



PURDUE | **AGRONOMY**
AGRICULTURE

2015-2019 STRATEGIC PLAN

STRATEGIC PLAN GOALS



Fill Gaps & Develop
Opportunities with
Our Curriculum and
Outcomes in Our
Majors




Increase Enrollment

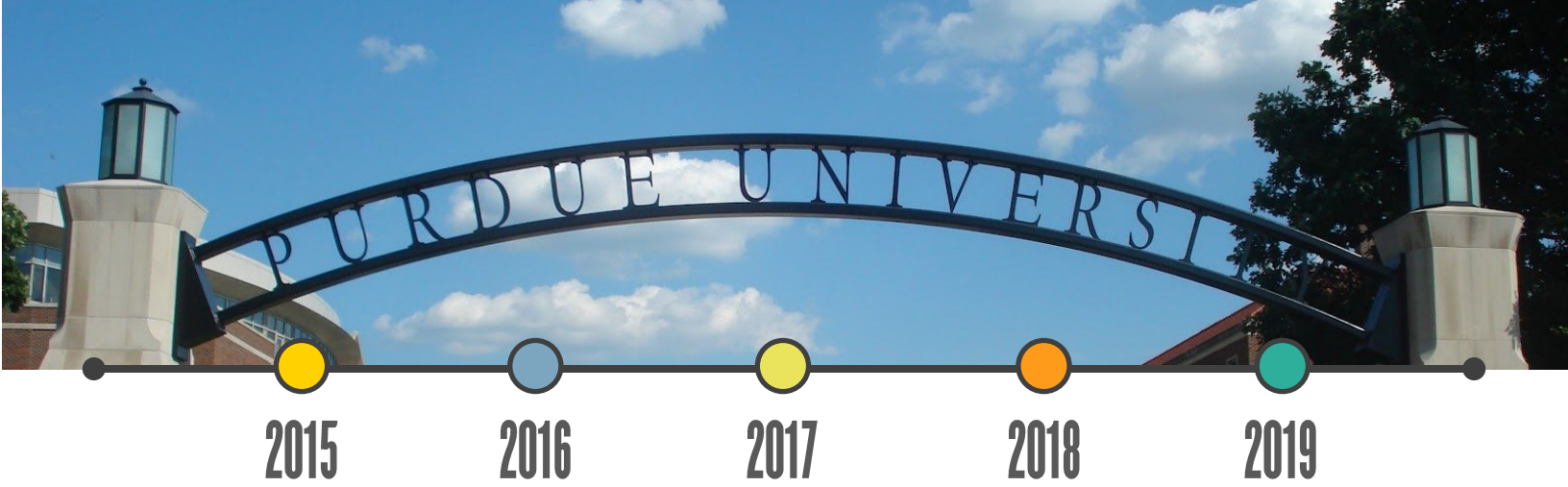
Increase the Reach of our
Education Portfolio

Develop & Implement
A Marketing Plan

Develop & Implement
a Philanthropy/
Development Plan



-  **Educating for the Future**
-  **Discovery with a Purpose**
-  **Engagement that is Transformative**



#1. FILL GAPS AND DEVELOP OPPORTUNITIES WITH OUR CURRICULUM AND OUTCOMES IN OUR MAJORS

- Identify low priority/low enrollment courses (2015) and eliminate courses, merge content into other courses, or adapt the course to include content gaps in the curriculum.
- Create a teaching expectations and guidelines document for Agronomy faculty.
- Evaluate the current curriculum within majors to identify potential gaps or redundancies.
- Quantify the collective teaching resources (faculty space/facilities equipment) and quantify the teaching effort of our faculty.
- Utilize industry to develop a list of desired soft and technical skills needed among our graduates. See how these can be integrated into curriculum.
- Create two additional entry level core/service courses in Agronomy.
- Create a professional certification program for Agronomy, work with professional societies (SSSA) and the CCA program to accomplish this goal. A path for all students to have taken certified soil and crop exams to become SSAs and CCAs.





