

## **AGRICULTURAL EDUCATION, COMMUNICATIONS, and 4-H YOUTH DEVELOPMENT**

### **Mission**

The Department of Agricultural Education, Communications, and 4-H Youth Development is committed to preparing agricultural leaders of national prominence in the areas of education, leadership, and communications.

### **Vision**

The Department of Agricultural Education, Communications, and 4-H Youth Development aspires to become the preeminent agricultural program in the nation in the areas of education, leadership, and communications.

### **Core Values**

- **Excellence** – We seek excellence in all our endeavors, and we are committed to continuous improvement.
- **Intellectual Freedom** – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.
- **Integrity** – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.
- **Service** – We believe that serving others is a noble and worthy endeavor.
- **Diversity** – We respect others and value diversity of opinions, freedom of expression, and other ethnic and cultural backgrounds.
- **Stewardship of Resources** – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

## Goals, Critical Success Factors, Objectives, and Strategies

### **Goal 1. Academic Excellence - Create and uphold high standards of excellence in instruction, research, and outreach.**

#### **Critical Success Factors:**

- Faculty will demonstrate improvement in teaching through professional development
- Faculty will demonstrate scholarship by publishing at least 2 peer-reviewed creative works annually
- Faculty will increase external funding by 5% from 2003 to 2008
- Faculty will provide high-quality service to the profession, university, and community

#### ***Objectives:***

**Objective 1.1:** Professional development plans will be developed by faculty for improving instruction.

##### Strategies:

- Faculty will present to the department head an annual plan for instructional improvement and professional development
- The plan will include faculty reflections on progress made toward goals during the previous year as well as thoughts on achieving goals set for the upcoming year
- Faculty will be encouraged to use peer reviews and other mechanisms as tools for instructional improvement

**Objective 1.2:** Research plans consistent with the discipline will be developed by faculty.

##### Strategies:

- Faculty will present to the department head an annual research plan that reflects a strong focus on scholarship for the profession
- The research plan will discuss steps taken toward adding to the knowledge base of the discipline

**Objective 1.3:** Faculty will solicit external funding to support advancements in teaching, research, and service.

##### Strategies:

- Departmental faculty will submit proposals for external funding annually to support outstanding teaching, research, and service
- Faculty will seek opportunities for developing proposals collaboratively with colleagues at OSU as well as at other universities and institutions

**Objective 1.4:** Faculty will serve the profession by their involvement in outreach activities.

Strategies:

- Faculty will provide assistance and service to individuals and organizations beyond the OSU campus
- Faculty will document annually how they have served organizations, the community, and state through outreach activities

**Goal 2. Student Development - Recruit, retain, and graduate students in a collegial environment that encourages excellence, prepares for careers, enriches personal growth, fosters discovery of knowledge, and promotes leadership.**

**Critical Success Factors:**

- Faculty will recruit undergraduate students at a minimum of 4 statewide, regional or national events.
- Faculty will recruit graduate students at a minimum of 4 statewide, regional or national events.
- Students will be involved in a minimum of 4 annual recruitment visits to junior or community colleges.
- At least 80% of the students who start in the department will graduate from the university.
- The department will maintain 100% of the current student enrollment.
- Faculty will assist 100% of all graduates to seek employment in their areas of preparation.
- The department will encourage membership in and provide faculty advisors for student organizations.
- Faculty will coordinate 100% of the student internship experiences.

**Objectives:**

**Objective 2.1:** The faculty will recruit high-quality undergraduate and graduate students from the region, nation, and world.

Strategies:

- The department head will send a recruiter to specified 2-year postsecondary colleges in Oklahoma and surrounding states annually to speak to prospective students about programs in the department and college.
- The department head will collaborate with the college to send students and faculty to the National FFA Convention to speak to prospective students.
- Faculty will attend national and regional conferences to recruit graduate students.
- Faculty will network with other universities to identify and recruit students.
- The departmental web site will include recruiting materials.

**Objective 2.2:** The department will maintain high retention rates for graduate and undergraduate students.

Strategies:

- Faculty will provide high-quality academic mentoring and advisement to support students.
- Faculty advisors will be provided for undergraduate and graduate student organizations.

**Objective 2.3:** The department will encourage academic and professional excellence from graduate and undergraduate students.

Strategies:

- Faculty will expand opportunities for student to develop greater communications proficiency through writing, discussion, and presentations.
- Faculty will develop discipline-specific portfolio criteria and provide “model” portfolios.
- Undergraduate and master’s of agriculture students will be required to create and submit professional portfolios.
- Faculty will support students through extracurricular activities.

