Strategic Planning Action Items and Assignments - LPJ June 2014

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<tr>
<th>GOAL</th>
<th>Assignment</th>
<th>Progress Report as of January 2014</th>
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<tr>
<td>Goal 1: CAES will be at the forefront of all Land Grant Academics</td>
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1A - Evaluate Curriculum  Joe Broder, Dept. Heads  

The Office of Academic Planning requires all academic departments to have assessment plans on file, to provide a 1-2 page progress report each year and to submit full assessment reports every three years (http://www.oap.uga.edu/assessment/). Reports are to include learning outcomes from existing curriculum, employer assessments of graduates and areas of improvement. Currently, departments submit their assessment plans and reports directly online with no oversight or input from the college or university. Plans are underway to re-engage the Office of Academic Affairs in the assessment and curriculum reform process. In addition, academic units are require to conduct program reviews every 5 years (http://www.oap.uga.edu/pr/apr/). These program reviews address academic program and curriculum issues.

1B - Curricular Requirements  Joe Broder, Curriculum Committee  

The Undergraduate Curriculum Committee and the Graduate Affairs and Curriculum Committee was given a copy of the 2020 Strategic Plan. They were asked to respond to the recommendations curriculum recommendations where appropriate. No written responses to date.

1C - Job Market Demands  Brice Nelson  

Brice Nelson was appointed as Director of Student and Employer Engagement with the expectation that he would develop employer relations for improved student placements and career development.

1D - Interdepartmental Curricula  D1 - Joe Broder, Scott Angle; D2 - Scott Angle  

Interdepartmental degrees struggle with identity, ownership and credit hour generation. Efforts were made to restructure the Applied Biotech major for improved faculty input, greater access to faculty advising and more separation from the Biological Sciences major. Regarding the Biological Sciences major which is rich in enrollments but poor in credit hour generation, the Department of Poultry Science has initiated curriculum proposals to add selected courses to the General Education curriculum and therefore increase student credit hours. These offerings also serve to recruit new students into the college.

1E - Increase Globalization  E1 - Carolina Robinson; E2,3 - Joe Broder, Curriculum Committee  

Carolina Robinson has been instrumental in promoting study abroad among CAES students and faculty. CAES continues to match study abroad participation rates with that of the University. CAES has a record number of students participating in full-term study abroad programs. Efforts are being made to enhance existing study abroad partnerships and to develop new opportunities.
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<tr>
<td>1F</td>
<td>Distance Education</td>
<td>Jean Bertrand, Jason Peake</td>
<td>Jason Peake was appointed Director of Distance Education. Plans are underway to hire an Instructional Designer to assist in developing and delivering online instruction. Instructional Development funds have been set aside to assist faculty in developing online courses. FY14 Student Technology funds have been allocated to department to increase the distance education / online delivery of their courses.</td>
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<td>1G</td>
<td>Expand Graduate Enrollment</td>
<td>Graduate Committee, Department Heads, Office of Academic Affairs, Harold Scherm</td>
<td>The Undergraduate Curriculum Committee and the Graduate Affairs and Curriculum Committee was given a copy of the 2020 Strategic Plan. They were asked to respond to the recommendations where appropriate. The Graduate Committee met twice to discuss and make recommendations (see attachment)</td>
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<td>1H</td>
<td>Modernize Facilities</td>
<td>H1 - Joe West; H2,3 - Joe Broder, Chris Adcock</td>
<td>Through the allocation of student technology funds, investments have been made to increase the capacity of our classrooms and teaching labs to deliver and/or receive distance ed courses. Efforts are being made to shift CAES department to new distance education technologies.</td>
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<td>1I</td>
<td>Increase Diversity</td>
<td>John Sherwood</td>
<td>Carolina Robinson has been appointed Associate Director of Student Engagement. In addition to her duties as the CAES Study Abroad Recruitment Coordinator, she will assist the Office of Diversity Affairs with recruitment of underrepresented students at the undergraduate level.</td>
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<td>1J</td>
<td>Undergraduate Res and Interns</td>
<td>Jean Bertrand</td>
<td>A Dow Education Grant in the amount of $2000 was secured to support the 2014 CAES Undergraduate Research Symposium. Summer school opportunities for undergraduate research were added in 2013.</td>
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<td>1K</td>
<td>Interdisciplinary Teaching</td>
<td>Joe Broder</td>
<td>CAES efforts to promote interdisciplinary teaching have been limited to developing interdisciplinary certificate programs.</td>
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**Goal 2: Extension Education & Outreach**