2015

2016

2017

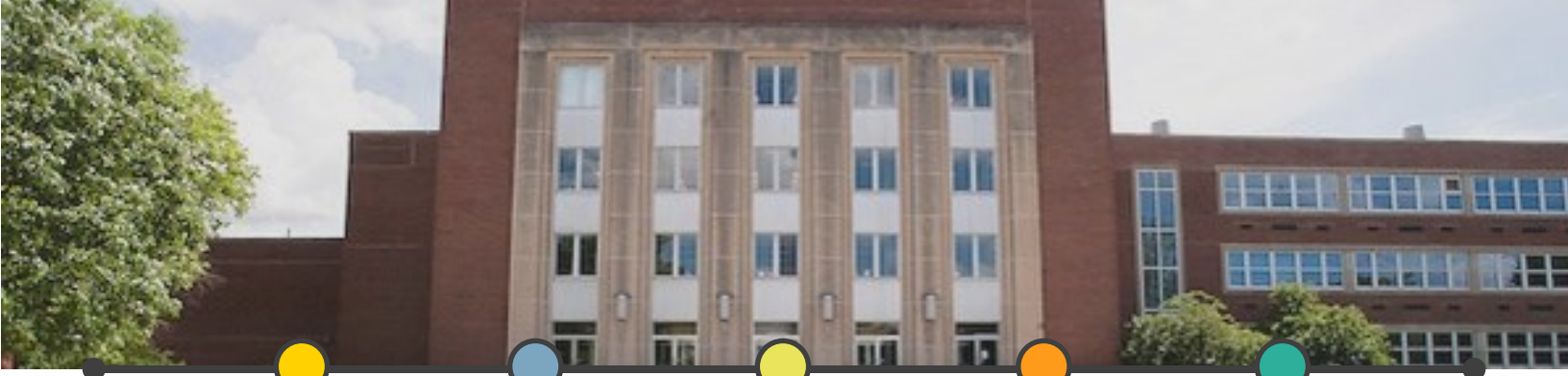
2018

2019

#2 INCREASE ENROLLMENT

- Increase undergraduate enrollment by 20%. Year 5 should reach enrollment goal.
- Highlight career opportunities that exist in plants, soil, water, & climate.
- Highlight areas where students can make an impact in plants, soil, water, & climate.
- Develop a marketing plan to accomplish goal.
- Incorporate the OAP Plant Science Recruitment and Outreach activities.
- Utilize the Experience Purdue campaign.
- Participate in summer pre-MASI & MASl programs.





2015

2016

2017

2018

2019

#3. INCREASE THE REACH OF OUR EDUCATION PORTFOLIO

- Develop a Global Food Security MS program.
- Develop a Global Food Security course.
- Develop online courses.
- Increase student numbers with International Experience including study abroad courses led by our faculty.
- Develop a 3-credit university core course for crops/soil/environment.
- Assess potential for summer school course offerings.
- Develop a professional master's program.
- Increase participation in Graduate Teaching Certificate Program.