**Objective 2.4:** The department will prepare students for careers in agricultural education, communications, or leadership.

Strategies:

- Faculty will offer high-quality instruction to students using the most advanced technology available.
- Faculty will improve the quality of internship opportunities and student teaching experiences.
- Faculty will select and maintain student teaching centers staffed by highly competent teachers and administrators who use best educational practices.
- Faculty will provide updates about the teaching program and develop skills of cooperating teachers through training workshops.
- Faculty will encourage students to expand professional opportunities by earning minors in subject matter areas suitable to their option or academic strengths.
- Faculty will encourage Leadership and Service majors and Agricultural Communications majors to take additional business and agricultural economics courses appropriate to their interests and strengths.
- Faculty will develop an advanced graduate seminar series.

**Goal 3. Diversity - Achieve diversity and create an environment of respect for individuals.**

**Critical Success Factors:**

- Departmental faculty and staff will create a climate of respect for individual differences.
- The department will strive to achieve ethnic diversity among the student body on par with the state demographic profile.
- The participation rate in international activities by faculty and students will increase by 10%.
- Faculty will evaluate current curriculum regarding issues of diversity and develop action items related to the curriculum by 2006.

**Objectives:**

**Objective 3.1:** The department will recruit and retain a diverse faculty.

Strategies:

- The department head will advertise in appropriate outlets to encourage applicants from a diverse population for all new faculty positions.
- The department head will work with the Office of Multicultural Affairs to provide professional development training for faculty and staff regarding the recruitment and retention of diverse members of society.

**Objective 3.2:** The department will recruit and retain a diverse student body.

Strategies:

- Efforts will be made to work with the 4-H and FFA programs to identify students from underrepresented populations who might be recruited to the department.
- The department will seek external funding for minority student scholarships.

**Objective 3.3:** The department will increase student opportunities for participation in activities that develop awareness and respect for individual differences.

Strategies:

- AGED 4713 (I): International Programs in Agricultural Education and Extension will be evaluated and revised as needed.
- The department will encourage and support study abroad opportunities for faculty and students through the Office of Programs in International Agriculture.
- Programmatic faculty workgroups (teaching, leadership and service, and communications) will evaluate their curricula regarding diversity, awareness to support a climate of respect.

**Goal 4. Healthy Living and Economic Development - Enhance the quality of life by contributing to the human, economic, and cultural development of Oklahomans.**

**Critical Success Factors:**

- Faculty will offer systematic program evaluation services to the division.
- Faculty will increase service learning experiences for students in the undergraduate and graduate curriculum.
- The department will offer professional development for beginning agricultural education teachers.

**Objectives:**

**Objective 4.1:** Dedicate department resources to increasing the human capital potential for Oklahoma.

Strategies:

- Faculty will provide in-service education to agricultural educators in Oklahoma.
- Faculty will expand professional development opportunities for agricultural educators in Oklahoma.
- Faculty will provide outreach to agricultural youth organizations in Oklahoma.
- Faculty will maintain an advisory group to guide teaching, research and service for the department.
- Faculty will serve 4-H and FFA by sponsoring state level competitive events, providing assistance with state level events, and providing leadership to those groups when needed.

**Objective 4.2:** Faculty will serve as a teaching and learning resource for the College of Agricultural Sciences and Natural Resources and the agricultural education community in Oklahoma.

Strategies:

- Faculty will teach a graduate level course in teaching methods.
- Faculty will model the use of teaching portfolios in the promotion and tenure process.
- Faculty will model innovative approaches to providing meaningful evaluation of instruction.

**Goal 5. Human Resources - Recruit, retain, and develop an outstanding faculty and staff within a collegial atmosphere that recognizes diverse contributions.**

**Critical Success Factors:**

- The department head will retain faculty for an average of 7 years.
- The department head will retain staff for a minimum of 3 to 5 years.
- The department head will use annual appraisals to award merit increases to the highest performing faculty and staff.
- The department will be composed of faculty and staff from diverse academic and experiential backgrounds.
- All new faculty will be engaged in a mentoring program.
- The department head will provide \$1,500 annually for faculty professional development.
- The department head will provide \$150 annually for staff professional development.
- The department head will have a faculty member on sabbatical every other year.

**Objectives:**

**Objective 5.1:** The department head will recruit outstanding faculty and staff.

Strategies:

- The department head will cast a wide net for recruiting the highest quality faculty and staff available.
- The department head will offer competitive salary and benefits packages to prospective faculty and staff.
- The department head will offer competitive start-up packages based on position descriptions to prospective faculty and staff.
- The department head will seek to move temporary faculty positions to tenure track/permanent positions.
- The department head will seek additional staff positions as faculty Full Time Equivalent (FTE) and student enrollment increase.
- The department head will continue to request that all faculty positions include a 25% research or extension appointment.

