

## Cascaded Plan for Academic Units – Waypoint 1

July 1, 2016 – June 30, 2019

### College: College of Agricultural and Life Sciences

#### Long term focus which supports the University of Idaho Strategic Plan:

*(narrative including which university goal(s) will be central to the unit's activities over the next nine years and a brief description of anticipated tactics deployed to meet goal(s))*

For the Cascaded Plan covering the time period of **July 1, 2016 to June 30, 2019** (***Waypoint 1***). The College of Agricultural and Life Sciences (CALs) is prepared to:

- **GOAL 2 (ENGAGE) – Objective A** (Inventory and continuously assess engagement programs and select new opportunities and methods that provide solutions for societal or global issues, support economic drivers and/or promote the advancement of culture) **TIMELINE: 2016-2019**
  1. Provide leadership and management of the Vandals Ideas Project: Engage — Improving Idaho's Go-On Rate
  2. Engage and develop available Extension youth programs with a curriculum of “Build Your Future: Choices...Connections...Careers”
  3. Provide programming focused on funding post-secondary education
  
- **GOAL 3 (TRANSFORM) – Objective A** (Provide greater access to education opportunities to meet the evolving needs of society) **TIMELINE: 2016-2019**
  1. Engaging students with front-line advertising and social media channels of SNAPCHAT, FACEBOOK, YOUTUBE and Google Keyword
  2. Expanding the scope of reach to include non-traditional Agricultural students by appealing to the STEM core of an Agricultural education.
  3. Updating and streamlining the 2+2 articulation agreements with community colleges
  4. Prioritizing Capital Projects to address space issues for expanding program access by incorporating more distance learning
  5. Evaluating and revitalizing online opportunities in each department of CALS
  6. Exploring and developing certification programs for Industry needs and a possible streamlining into a 4 year program
  
- **GOAL 4 (CULTIVATE) – Objective B** (Enhance the University of Idaho's ability to compete for and retain outstanding scholars and skilled staff). **TIMELINE: 2017-2018**
  1. Development of a CALS Onboarding process to ensure that all new employees have an onboarding packet that directs, guides and answers employee questions about their work environment and its context to the larger University environment.
  2. Formation of a CALS Staff Relations committee/club that will be chartered and governed by the Staff of CALS to provide advocacy/communication to CALS leadership, professional development, mentorship and community building activities by utilizing a grass roots self-funded model.

Long term institutional metrics (page 6 of university strategic plan):

Metric(s) that will be addressed and unit contribution towards those institutional metrics (indicate those utilized, leave others blank – do NOT add unique unit specific metrics)

University Performance Measure	Focus for unit? (Y or N)	University Baseline	Unit Baseline	Unit Target for 2025	Summary Tactics / Comments
Terminal Degrees	N	275	-	-	-
<b>Societal Impact (Go-On measure)</b>	<b>Y</b>	TBD	In Process	In Process	CALS will provide leadership in — Improving Idaho’s Go-On Rate as well as engage the extensive Extension network throughout the state to promote programming with aims of Improving Idaho’s Go-On Rate.
<b>Enrollment</b>	<b>Y</b>	11,372	1,014	1,521	CALS will expand the scope of traditional agricultural student recruitments as well as utilize the front line social medias to engage students. In addition CALS will lead efforts in the formation of the Center for Agriculture, Food and the Environment (CAFÉ) providing greater access to learning in agriculture and food production in Southern Idaho. CALS is prioritizing capital projects to address space issues for expanding programming opportunities.
Equity Metric	N	75%	-	-	-
<b>“Great Colleges” Survey</b>	<b>Y</b>	17.6% (Staff Turnover)	17% (Staff Turnover)	12% (Staff Turnover)	CALS will create an onboarding packet for all new employees illustrating our commitment to ensuring new staff are given guidance and direction to their tenure as well as to continuing to foster that guidance and direction by creating a college specific staff relations committee devoted to their development.

Waypoint 1 goal(s) and objective(s), institutional metric(s) (from page 6) and tactics (short narrative description):

Key tactics described here in narrative form, as a numbered list. Include a cross referencing to Strategic Plan Goals and Objectives where possible.

**Goal 2: (ENGAGE):**

*Objective A: Inventory and continuously assess engagement programs and select new opportunities and methods that provide solutions for societal or global issues, support economic drivers and/or promote the advancement of culture.*

Indicators: Number of University of Idaho Extension direct contacts with communities. (As it pertains to Go On measures)

**How CALS will contribute to this goal:**

1. In conjunction with the College of Education, CALS is responsible for the oversight and management for Yellowdig for the Vandals Ideas Project (VIP): Engage — Improving Idaho’s Go-On Rate. CALS will assist with the facilitation of the faculty mixers and the dean will serve on the committee to review the proposals and make recommendations to the President and Provost. This initiative is funded by University allocations and will require no extra funding. The staffing resources and responsibilities within CALS has been shifted to reflect this increased activity.
2. CALS will engage the 44 counties with youth development programs to recruit 7 cohorts of 15-20 youths to participate in three to five 30 to 90 minute training session focused on the newly developed curriculum- Build your Future: Choices...Connections...Careers that focuses on leadership development, occupation exploration and introduction to campus life. The culminating event for this program will be on-campus participation in Teen Conference. This conference has been redesigned to include a focus on the value of going on to post high school education. This initiative will be funded by the VP of Strategic Enrollment. Dr. Jim Lindstrom is providing leadership for the team working on this program.
3. UI Extension 4-H Youth Development will host scholarship workshops across the state to guide youth and their parents through the process of finding and applying for scholarships. We will partner with the UI Financial Aid and Scholarship office to demonstrate how to complete the FAFSA, and to inform the participants about scholarships and grants available from the University of Idaho. Participants will also be introduced to funding opportunities available in their local community. Extension educators Suzanne Dolecheck and Gail Silkwood are leading this program.