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<td>2A</td>
<td>Communicate Value of Extension</td>
<td>Beverly Sparks, Maria Bowie, Marketing Committee</td>
<td>Extension Marketing Campaign with new branding will be implemented in January 2014. Additional staff person hired to assist with marketing in fall 2013. Work has begun to combine the web presence of Extension CAES and FACS for better access to information by clientele. Expansion of our branded program WALK GEORGIA with grant funds provided by Coca Cola. Will highlight value of Extension in all our efforts to recognize and celebrate the 100 Anniversary of the signing of the Smith Lever Act. 500 impact statements regarding the impact of faculty programs entered into our data system in fall of 2013.</td>
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We continue to collaborate with FVSU by providing space for FVSU agents in county extension offices and conducting joint program planning activities. We have a close relationship with ACCG and participate in many of their statewide activities. We collaborate with the Ga. Dept. of Agriculture in many activities including pesticide applicator training and certification and pesticide residue analysis. We collaborate with the DDA and the Ga Farm Bureau to jointly sponsor Ag Forecast meetings across the state. We work with Land Grant universities in surrounding states by sharing extension and research faculty. We collaborate with county and city governments in funding and supporting extension agents. We collaborate with Georgia Organics to provide educational opportunities for organic producers.

Filled critical vacancies in Extension Leadership Team to assist with setting program priorities. Reorganized the management and delivery of ELS training for agents and will resume instruction and review of ELS teams in 2014 at county level.

Maintain County Delivery System (in the absence of a fully-staffed system)

Goal 3: Establish Interdisciplinary Focus Areas
Note: This is more of a PR Issue and How we communicate

3A - Organize Framework
Scott Angle will manage

3B - Funding & Staffing

3C - Faculty

3D - Internal Funding
Bob Shulstad

3E(G) - Evaluation

3F(H) - Review and Communicate

Goal 4: Balanced & Supported Basic & Applied Research

4A - Contribute to Focus Areas
Bob Shulstad
### 4B - Camaraderie between Basic & Applied Faculty

- **B1** - Bob Shulstad, Beverly Sparks; **B2-5** - Mark Harrison, Action Team 4 manages

Promote field day events that include both applied and basic research accomplishments in CAES. Provide technical support for new Extension faculty conducting applied research.

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### 5A - Support for Early Career Faculty & Staff

- **A1,3** - Joe Broder survey Departments; Beverly Sparks & Steve Brown assist
- **A2** - Lisa Chandler

Department heads discussed programs to support early career faculty. Faculty are encouraged and given release time to participate in college and university-level faculty development opportunities including the Teaching Academy Fellows Program and the Lilly Fellows Program. A survey of early career faculty support and development opportunities is planned to determine the effectiveness of these programs.

Beverly Sparks

District Directors have enhanced our mentoring and training of new agents in two ways. In high Ag production counties we have encouraged new agents to ride along with a senior agent one day per week in addition to the normal mentoring program. Districts have added an in-district component to the new agent foundations training. This three part orientation brings all new agents into the district office every couple of months for more intensive training and support.

Beverly Sparks

New agent training held in fall 2013. Mentor system in place for new county agents, county secretaries, and resource managers. Update/revise core trainings for agents underway. A two-day orientation program called “New Specialists Foundations” is provided for new departmental faculty with Extension appointments. Both tenure-track and public service faculty are included. Various speakers give participants critical guidance in subject matter such as managing grant and gift money, liability in Extension programming, the Extension publication process, the county delivery system, the promotion process and more. Participant evaluations have been very supportive of the program and indicate that new specialists have experienced smoother adjustment to their Extension assignments because of this training.

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### 5B - Increase Rigor of Evaluations

**Scott Angle**

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### 5C - Strengthen Interdisciplinary

- **C1** - Joe Broder and Jean Bertrand; **C2,3** - Bob Shulstad
- **C4** - Joe Broder & Bob Shulstad, Department Heads

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### 5D - Promote Healthy Work-Life Balance

**Steve Gibson**

Researching work-life balance/employee support services at our four Land Grant Peer Aspirational Institutions: Cornell, Penn State, Minnesota and Wisconsin

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### 5E - Use Faculty Research Expertise Database

**Bob Shulstad** with Department Heads
OIT is testing services that link PC/mobile-based video conferencing with traditional classroom/conference room systems into single video conference sessions. OIT is also in discussion with another UGA college who has a well-established video conference infrastructure in place to partner with them for larger events. OIT is in discussion with a vendor of web-based meetings to leverage BOR/UGA-wide participation for improved pricing and access to their service as well. An alternative product to the current Tandberg units has been identified and can duplicate their abilities for about 1/3 of the cost and has been tested successfully in Tifton. These will be a cost-saving alternative to departments/units that need to replace aging or defective Tandberg systems.
6D - Office of Grant Attainment  
Harold Scherm; Jessica McVey

