

Agricultural Leadership, Education & Communication Strategic Plan 2023-2028

Vision

We are a leader in developing human potential through innovation and excellence in leadership, education, and communication.

Mission Statement

We prepare and advance the careers of current and future teachers, leaders, and communicators by engaging in theory and best practices in teaching, research, and extension.

Core Values

Dignity

We foster a trusting and inclusive environment by honoring and respecting ourselves and others.

Excellence

We function within a culture of continuous improvement and innovation.

Collaboration

We build an interconnected culture within ALEC, the University of Nebraska, and our local and global partners.

Strategic Priorities

Academic Excellence

Become the premier destination for undergraduate and graduate degree programs through alignment and development that maximizes the integration of leadership, teaching, and communication.

Research and Creative Activity Excellence

Elevate the impact of research and creative activity dissemination.

Extension/Outreach Excellence

Engage in effective activities that enhance individual, community, statewide, and global endeavors that align with ALEC's disciplinary focus.

Strategic Communication Excellence

Advance ALEC's branding, reputation, and storytelling to a broad audience.

Strategic Initiatives and Goals (AY 2023 – 2024)

Priority A: Academic Excellence:

- Initiative A1: Create effective recruitment messaging, advising materials, and student support across ALEC's degree programs.
 - o Goal A1a: Hire new recruitment/advisor position for ALEC (includes onboarding and develop plan/strategy/prioritization of tasks). (Department Head)
 - o Goal A1b: Develop strategy between recruitment and advising for first year students/NSE. (New recruitment position)
 - o Goals A1c: Identify student retention efforts that align with CASNR Cares and provides student support. (New recruitment position)

- Initiative A2: Evolve degree programs and minors to better serve students with career interests in education, leadership, and communication.
 - o Goal A2a: Explore graduate program within ALEC for further opportunities (education, communication, bring MAS students to ALEC, other College PhDs). (GCC)
 - o Goal A2b: Conduct a needs assessment for the undergraduate program and identify opportunities. (UCC)

- Initiative A3: Foster an impactful and inclusive learning environment for students through innovative and experiential learning opportunities.
 - o Goal A3a: Identify opportunities to ensure experiential learning opportunities are inclusive and impactful service-learning (equipping students to bring skills to learning spaces, book ending). (UCC)

- Initiative A4: Develop and maintain effective/innovative learning spaces and experiential learning resources reflective of ALEC's commitment to high-quality teaching and learning.
 - o Goal A4a: Develop proposal to support development of 102 lab space and other needs (USDA) (includes researching, data collection, justification, etc.). (Faculty)

- Initiative A5: Strategically evaluate faculty teaching FTE to meet the evolving needs of the department and college.
 - o Goal A5a: Assess current FTE situation; clarify ideal FTE understanding and expectations; recognize gap between current and ideal and develop plan to address. (P&T)

Priority B: Research and Creative Activity Excellence:

- Initiative B1: Identify funding streams that support ALEC faculty excellence in innovative research and creative activity.
 - o Goal B1a: Enhance relationship with ORED to include regular interactions which support efforts to identify funding streams, who can support system, education strategies, and how to best interface with support structure. (Faculty)
- Initiative B2: Identify and evaluate outlets for high-impact research and creative activity dissemination.
 - o Goal B2a: Define what high-impact research and creative activity dissemination entails. (Faculty)
- Initiative B3: Identify supporting mechanisms necessary for higher-impact research and creative activity.
 - o Goal B3a: Define supporting mechanisms as they pertain to research and creative activity. (Steering Committee)
- Initiative B4: Strategically evaluate faculty research FTE to meet the evolving needs of Nebraskans and contribute to leadership, education, and communication disciplines.
 - o Goal B4a: Assess current FTE situation; clarify ideal FTE understanding and expectations; recognize gap between current and ideal and develop plan to address. (P&T)

Priority C: Extension/Outreach Excellence:

- Initiative C1: Strategically evaluate faculty Extension FTE to meet the evolving needs of Extension and Nebraska.
 - o Goal C1a: Assess current FTE situation; clarify ideal FTE understanding and expectations; recognize gap between current and ideal and develop plan to maximize efforts in Extension and Outreach (to include support to other strategic initiatives). (P&T)
- Initiative C2: Provide teaching and/or scholarly resources to support Extension and outreach professionals and programs.
- Initiative C3: Strategically leverage faculty expertise in statewide Extension and engagement opportunities that build upon current initiatives and/or respond to emerging needs.
- Initiative C4: Identify funding streams that support ALEC faculty excellence in Extension and outreach.

- Initiative C5: Strategically leverage faculty expertise to engage in high-impact state and national outreach initiatives.
- Initiative C6: Strategically leverage faculty expertise to engage in high-impact global outreach initiatives.

Priority D: Strategic Communication Excellence:

- Initiative D1: Establish a process and/or committee that determines, creates, executes, and monitors departmental strategic communication needs.
 - o Goal D1a: Define communication excellence and the initial efforts needed to support the process. (Department Head)
- Initiative D2: Develop and implement a comprehensive branding guide that aligns with identified strategic communication needs.