

2000

## Action Plans 2000-2005

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**Vision and Mission,  
Clients and  
Action Plans for 2000-2005**

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# **VISION AND MISSION**

**Department of Agricultural Leadership, Education and Communication  
University of Nebraska-Lincoln**

## **Our vision –**

**Excellence in serving the needs of agriculture and natural resources in leadership, education and communication.**

## **Our mission –**

**We foster human capacity in leadership, education, and communication through innovative teaching, research, and outreach. We prepare effective teachers and leaders and create new knowledge to meet the needs of individuals and communities.**

**Adopted October 15, 1999**

# AgLEEC Clients

Identified at the AgLEEC Retreat, August 1995  
(Revised at AgLEEC Retreats – August 1997, August 1998)

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The AgLEEC Department serves the taxpayers of Nebraska and other clients beyond the state's borders through teaching, research, and outreach. Specific client groups are:

## Undergraduate students

- Majors, on and off campus

- Minors

- Others, on and off campus

## Graduate Students

- AgLEEC

- Others

Youth (4-H, FFA, others)

Alumni (teachers, Ag broadcasters, Extension staff, etc.)

Parents

## Ag & Natural Resources Educators

- Extension educators and specialists

- Extension clientele

- Faculty in other departments and universities

- Community college faculty

- Community of scholars

- Administrators

Employers of our graduates, interns, and volunteers

Elementary schools

Secondary schools (integration of ag, science, and environment)

Business and industry

Government (local, state, federal)

Ag and natural resources constituents

Farmers/ranchers (young and older)

Associations and commodity groups

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## 2000-2005 IANR UNIT PROGRAM ACTION PLAN

Unit: AgLEC  
Action Plan No. 1  
Date: December 1, 1999

- I ACTION PLAN TITLE:** Developing Leadership Capacity in Nebraska
- II ACTION STATEMENT:** To help Nebraska's agriculture-based economy thrive, AgLEC will expand research and programming efforts beyond the campus with emphasis on IANR's program priority on *Children/Youth/Individuals/Families*, particularly *Leadership Programs* and *Youth Development*.
- III BACKGROUND INFORMATION:** Nebraska residents confront changes that threaten the survival of agricultural enterprises as well as the socio-economic infrastructure of rural communities. The human dynamic is key to dealing with these complex changes.
- IV OBJECTIVES:**
- A. Research and disseminate advances in leadership theory and their applications in practice in collaboration with Extension's Leadership Development Action Plan members and other AgLEC Affiliates
  - B. Extend leadership development efforts by establishing 2+2 and 3+1 agreements with Nebraska post-secondary schools and the AgLEC Department
  - C. Support efforts to establish a new state entity to advance Agricultural and Natural Resources Education (ANRE)
  - D. Increase the leadership capabilities of Nebraskans, youth and adults (e.g., agricultural literacy programs – AgTastics, 4-H, FFA, Nebraska State Agricultural Education Career Development Events, agricultural and extension educators' inservice, leadership development programs)
  - E. Strengthen academic courses, minors, and undergraduate/graduate programs (e.g., recruit and hire an Agricultural Journalism faculty member, implement outcome assessment plans for each major)
  - F. Incorporate international components into the Department's programs
- V ANTICIPATED MEASURABLE RESULT(S)/IMPACT(S):** Full implementation of the Action Plan will lead to increases in collaborative research as indicated by the grant proposals submitted and funded, and research reports published and disseminated to Nebraska citizens. Implementation will also lead to increases in: the number of 2+2 and 3+1 agreements; leadership capabilities of participants; new graduate and undergraduate courses, and minors; and enrollment growth in agricultural leadership, journalism, and education; and the establishment of a new state entity on Agricultural and Natural Resources Education. New international opportunities for graduate and undergraduate students from AgLEC initiatives.
- VI ACTION PLAN LEADERSHIP:** The leadership for this plan will be shared equally by the Graduate Education and Faculty Research Committee and the Undergraduate Committee, with support and participation from all AgLEC faculty.
- VII TIME SCHEDULE OF KEY EVENTS:** Establish the first 2+2 agreement-*Obj.B* (January 2001). Determine interest of all Nebraska post-secondary institutions in participation in 2+2 and 3+1 agreements for all undergraduate majors-*Obj.B* (January 2003). Secure approval for revision of the Agricultural Journalism major-*Obj.E* (May 2000) and approval for a new major, Agricultural Leadership-*Obj.E* (September 1, 2000). Recruit and hire an Agricultural Journalism faculty member-*Obj.E* (July 2001). ANRE operational (July 1, 2001). Establish an Environmental Communications minor-*Obj.E* (May 2000) and an Environmental Education minor-*Obj.E* (January 2001). Secure external funding for expanded research in distance education policy and in leadership-*Obj. A* (June 2000). Utilize Extension Affiliates to disseminate AgLEC research findings through workshops across Nebraska-*Obj. A* (2005).
- VIII RESOURCES—COMMITTED, REDIRECTED, NEEDED:** Salary and operating support for 12-month, 1.00 FTE Assistant Professor of Agricultural Journalism. Release faculty time to redesign courses for distance delivery and modularization and recruitment.

