

## University of Georgia College of Agricultural and Environmental Sciences 2020 Strategic Plan

**Issue:** Developed a comprehensive strategic plan for the college.

### What has been done:

1. Strategic planning committee was appointed.
2. Plan for collecting feed back from students, employees, alumni, employers, stakeholders, and key decision makers was developed.
3. Feedback from over 1,000 persons was collected through 6 regional meetings held throughout the state, 13 campus meetings, interviews with key decision makers and online surveys.
4. Feedback was compiled and summarized.
5. A summary report was written that contained the following:
  - a. Trends and factors of influence that will affect the college's mission through 2020, which include:
    - i. Changing demographics and increased urbanization
    - ii. Decreased federal and state budgets
    - iii. Increasing environmental issues
    - iv. Growing use of technology
    - v. Increasing interest in local, sustainable and organic food
    - vi. Continued global population growth
    - vii. Economic globalization
    - viii. Society's misconceptions of agriculture
    - ix. Increasing health-related issues
    - x. Increasing competition for agricultural resources
    - xi. Decreasing number of CAES employees
    - xii. Greater need for job-ready, highly trained graduates
    - xiii. Increasing emphasis on interdisciplinary research teams
    - xiv. Increasing demand for interdepartmental collaboration
  - b. "Foundational Strengths" of the college, which included:
    - i. Culture of support for students in and out of the classroom – excellence in teaching, advising, placement and out-of-the-classroom opportunities for students
    - ii. Support for production agriculture through strong applied and commodity-based research
    - iii. Pockets of excellent nationally-recognized basic research programs
    - iv. A strong and nationally recognized 4-H youth development program
    - v. Strong county-based extension delivery program
    - vi. Tradition and history of staunch legislative support from rural areas and agriculturally-related industries
    - vii. College administration that values the integration of research, teaching and extension
    - viii. Strong record of gifts, grants, and income from intellectual property
    - ix. Loyal alumni
  - c. Seven "Strengthening Goals" which included:
    - i. Rigorous and relevant academic programs
    - ii. Dynamic and accessible extension and research programs
    - iii. Focus areas (food, health and wellness; plant and animal breeding and genetics; environmental stewardship; economically sustainable food/agricultural production systems)
    - iv. Strong and balanced basic and applied research
    - v. Innovative and productive faculty and staff
    - vi. Maintain funding while exploring new and diverse resources
    - vii. Appreciation and value of our CAES programs internally and externally.
6. Action teams of 8 to 10 persons are being developed to carry out the goals of the strategic plan.

**Impacts/New Partnerships:**

The impacts of this process will not be realized for some time. However, we have successfully increased the awareness of the important issues in the college that need to be addressed, and a large number of people have volunteered for the action teams.

**Outcome of Project (societal impact/ measure of increased quality of life)**

Again, because of the nature of this project, the outcomes will be realized at a future date. However, we expect the outcome of the project will be to elevate the success and standing of the college in terms of its impact on society.

**How has your project been aided by your FSLI experience?**

First, I met Mitch Owen through FSLI, and we hired Mitch as a consultant on this project. His input and guidance was invaluable. Secondly, the discussions that we had during FSLI on strategic planning were extremely helpful to me, especially the talks given by Bobby Moser and Keith Smith. In fact, because I was so impressed with the talk that Bobby gave to us at FSLI, we invited him to our college to give a keynote talk as part of our strategic planning kick-off event. Finally, the knowledge that I gained through FSLI on leadership, working with others, and the self-assessment exercises greatly prepared me to co-lead this effort. (The other co-leader was an extension district director.)

**Contact information:**

Jean Bertrand  
102 Conner Hall  
University of Georgia  
Athens, GA 30621  
706-542-1611  
jeanbert@uga.edu