The Department of Agricultural Communication has set the following goals for 2010–2015 to enhance and expand our already vital service to Purdue Agriculture.

GOAL 1

Identify important public issues for Purdue Agriculture to address and help provide issue education and communication.

TACTICS

Reactive

► Advise Purdue Agriculture about issues raised by media and recommend responses.

► Create and promote an “expert directory” for media contacts.

Proactive

► Each year use market research and stakeholder input to identify issues of ongoing public concern that are strategically important to Purdue Agriculture.

► Identify specialists willing to work with Agricultural Communication staff on these issues.

► Discuss the identified issues routinely as part of our staff meetings.

► Develop a Web portal with information for specific groups of consumers. Where possible, include exhibit, multimedia, news, and publishing products featured in The Education Store.

► Promote the issues in connection with other current programs (e.g., the Science Café, funded zipTrips), and provide additional resources to audiences for those programs.

► Bring in guest speakers (outside experts) for college-wide seminars on public issues topics.

► Encourage the college to engage in discussions about the identified issues.

► Encourage and participate in social media dialogue and outreach on the identified issues.

METRICS

► Hold at least one public forum on an identified issue of public concern.

► Annually account for all activities tied to the identified issues.

  • Track Purdue Agriculture faculty and staff responses to our public issues education efforts.

  • Use Web analytics to track use of issue-related Web activities.

  • Measure responses to social media outreach.

  • Track attendance at public events tied to issues.

  • Count the number of news releases and articles on critical issues.
GOAL 2

Lead Purdue Agriculture in providing information and resources for external audiences through the use of digital communication tools.

TACTICS

- Stay current with changing technology and trends by testing newly available digital formats.
- Offer training modules (perhaps created by a third party) that help campus and Extension staff learn cutting-edge communication technology.
- Help Purdue Extension staff and faculty develop and deliver high-quality programs using new technologies.
- Improve search engine optimization of Purdue Agriculture websites, and encourage outside groups to link to Purdue Agriculture sites.
- Develop a social networking icon for county templates so that counties can link to top social media sites of their choice.
- Develop a department-wide social media task force that will:
  - Develop a strategic social media marketing plan for Purdue Agriculture and for Extension and other products.
  - Create best practice guidelines for social media use and online sharing. Promote these with faculty and staff.
  - Find ways to successfully use social media marketing.
  - Monitor social media networks and use them to engage and respond to stakeholders and clients.
  - Expand Agricultural Communication expertise by training staff in the use of new communication technologies.

METRICS

- Benchmark current sites, and monitor their growth.
- Tally the number of new digital products annually.
- Use Web analytics to make informed decisions based on measurement of the growth of social media sites.
- Track the number of counties adopting the social networking icon.
GOAL 3

Better market Purdue Agriculture and Purdue Agricultural Communication services and products through increased coordination of marketing efforts and activities.

**TACTICS for marketing Purdue Agriculture**

- Establish an annual marketing plan for Purdue Agriculture that includes strategic communication to stakeholders.
- Create branding strategies for Purdue Agriculture and Purdue Extension that complement the University’s new branding messages and look.
- Emphasize strategic Purdue Agriculture accomplishments in appropriate media.
- Work with the College of Agriculture recruitment and retention committee to create a new recruitment communication strategy beginning with the 2011–2012 school year.
- Work with the Office of Academic Programs to offer recruitment continuing education for members of the recruitment and retention committee.
- Find new and better ways to communicate Purdue Extension impact in news releases and articles in *Agricultures* and *Connections*.
- Use market research to help guide the development of new Purdue Extension products.
  - Increase Agricultural Communication expertise in gathering marketing data.
  - Develop a process for making initial assessments of audience needs, project costs, and product demand.
- Engage potential audiences in the development of educational materials and products.
TACTICS  for marketing Purdue Agricultural Communication

- Improve Agricultural Communication website navigation and provide better information on department resources.
- Make it easy for users to contact us for specific services by improving our homepage.
- Better inform internal audiences and stakeholders about our educational outreach and materials.
  - Identify and leverage current college and University promotional options.
    - Create messages for use on the new digital signs.
    - Create flash banners for sites we manage.
  - Display Purdue Agriculture Communication products in a place very visible to our internal stakeholders to increase awareness of our services.
  - Create a proactive marketing team that meets with key partners and departments.
  - Establish The Education Store as the portal for all Purdue Agriculture information.
  - Market the new, consumer-friendly Store website, which was introduced at the 2010 Indiana State Fair.

METRICS

- Track the number of applicants to the College of Agriculture.
- Measure the success of new products by tracking sales and downloads.
- Measure Web traffic.
GOAL 4

Better position Purdue Agriculture for national leadership in informal P-14 science education.

(We define informal science education as science teaching and learning that occurs outside of the standard school curriculum.)

TACTICS

- Organize an Agricultural Communication informal science education (ISE) committee to identify current and possible projects.
- Market Agricultural Communication’s resources for creating informal education projects.
- Develop a website to aggregate and help market Purdue Agriculture’s informal education programs.
- Foster partnerships by inviting staff or faculty members from Youth Development and Agricultural Education, the Discovery Learning Research Center, and other groups to join our ISE committee. This will help us identify resources for informal education projects.
- Seek additional expertise in informal education instructional design.
- Determine the cost to produce an individual zipTrip and seek additional program partners.

METRICS

- Find and count examples of new ISE and STEM (Science, Technology, Engineering, and Mathematics) projects.
- Track awards and recognition for ISE/STEM projects.
- Measure traffic on new ISE/STEM website.
- Measure resources invested in ISE/STEM projects.
- Establish benchmarks and track changes over a five-year period.
GOAL 5

Seek out and form new partnerships to develop external funding resources.

TACTICS

- Encourage all staff members to look for potential funding opportunities when discussing projects with clients.
- Offer brown-bag lunches or seminars that demonstrate how our efforts can satisfy the educational components of and add value to research grants and contracts for Purdue Agriculture researchers, Extension specialists, and departmental staff members (also staff members from Health and Human Sciences and Veterinary Medicine).
- Establish a liaison between Agricultural Communication and the College of Agriculture Pre-Award Center. Inform center staff members of the range of educational efforts that Agricultural Communication can provide to grant and contract recipients.
- Network with staff and faculty members at other land-grant institutions to seek funding for cooperative projects.
- Collaborate with selected Purdue University entities to distribute their materials, as long as the materials fit our mission.
- Create templates that can easily be adapted for and included in grants and that describe how Agricultural Communication can help satisfy the educational components of a grant.

METRICS

- Measure attendance at seminars/brown-bag lunches conducted by Agricultural Communication staff members.
- Track use of templates created by Agricultural Communication for inclusion in others’ grants.
- Track the number of grants that include us.
GOAL 6

Foster an environment that promotes greater cross-unit communication and coordination of projects within Agricultural Communication.

TACTICS

► Enhance database reporting so it’s easier for all staff members to find out who is involved in projects in the department.

► Redesign staff meetings to allow staff members to report on the progress of cross-unit projects.

► Use the Intranet to give staff members better access to project information.

► Create a system that alerts staff members to new projects.

► Hold workshops that promote working in teams and working with people from different generations and different stages of life.

METRICS

► Include a discussion on multiunit projects at staff meetings.

► Create a dashboard to show progress on projects.

► Monitor feedback from and responses to social media.

► Survey staff members to ensure the effectiveness of measures.