## 2000-2005 IANR UNIT PROGRAM ACTION PLAN

Unit: AgLEC  
Action Plan No. 2  
Date: December 1, 1999

- I ACTION PLAN:** Enhancing the Vitality of a Changing Rural Nebraska
- II ACTION STATEMENT:** Clients and AgLEC students will carry the seeds of the new rural culture. They can move freely about the community to find those who are predisposed to bring about change, assist in community experiments, and aid in the diffusion of new learning and new "communities of learning." This effort will be focused on IANR's program priority on *A Changing Rural Nebraska/Transitioning Agriculture/Viable Nebraska Communities*, particularly *Community Development* and *Policy Issues Impacting Human Resources and Communities*.
- III BACKGROUND INFORMATION:** Educating citizens in rural communities is a key part of overall development efforts to enhance the quality of life. Trained agricultural leaders are found in civic infrastructures of the state, regions, and communities – the primary determinants of social and economic development. These determinants characterize the quality of life in any given setting. They must be supported, enhanced, and developed.
- IV OBJECTIVES:**
- A. Develop and deliver programs that meet the needs of communities (e.g., agricultural leaders, local and state governing bodies, youth and adults) in collaboration with Extension's Community Resource Development Action Team and the Policy and Public Issues Education Action Team
  - B. Research and disseminate important social science issues (e.g., agricultural education trends, distance education policy, extension program outcomes)
  - C. Employ innovative ways to package and present formal and non-formal courses and programs
  - D. Prepare students and citizens to address local diversity issues that are intensifying in rural Nebraska
  - E. Collaborate with AgLEC partners such as extension educators, center staff, and agricultural educators to conduct multi-disciplinary research and programming.
- V ANTICIPATED MEASURABLE RESULT(S)/IMPACT(S):** Results will be measured by increases in: number of publications that address community development issues, changes in policies and the pattern of delivery of programs, capacity of community leaders to influence change, collaborative strategies addressing diversity, AgLEC faculty participation in community development projects, and cooperative linkages with extension educators, agricultural educators and other professionals.
- VI ACTION PLAN LEADERSHIP:** This plan will be coordinated by the AgLEC Outreach Committee with support from the Graduate Education and Faculty Research, and Undergraduate Committees.
- VII TIME SCHEDULE OF KEY EVENTS:** Repackage programming to accommodate adult learner schedules and location challenges-*Obj.C* (January 2002). In collaboration with others, conduct needs assessment-*Obj.A* (January 2001). Implement programming and evaluate outcomes-*Obj.A* (January 2003). Increase high school students' career awareness and exposure to diversity issues through programming originating out of AgLEC-*Obj.D* (January 2001). Increase focus on diversity issues within courses-*Obj.D* (August 2002). Collaborate with the center (former CLD, CRR, CSA) to conduct multi-disciplinary research and programming in Nebraska communities-*Obj.E* (July 2001) through a "train the trainer" model, equip AgLEC Extension Affiliates to disseminate AgLEC research and workshop offerings to Nebraska communities-*Obj. A* (2005)
- VIII RESOURCE-COMMITTED, REDIRECTED, NEEDED:** Redirect faculty time to redesign and repackage courses and programs. Through collaboration with other units, seek grant funding to support needs assessment and related programming and evaluation. Diversity programming support has been secured through a grant from the UNL Senior Vice Chancellor. ARD establishes preliminary research; grant funding will be sought for pilot and full implementation.

## CHECKLIST

**2000-2005 IANR UNIT PROGRAM ACTION PLAN CONSIDERATIONS/IMPLICATIONS**

**Unit(s) Ag Leadership, Education and Communication  
Action Plan No. 2**

CONSIDERATIONS/IMPLICATIONS	INCLUSION			COMMENTS RELATED TO THIS ACTION PLAN
	YES	NO	NA	
Policy Issues	X			Distance Education Policy research will impact various state policies (i.e., emerging Burns' Commission Report).
Environmental Concerns/Impacts	X			AgLEC faculty will offer workshops in leadership and environmental ethics to extension educators.
Societal Concerns/Impacts	X			AgLEC's multidisciplinary social science faculty have expertise to improve communities.
<b>IANR PROGRAM PRIORITY AREAS</b>				
Competitive Nebraska Agriculture/Agribusiness	X			Inservicing secondary agricultural education programs increase local community competence in competitive agriculture and managing natural resources (i.e., emerging technologies, Nebraska Ag Ed Standards, water quality, etc.)
Managing Nebraska's Natural Resources/Environment	X			Collaborative work with Nutritional Sciences to develop Web-based programs for limited resources audiences which will impact families and children.
Value-Added Entrepreneurship		X		
Nutrition/Health/Food Safety	X			Working with AgLEC Advisory Committee identify key issues and deliver programs.
Children/Youth/Individuals/Family	X			Through distance education, AgLEC will recruit adult learners.
A Changing Rural Nebraska/Transitioning Agriculture/Viable Nebraska Communities	X			AgLEC's active advising strategies will lead to a 75% graduation rate by 2003.
<b>IANR OPERATING PRIORITIES</b>				
Student Recruitment	X			Through recruitment and retention activities, gender and ethnic diversity will be increased.
Student Retention	X			See note above re: Student Recruitment.
Diversity & Gender Equity	X			A recently funded diversity and gender grant will enhance AgLEC efforts.
Faculty/Staff/Administrator Development	X			Regular workshops will be conducted for extension educators.
Structure/Changes/Budget Issues/Program Balance	X			AgLEC will present a variety of programs for faculty and staff (i.e., new teaching technologies)
Partnerships/Collaboration/Teamwork	X			Linkage with other departments to develop MS degrees; joint research with new IANR research centers.
Enhance Communications & Communicate Program Impact	X			Web-based technologies will allow more audiences to access AgLEC resources.
Extended Education	X			Several AgLEC courses will be modularized.
Globalize IANR Programs			X	
Agricultural/Scientific Literacy	X			AgLEC in collaboration with the CASNR Student Ambassadors will present agriculture and natural resources career awareness workshops (gender and ethnically inclusive) to middle and secondary students.
Increase External Funding	X			Work with other disciplines to submit funding proposals similar to Neighborhood Leadership Project through NN21 and other agencies.

ADDITIONAL COMMENTS: