

MASTER OF AGRICULTURE IN
**DOMESTIC
ANIMAL BIOLOGY**



Development and Launch of an Online Program

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Overview

Through participation in the Food Systems Leadership Institute (FSLI), leadership strategies were applied to modernize a traditional academic department by transitioning the Domestic Animal Biology (MAG-DAB) master's degree to a fully online format. This project addressed critical barriers for non-traditional and pre-vet students, resulting in a scalable, high-quality graduate program aligned with NMSU Global Campus initiatives

Leadership & Strategic Impact (FSLI Applications): The FSLI experience provided the essential leadership framework to manage the cultural and logistical shifts required for this transition:

- **Team Building & Buy-In:** Facilitated the transition of a "very traditional" teaching department into the online space by building faculty consensus and navigating a collaborative model with NMSU Global.

Effective Communication: Applied "listening to hear" techniques to better understand faculty concerns and student needs, fostering a culture of mutual respect during rapid change.

Strategic Networking: Leveraged a broader institutional network to identify successful models at other universities, ensuring the program was built on proven best practices.

Confidence in Change Management: Gained the "confidence to ask people to do hard things," which was critical in moving 15 courses through the rigorous Quality Matters (QM) assessment process in just over one year.

Key Outcomes

Operational Success: Successfully launched 15 QM-certified courses through the Course Design Institute (CDI).

Student Growth: Achieved an initial enrollment of 19 students, with the first graduation milestone set for May 2026.

Market Alignment: Utilized IPEDs and labor market analysis to target a field projected to grow by 6%, positioning the degree as a key differentiator for career advancement.

Future Outlook

While institutional support models have shifted, the leadership foundation established through FSLI remains vital. The project is currently leveraging these skills to navigate visiting faculty support and evaluate new program ideas to sustain long-term departmental growth.



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