

21-26

STRATEGIC PLAN

*Purdue Agriculture PK-12 Council*

*PK-12 Engagement*

**COLLEGE OF AGRICULTURE**

**Purdue University**

**West Lafayette, Indiana**

**PK-12 COUNCIL'S STRATEGIC  
PLANNING WRITING TEAM**

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College of Agriculture

<https://ag.purdue.edu/PK12/>

## Goal

Utilize PK-12 engagement as a pre-recruitment strategy to build relationships with students and strengthen the educational system and pathways to Purdue and higher education.

### *Key Characteristics*

- ▶ Inclusive Excellence
- ▶ Collaborations across the Purdue University Land-Grant System Network
- ▶ Continuum of Youth Engagement
- ▶ Career Connections across Agriculture, Food and Natural Resources
- ▶ Celebrate Excellence and Impact





*Our Mission*

# *PK-12 Engagement*

*Creating Opportunities for **Networking** and **Networking Resources** —for— **PK-12 Teachers, Parents, and Students.***



# Key Strategic Initiatives

## Inclusive Excellence

Broaden access to all PK-12 students, parents and educators while integrating diversity, equity, and inclusive excellence in PK-12 engagement initiatives.

- Develop a consistent and holistic message of agriculture; leverage Agricultural Communication to promote the brand of Purdue Agriculture that is consistent with recruitment messaging; and market agriculture, food and natural resources as contemporary and relevant in solving 21st century challenges.
- Connect with unserved, underserved and underrepresented audiences and communities (e.g., rural, urban, ethnically underrepresented, Boys/Girls Clubs).
- Institutionalize cross-mission support for PK-12 engagement in the College of Agriculture.
- Leverage networking and develop partnerships-both on and off campus (e.g., partnerships with Extension, Indiana Agricultural Education/FFA, HASTI, urban agriculture, Junior MANRRS).
- Streamline communications and formalize a position with administrative responsibilities to advocate, promote, and elevate PK-12 engagement across all mission areas.

## Teaching & Learning

Increase communication and connection between key internal and external partners to broaden CoA pre-recruitment partnerships and exposure to PK-12 audiences.

- All PK-12 outreach and precollege activities are leveraged as pre-recruitment opportunities. Pre-recruitment includes engaging with and building relationships with PK-12 audiences, which may lead to being a more informed consumer (e.g., agricultural, food, environmental, STEM, financial, and civics literacy), life-long learning, and, college and career readiness.
- All PK-12 audiences in Indiana have a personal connection or an annual experience with Purdue College of Agriculture.
- Connect “the dots” for youth and families by helping them see the relevance and opportunity for learning, and how a Purdue education leads to greater career and life-long learning opportunities.
- Precollege experiences prepare high school students to have a jump-start for college and career readiness.
- Engage school teachers in professional development.
- Identify, on-board and develop faculty, staff, and graduate students who are interested and doing PK-12 engagement.



## Key Strategic Initiatives

### Extension/ Engagement

Integrate PK-12 Engagement through Extension and Purdue Engagement capacities and efforts.

- Facilitate communications among key players and engagement happening on and off-campus.
- Develop new or adapt existing curricula and programs to have a broader reach.
- Work collaboratively to co-deliver content and resources with other Colleges across campus and Purdue Extension.
- Provide engagement opportunities through virtual engagement (i.e., fully virtual, hybrid).

### Discovery

Connect PK-12 audiences to researchers in the College of Agriculture to translate new knowledge for broader impacts.

- Integrate PK-12 engagement by organizing grant writing teams to prepare proposals and pre-proposals that can plug into larger proposals for broader impacts.
- Connect PK-12 outreach and engagement to scientists, engineers, and social scientists (i.e., economists, communication and education specialists) in the College of Agriculture.
- Engage PK-12 youth, parents and teachers in experiencing cross-disciplinary curricula and engagement programs.
- Leverage Agricultural Communication to market PK-12 engagement using video, graphics, photos, writers and other branding materials/assets to reach a greater audience.