### **Goal 3 (TRANSFORM)**

*Objective A (Inventory and continuously assess engagement programs and select new opportunities and methods that provide solutions for societal or global issues, support economic drivers and/or promote the advance of culture)*

Indicators: Total number of enrolled students

#### **How CALS will contribute to this goal:**

1. Enhance recruitment efforts by expanding the pool of prospective students that have traditionally been the focus of CALS Ambassador Recruitment activities by expanding advertising outside of traditional Agricultural media and expanding into USA Today, SNAPCHAT, FACEBOOK, YOUTUBE and Google Keyword. This initiative is funded by the redirecting of current college funding for recruitment efforts. The staffing resource is the re-organization and closer alignment of the college communication and marketing department with the college academic office.
2. CALS has tasked the CALS Associate Dean of Academic Programs to revamp and revitalize the 2+2 articulation agreements with surrounding community colleges with agricultural programming to ensure that recruitment efforts from community colleges into CALS is streamlined for ease of transfer.
3. CALS will address the ability to increase undergraduate and graduate student enrollment by prioritizing capital projects with such projects as the building of Nancy M Cummings classroom space and leading the development efforts for the Center for Agriculture, Food and the Environment (CAFÉ). The attention to facilities and infrastructure will provide greater access to educational opportunities in agriculture and food production.
4. CALS has tasked the Associate Dean of Academic Programs and Department Heads to explore all possible venues for online course development in current and future curriculum.
5. CALS has tasked its Department Heads to explore options for certification programs to respond to specific Industry demand with an eye toward recruitment of those certificate enrollments transferring to degree programs by demonstrating the value of the higher degrees.

6. CALS has undergone approvals to split the former PSES into 3 separate departments of Plant Sciences, Soils and Water Systems and Entomology, Plant Pathology and Nematology to create an opportunity to offer more programmatic offerings to students with aims of enrollment growth.
7. In FY18 CALS will also implement the CALS Metric Based Budget that will provide transparency and accountability to the units of the College to ensure that funds are made available to programs that are performing to the expectations of the CALS Strategic Plan.

#### **GOAL 4 (CULTIVATE)**

*Objective B (Enhance the University of Idaho's ability to compete for and retain outstanding scholars and skilled staff).*

Indicators: Improved job satisfaction scores and reduced staff turnover rate

##### **How CALS will contribute to this goal:**

1. Pending Provost Approval (HR reviewed and approved) CALS will begin an official CALS onboarding process with new employees to ensure that each employee from the first day of their employment is provided information of what, where and how to obtain help, training and guidance through CALS and within the University.
2. In Spring/Summer of 2017, CALS will launch the CALS Staff Relations committee/club by introducing the concept of the committee/club to ALL CALS via a detailed email followed shortly by an informational ZOOM meeting. The basic organizational structure and purpose are as follows:
  - A. A volunteer CALS staff organization that will elect its own leadership members to serve on a committee to gather and address CALS staff concerns and feedback to CALS leadership on a quarterly basis.
  - B. The goal of the CALS Staff Relations committee/club is to innovate and implement ideas for professional development, mentorship and community building activities with a charitable orientation such as a coordinated "Habitat for Humanity" day or collection for children and senior citizens during the Holidays.

- C. The CALS Staff Relations Committee will be funded much like a local service center (student club) model with activities such as CALS bake sales (made in our commercial test kitchen and approved by RISK), auctions of staff made donated items and supplemented by some development efforts and college support.

### Innovate

Scholarly and creative work with impact

Performance Measures	Baseline (2014-15)	Jul-17	Jul-18	Jul-19
Terminal degrees in given field (PhD, MFA, etc.)	9.00	9.36	9.83	10.61
Research Expenditures (\$ million)	17.2	18.1	19.1	20.7
Invention Disclosures	14.0	16.5	20.7	24.8
Number of undergraduate and graduate students paid from sponsored projects (System wide metric)	148 (UG)&71 (GR) 219 TOTAL			
% of students involved in undergraduate research	12%	12.36%	13.60%	14.00%

### Engage

Outreach that inspires innovation and culture

Performance Measures	Baseline (2014-15)	Jul-17	Jul-18	Jul-19
Number of Direct UI Extension Contacts	338,261	348,409	358,861	369,627
Peer Reviewed Publications	47	48	50	51
Professional and Scientific Journal Articles	39	40	41	43
Web Sessions	499,574	514,561	529,998	545,898

### Transform

Educational experiences that improve lives

Performance Measures	Baseline (2014-15)	Jul-17	Jul-18	Jul-19
Enrollment	1,014	1,075	1,118	1,163
Retention – New Students (System wide metric)	82%	83%	84%	85%
Retention – Transfer Students (System wide metric)	76%	77%	78%	79%
Graduates (All Degrees:				
a) Undergraduate Degree	869	921	958	996
b) Graduate / Prof Degree	145	154	160	166

### Cultivate

A valued and diverse community

Performance Measures	Baseline (2014-15)	Jul-17	Jul-18	Jul-19
Multicultural Student Enrollment (heads)	144	161	173	183
International Student Enrollment (heads)	43	44.7	53.2	61.7
Full-time Staff Turnover Rate	17.90%	17%	16%	15%
Female to Male Students	696 (Female)	717	738	761
	313 (Male)	322	332	342