with federal, state and local governments
- Better coordinate with other groups/organizations, both private and public
- Improve client and stakeholder participation in discovery learning and engagement activities
- Expand the sense of ownership in our institutions
- Rebuild the land-grant covenant of engagement with the existing stakeholders and establish the covenant with new ones

**Implementation:** The implementation of the strategies to achieve the goals will be directed by the BAA PBD and include three committees:

- Budget and Advocacy
- Education and Leadership
- Communication

These will be standing committees and will be supported by NASULGC staff and by contracted services from private and public organizations.

**References:** In preparing this draft of the Strategic Plan, the following materials were consulted/reviewed:

1. "Strategically Approaching the Future," 1890 Land Grant System Strategic Plan, Council of 1890 Presidents/Chancellors, 2000
2. "Setting the Pace the Next Millennium," 1890 Extension, Association of 1890 Extension Administrators, 1988
3. "The Power of Youth in a Changing World," the National 4-H Strategic Plan, 2001
4. "Globalizing Agricultural Science and Education Programs for America," International Agriculture Section, NASULGC, 2000
5. "A Science Roadmap for Agriculture," NASULGC Experiment Station Committee on Organization and Policy (ESCOP), Task Force on Building a Science Roadmap, 2001
6. "Shaping Higher Education in Food, Agriculture, and Natural Resources" a Strategic Plan, Academic Programs Section, Board on Agriculture, NASULGC, 1999

7. "Strategic Plan 1999-2004," Association of Research Directors, Inc., 1890 Colleges and State Universities, 1999
8. "Medium-Term Strategic Plan 1999-2003," State Agricultural Experiment Station System, Experiment Station Section, Board on Agriculture, NASULGC, June 1998
9. "The Extension System: A Vision for the 21<sup>st</sup> Century," ECOP, 2002
10. "ESCOP/ECOP/CSREES Partnership Project," Task Force Recommendations, 2001
11. "Agricultural Biotechnology Task Force," ESCOP, Board on Agriculture, 2001
12. "Kellogg FSPE, (Food and Fiber Needs for the 21<sup>st</sup> Century)," Reports from Texas A&M, Pennsylvania State University, Minnesota/North Dakota/South Dakota/Iowa State University/Ohio State University, and the University of California, 1995-2001.

