

Academic – Tier 1

Tier 1

2025 Thematic Area: Primary
 Area - Theme 1, Secondary
 Areas - Theme 2,3 & 5

Project Name:

Develop a Focused Research Agenda and Identify Research Opportunities

Creation/Revision Date:

Sep-12

Project Start Time:

Jun-09

Anticipated Completion: **Jul-12**

Team members:

Research faculty and staff

ACTION PLAN

Focus Area: **Academic Programs**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines		Status
					Start	Finish	
Identify individual research agendas	Research and academic faculty	Time, needs assessment		Department head and Assoc. Director of AES: Undergraduate and Graduate Students	Jun-11	Ongoing	
Identify industry priorities, research needs, 2025 areas of emphasis and metrics (undergraduates involved in research)	Faculty members, marketing staff	Time, 2025 plan and metrics, input from advisory councils		Researchers, department head, college and university administration	Jun-09	Ongoing	
Assemble priorities for review	Research and academic faculty			AES Associate Director	Jun-11	Jul-12	
Develop focused research agenda with academic faculty and others	Research and academic faculty, department members				Jun-11	Jan-12	
Seek research funding opportunities that align with our priorities	Faculty members				Ongoing		
Faculty Collaboration on Multi-Disciplinary Grants	Faculty Members				Ongoing		
Identify departmental team members (outside the academic Unit) involved in research					Ongoing		

Tier 1

ACTION PLAN

Focus Area: **Academic Programs**

2025 Thematic Area: Primary
Area Undergraduate Students

Project Name: **Student Recruitment**

Creation/Revision Date: **Sep-12**

Project Start Time: **Jun-09**

Team members: **Academic Program representatives, students, IET representatives**

Anticipated Completion:

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines		Status
					Start	Finish	
Gather student (current and prospective) input and ideas	Brandie Disberger and team	Time, survey tools, high school and college students			Sep-11	May-12	
Conduct and analyze a needs assessment for the academic Web site	Brandie Disberger and team	Survey tools	Participation of appropriate individuals		Dec-11	Feb-12	
Continue developing Web technology in CMS	IET staff	Time, server space			Jun-09	ongoing	
Develop an e-zine format for Agriculturist, other pubs	Lisa Moser, Richard Baker, Elaine Edwards	Time, server space			Sep-09	ongoing	
Gather and publish student and alumni testimonials	Academic staff	Time			Sep-09	ongoing	
Increase video, audio segments of the Web site	Elaine Edwards, Gerry Snyder, Shannon Washburn				Sep-09	ongoing	
Identify student number thresholds (number of undergraduate students we can handle well)	Academic Unit Faculty	Time		Department Head, Associate Dean	Sep-09	Jan-12	
Identify student placement demand	Teaching coordinator	Information from employers, data from past years	Records availability		Jun-09	ongoing	
Identify competition for academic programs	Academic staff				Nov-09	Jan-12	
Gather secondary data on what high schoolers want, need in an academic program (needs assessment)	Jason Ellis and Shannon Washburn	Time, access to students	IRB approval, access to students	Department head, teaching coordinator	Jan-10	Jun-13	
Develop a system for maintaining and growing prospective student lists utilizing social media	Lindsey Cossman and Shannon Washburn	Information from advisors, Dean's office		Advisors	Jan-10	ongoing	
Develop a recruitment plan (a what to do with the prospect list)	Brandie Disberger and Lindsey Cossman	Dean's office input			Oct-09	ongoing	
Develop a protocol for campus visits	Brandie Disberger and Lindsey Cossman	Dean's office input			Oct-09	ongoing	

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Area Undergraduate StudentsProject Name: **Student Recruitment**Creation/Revision Date: **Sep-12**Project Start Time: **Jun-09**

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Team members: **Academic Program representatives, students, IET representatives**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines		Status
					Start	Finish	
Know the recruitment restrictions from campus	All academic staff	Admissions			Dec-09	ongoing	
Develop key messages for recruitment	Brandie Disberger and Lauri Baker	Needs assessment?			Jan-10	ongoing	
Ag Ed @ 25 graduates/year	Ag Ed Faculty						
ACJ Environmental Option reaches 25 Students	Ag Comm Faculty						
Other notes:							

