



Impact Statement

Project Title: Creating a Signature Event In Support of the Strategic Initiatives Effort for the College of Agriculture and Natural Resources at the University of Maryland

Issue: There were two separate issues: 1. The College had no signature event to highlight our excellence in academics, research, and extension; and, 2. The College is implementing 5 cross-cutting Strategic Initiatives, and this event provides a venue for an annual focal initiative, to ensure that the overall Strategic Initiative effort is successful. So, both are creating change within the College.

What has been done: We created a concept, worked in collaborative teams, and pulled off a three-day event. The events included a World Food Prize winner as a keynote speaker. The three days were divided into: Day 1, intimate meetings between faculty and the keynote speaker, a dinner focused on the Administrative Council; Day 2, the Signature Event, which was focused on Food Safety and Security, and an intimate lunch with the keynote speaker and the featured Strategic Initiative team; and, Day 3, intimate meetings between students and the keynote speaker. The Signature Event consisted of a keynote address; 3 sessions of 3 themed concurrent sessions on the featured Strategic Initiative; and, a poster session during lunch.

The Strategic Initiatives project <https://agnr.umd.edu/vision/colleges-strategic-initiatives-0> is an alternative to traditional strategic plans. The 5 cross-cutting themes are areas that the College can be the leader in academic, research, and extension programs in Maryland, the Region, Nationally, and Internationally. This Signature Event is directly tied to the College's major focus for the next few years.

Impacts/New Partnerships: The capabilities of the College were clearly featured to new audiences of people both within the University and from the region. We strengthened our partnerships with stakeholders, government agencies, and NGOs, as well as our collaborators across the University. About 1/3 of the presentations/posters were from the College, while the rest were either from our current partners or those who we wish to develop and strengthen ties.

Outcome of Project (societal impact/ measure of increased quality of life): The College has a Signature Event that is identified with our College, is directly tied to the Strategic Initiatives effort, and produced a pride within our faculty, staff, and students about our College. The attendance, both registered and those who just walked in, was between 500 and 600. The event is not identified with any individual, it is viewed as a "College" event. This ensures its sustainability. We are already planning for the second event in the Fall of 2019, which will focus on the Chesapeake Bay Strategic Initiative.

How has your project been aided by your FSLI experience? There are many different skills that I learned through FSLI that aided in making this project a success and a sustainable event. The skills necessary to create organizational change were very important. One of those included ensuring that this was a group effort, ownership and pride for participation was generated for each of our units that participated (the co-chairs of the featured Strategic Initiative and their team; communications

team; Maryland Agriculture Experiment Station; Academic Affairs Office; University of Maryland Extension; AGNR Development Office; and, the staff of the Dean's Office and the ENST Business Office). This project was not identified as solely being someone's FSLI project, or solely the featured Strategic Initiative, but rather, it is our College's event. Sometimes when we lead, we need to step out of the limelight and remember what our goal is, which in this case, using the skills learned in FSLI, this is a success.

Contact information: Dr. William Bowerman, University of Maryland, Department of Environmental Science and Technology, 1426 Animal Sciences/Agricultural Engineering Building, College Park, Maryland 20742; Tel 301-405-1306; Email: wbowerma@umd.edu

**If you have already written a report for your project and it is available on-line please include the link to the paper. If you have a pdf you can send it to us and we will include a link to that from your summary page.*

URLs for Project and News Items:

<https://agnr.umd.edu/news/umd%E2%80%99s-college-agriculture-and-natural-resources-launches-initiative-combat-world-hunger-and>

<http://agnr.umd.edu/news/events/2018-10-04-000000-global-challenges-building-healthy-food-systems>

<https://app.certain.com/profile/form/index.cfm?PKformID=0x2884315abcd>

https://app.certain.com/accounts/register123/umd/events/afts-18/Global_Challenges_Schedule_with_Titles_2018-10-02.pdf

<http://www.dbknews.com/2018/10/05/umd-agricultural-college-global-challenges-world-food-prize-security-conference/>

<https://calendar.umd.edu/cal/event/showEventMore.rdo>