6E - Support for Interdisciplinary Grants  
Harold Scherm; Jessica McVey

6F - Support for Fundraising  
Rob Cooper; Mary Ann Parsons

1. Hosting meetings with all departments and key units with the goal of enhancing communication and understanding of the fund development process. Exploring some internal communication strategy that would continue to educate faculty/staff and combine #1,#3 thus having a positive impact on #2. 4-H has developed an issue team around development to continue the education process.

2. We are planning for faculty/staff campaign and identifying strategies to increase faculty/staff giving both participation rates and overall $$. We are coordinating closely with 4-H due to overlap of employee base and giving interests among employees.

6G - Increase Sales & Service  
Bill Cheesborough

Strategy: Increase generated funds from sales, services, and facility rentals, and optimize the flexibility for efficient use of these funds.

Action 1: Ag Business Office is currently revamping business sections of the CAES website. Included in this effort, ABO will improve the selection of materials available to assist in this area. Ongoing

Action 2: Ag Business Office has developed a “quick look” budget assistance tool to assist PI’s in developing budgets and running “what if” drills. This will be posted on the CAES website. Ongoing

Action 3: Ag Business Office is working with AES in developing guidance for cost recovery that maximizes return to the department level. Ongoing

Action 4: CAES new auditor will review procedures regarding accepting credit cards to pay for sales, services and products provided. FY15

Action 5: Ag Business Office participated in learning session, primarily with Tifton faculty, to explain Sales & Service basics, and to educate them on the significant advantages of having IDC money kept in the college, rather than absorbed by UGA. Summer 2013

Action 6: Implemented numerous Master Services Agreements with third parties to facilitate funding for routine testing projects and associated budgeting and accounting. Ongoing

Rob Cooper

THE CAES Office of External Relations is the coordinating point for all giving in the college, including corporate and foundation relations. Faculty and staff should contact us first and we will engage others throughout campus as appropriate.

6H - Cost Recovery  
Beverly Sparks, Joe Broder, Bob Shulstad, Tony Tyson, Greg Price

Extension Committee on Cost Recovery completes work and provides document for county agents to use for planning program budgets for various levels of cost recovery. DED will begin implementation with agents in 2014. Pilot use of credit card machines at county level to streamline business practices/payment in county offices.
**6I - Equipment & Infrastructure**

Bob Shulstad

**6J - Alternative Funding**

J1 - Bob Shulstad and Steve Brown; J2-5 - #2-To be done; #3-To be done; #4-Procedures already in place/done; #5-need to explore feasibility of this idea

Rob Cooper

**6K - Collaboration between Development and Grants**

Rob Cooper, Bill Cheesborough, Mary Ann Parsons

Strategy: Encourage collaboration and resource sharing between the Office of College Advancement and grant support personnel — Recommend changing this strategy title. It is too narrow in scope, as it only addresses collaboration between External Affairs and Grant personnel. Recommend including collaboration with faculty and departments in the title.

Action 1: CAES F&A has tasked Contracts & Grants to begin monthly series of instructional workshops ("Sponsored Research101"). First one held in Tifton, December 2013, with excellent feedback.

Action 2: External Affairs and Contracts & Grants meet on a regular basis, at least quarterly.

Action 3: Ag Business Office is currently revamping business sections of the CAES website. Contracts and Grants personnel currently have all the same specialties listed, which is not helpful. As part of the update effort, C&G will specify the duties assigned to each office and employee. External Affairs will review their sites to ensure similar clarity exists in areas related to gifts and fund raising efforts.

Action 4: External Affairs will participate in workshops regarding obtaining grant and gift funding.

Action 5: CAES Director of F&A contacted heads of all CAES departments and activities in Dec 2013 for input on Contracts & Grants support. We will use the significant feedback received from this effort to improve our service in sponsored research.

**7B - Across UGA**

To be assigned later

**7C - With Decision Makers and Public**

Committee will review; 2, 4, 7 will be referred to goal 2; C9,10 - Arch Smith, Beverly Sparks; 14 - refer to goal 5

Extension E-News (with submissions from Sparks, Brown, Smith, Murray and ABO) keep Extension employees informed on new projects, employees, upcoming events.

**7D - Assess and Evaluate resources in Communications**

Committee will review