



2019-2024

Strategic Plan

Department of Agricultural
Education and Studies

College of Agriculture and Life Sciences
IOWA STATE UNIVERSITY

Department of Agricultural Education and Studies Strategic Plan (2019-2024)

Mission

We prepare Iowans and people worldwide to meet today's challenges through innovative agricultural education and communication research, teaching, and outreach.

We develop and deliver research-based learning and communication programs for educators, communicators, and agriculturalists globally.

Vision

We will build a premier land-grant program by researching and providing agricultural education and communication programs that promote *leadership development, professional development, personal development, diversity, and respect.*

Priority 1. Deliver high quality **undergraduate and graduate programs** that meet the needs of Iowans and people around the world.

Undergraduate Education Goals:

- 1) Recruit and prepare quality students who graduate and meet the demands of stakeholders
- 2) Establish a major in Agricultural Communication
- 3) Provide curricula that is responsive to career, industry, stakeholder, Regents, and student demands
- 4) Strengthen and enhance undergraduate programs, and coordinate across majors and community college programs

Graduate Education Goals:

- 1) Assess the quality, rigor, and focus areas of the graduate programs
- 2) Assess impact of the graduate programs and track graduate student research and creative works (and related data) to measure graduate research output
- 3) Strengthen and enhance graduate programs, including consideration of new courses and Extension certificate programs

Priority 2. Create and disseminate **research-based** information to address the needs of Iowans and people around the world.

Goals:

- 1) Identify and communicate the research focus areas within the department
- 2) Promote faculty members' research expertise and related grants and projects
- 3) Increase number of publications and presentations to traditional and new outlets
- 4) Collaborate on disciplinary and interdisciplinary research to advance our knowledge base and address grand challenges

- 5) Develop a tracking system for research data and publication productivity

Priority 3. Address the needs of Iowans and people around the world through **outreach and Extension.**

Goals:

- 1) Identify and expand audiences that the department serves
- 2) Invigorate relations with county and regional agricultural Extension and Outreach and collaborate more readily
- 3) Determine audience and need for an online graduate certificate program in Agricultural Extension Education

Priority 4. Foster an environment for **Faculty and Staff** that encourages excellence, inclusion, and innovation.

Goals:

- 1) Create a collaborative environment in the department.
- 2) Foster a supportive, professional and inclusive environment
- 3) Encourage excellence in innovative teaching and scholarship
- 4) Support staff and term faculty in scholarship, as interested

Approved: February 7, 2019