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