### Elevate the Scholarship of Learning in PK-12 Engagement

Celebrate excellence of faculty and staff, and advance the knowledge base and best practices of PK-12 engagement.

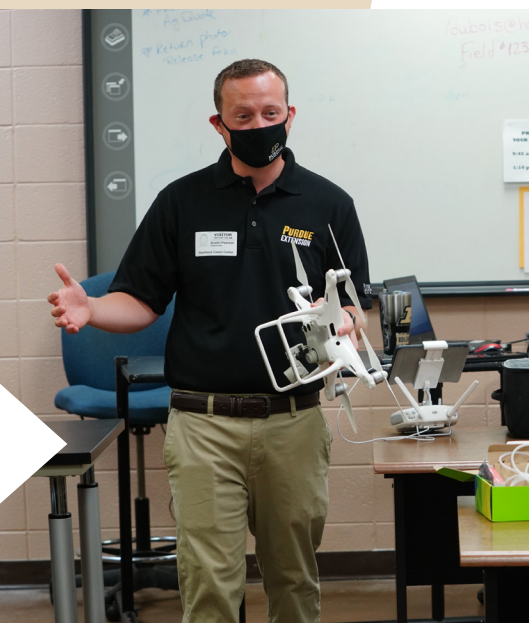
- Formalize an outreach and engagement structure and identify faculty and staff who are doing PK-12 engagement.
- Recognize faculty and staff in the College of Agriculture who do not have formal PK-12 engagement as a part of their job responsibilities.
- Incentivize reporting and accurately capture the reach and footprint of what everyone, both on and off campus, are doing PK-12 engagement in the College of Agriculture.
- Incentivize and provide professional development for faculty, staff and graduate students who conduct research on PK-12 engagement.
- Collaborate across the College, with other Colleges on campus, and with Purdue's Office of Engagement to share ideas, best practices, and scholarship of PK-12 engagement.

# Benchmarks

The overall goal is to collectively reach **250,000** youth, educators and parents through direct contacts annually.

## Youth

- ▷ Reach 220,000 PK-12 youth per year.
- ▷ 250,000 students indirect contacts per year (teachers report the number of students reached).
- ▷ Increase the number of unserved, underserved and underrepresented participants in PK-12 engagement programs, and applicants in the College of Agriculture by 10% per year.
- ▷ Increase engagement in PK-12 precollege summer programs by 10% per year.
- ▷ Increase enrollment in Indiana 4-H through PK-12 engagement by 10% per year.
- ▷ Increase PK-12 student interest in agriculture, food and natural resources through PK-12 engagement by 3% per year.
- ▷ Increase the number of applications to College of Agriculture who experienced PK-12 programs (e.g., freshmen survey) by 3% per year.
- ▷ Increase the number of 4-H members who apply to the College of Agriculture by 3% per year (using clearinghouse of student enrollment data and 4-H enrollment).



## Parents and Grandparents

- ▷ Increase the number of parents/adults reached through social media by 10% per year.
- ▷ Reach 25,000 parents and grandparents (aka, alumni) per year through PK-12 engagement programs through Indiana 4-H, SpringFest and Grandparents University.

## Teachers

- ▷ Reach 5,000 teachers per year.
- ▷ Increase the number of teachers reached through direct communications and social media by 10% per year.
- ▷ Increase the number of teachers who participated in PK-12 professional development by 5% per year.

## Accessing Information and Youth Education Resources

- ▷ 100% of departments list faculty and staff engaged in PK-12 engagement on their webpages and are cross-listed on the PK-12 Council website.
- ▷ Increase the number of searches for Purdue College of Agriculture PK-12 Engagement by 10% per year.
- ▷ Increase the unique views of the PK-12 Council website by 10% per year.
- ▷ Increase the media coverage of stories highlighting the College of Agriculture PK-12 efforts by 10% per year.





## Contact Us

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