2015

2016

2017

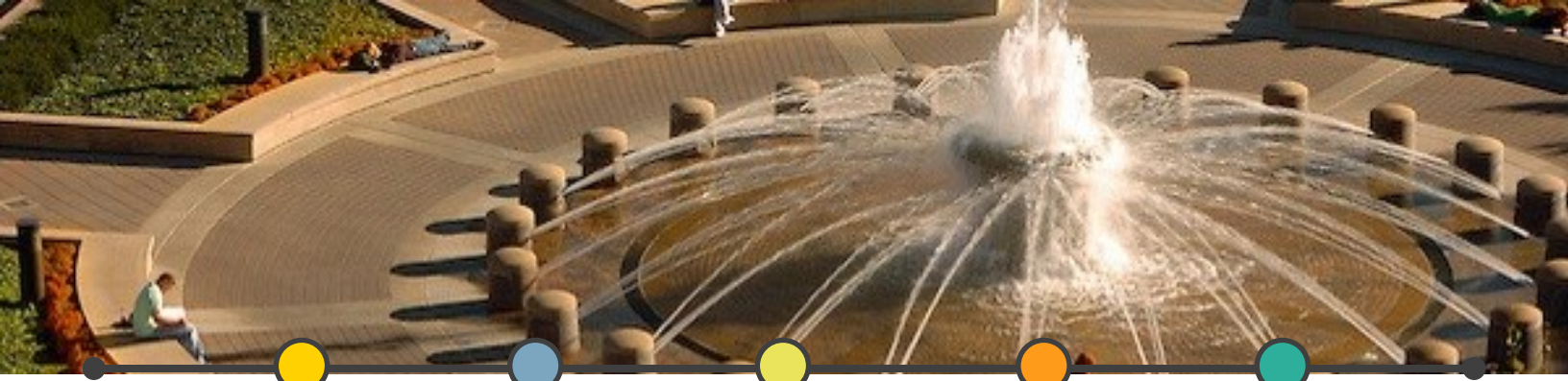
2018

2019

#4. DEVELOP AND IMPLEMENT A MARKETING PLAN

- o Explore use of a professional firm.
- o Complete a ranking study to highlight our stature.
- o Develop a brand that we use in all phases of department.
- o Revise vision and mission statements.
- o Revise website.
- o Highlight our graduates - where they are and what they are doing?
- o Create yearly newsletters.
- o Create monthly bulletins.





2015

2016

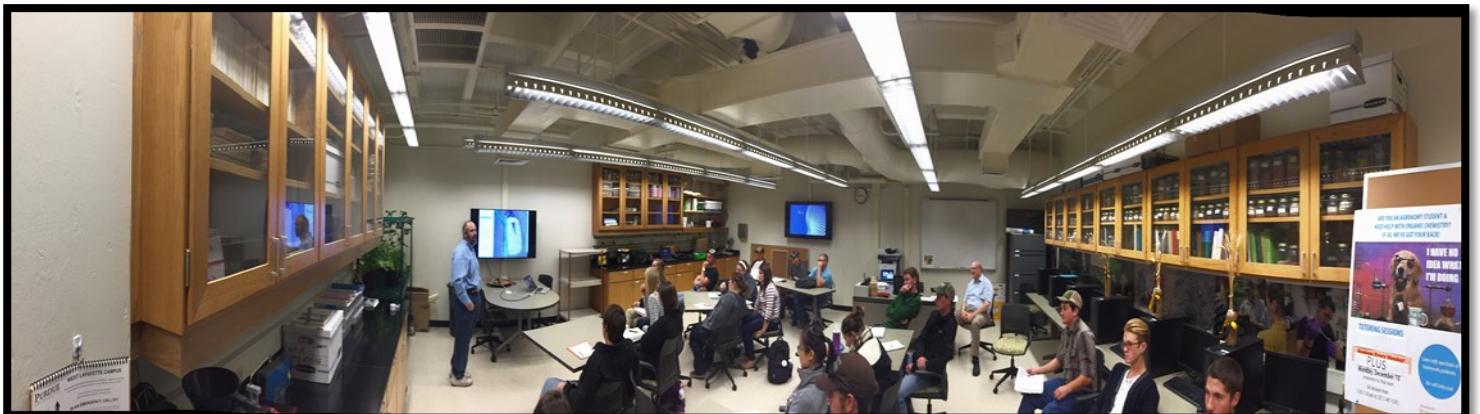
2017

2018

2019

#5. DEVELOP AND IMPLEMENT A PHILANTHROPY/DEVELOPMENT PLAN

- Identify key target areas for funding:
 - Laboratory renovations and new building
 - Endowed chairs
 - Graduate research assistantships
 - Seed money
 - Undergraduate scholarships
 - Equipment fund
 - Program area sub-structure support
- Identify funding sources.
- Clarify role of faculty.



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