**Objective 5.2:** The department will retain outstanding faculty and staff.

Strategies:

- The department head will conduct annual appraisals to review work performance and make recommendations to improve performance and review position descriptions.
- The department head will reward staff, faculty and student employees for excellence through merit raises, nominations for awards, and other methods of recognition.
- The department head will maintain a pleasant and professional work environment.
- The department head will support and mentor faculty in their efforts for reappointment, promotion and tenure.

- The department head will provide all the necessary resources to complete the duties of the job, including up-to-date computer equipment, software, and skill training.
- The department head will ensure equitable faculty advisement loads of undergraduate and graduate students.

**Objective 5.3:** The department will develop outstanding faculty and staff in an atmosphere that recognizes diverse contributions.

Strategies:

- The department head will assist faculty in developing skills necessary for enrolling, advising, and mentoring students.
- The department head will develop a peer-mentoring program for new faculty.
- Faculty will be encouraged and supported to participate in fellowships, sabbaticals, and professional meetings and organizations.
- The department head will support staff in professional development opportunities related to position descriptions, especially those offered by OSU Human Resources.
- The department head will provide skill training to staff as necessary based on job duties related to their position description.
- Staff will be encouraged to participate in college and university activities.

**Goal 6. Synergy in Use of Resources - Leverage and focus financial and physical resources to achieve strategically targeted national prominence using partnerships with industry and government and collaborating with stakeholders.**

**Critical Success Factors:**

- Faculty will partner with public school systems, agricultural communications organizations and industries, agribusinesses, Cooperative Extension and other governmental agencies to insure quality internship experience for 100 % of students in the agricultural education and agricultural communications majors.
- Faculty will formalize partnerships with public and private entities to increase social capital and human capacity for the State of Oklahoma.
- Faculty will actively partner with regional and national research initiatives in agricultural education, communications and leadership.
- Faculty will submit at least 1 proposal per year to solicit external funding to support teaching, research or outreach priorities.

**Objectives:**

**Objective 6.1:** The department will seek external funding to support excellence in teaching, research, and outreach.

Strategies:

- Faculty will be encouraged to submit Big XII Fellowship proposals to enhance professional development and foster collaboration.
- Faculty will work collaboratively within and outside of the department to develop competitive proposals to leverage resources.
- Faculty will cooperate with the College Grants and Contracts Office to optimize support in grant seeking.
- Faculty will serve as proposal reviewers for governmental agencies and foundations to increase grant seeking skills.

**Objective 6.2:** The department will seek partnerships with stakeholders to support excellence in teaching, research, and outreach.

Strategies:

- Faculty will support initiatives for external funding to increase resources and improve teaching, research and outreach programs in agricultural education, communications and leadership in Oklahoma.
- Faculty will partner with the State Department of Career-Tech to enhance the professional preparation of secondary agricultural educators.
- The department head will use external stakeholders to identify instructional, research and outreach needs in agricultural education, communications, and leadership.

**Objective 6.3:** The department will support faculty engagement in professional organizations for the purpose of leveraging financial and human resources.

Strategies:

- Faculty will network within professional organizations to improve linkages with industry.
- Faculty will serve in leadership roles to improve professional organizations and enhance national prominence of the department.
- Faculty will collaborate with colleagues through professional organizations to enhance human capacity, networking and grant seeking opportunities.

**Goal 7. Image/Pride/Recognition - Communicate an image that accurately reflects achievement and pride in our organization and rewards excellence.**

**Critical Success Factors:**

- At least six “Good News” items will be submitted to the Dean and Regents annually.
- The *ACTualities* and the *Ag Educator* Newsletters will each be produced biannually.
- The Cowboy Journal (magazine) will be published biannually.
- The department will seek to provide a minimum of 5 scholarships to agricultural communications students and six scholarships to agricultural education students annually.

**Objectives:**

**Objective 7.1:** The department will project its pride and communicate its achievements to alumni, students and other stakeholders.

Strategies:

- The department head will support a coordinator for recruitment and outreach activities, including web site managers, media representative, and organizer of awards for students, staff, and faculty.
- The coordinator for recruitment and outreach activities will develop a communications plan for reaching potential students and to increase visibility of its programs and achievements.
- The department head will invite students to participate in departmental recruitment activities.
- Faculty will promote the undergraduate program at relevant events to attract outstanding students.
- Community college campus visits will be coordinated with the college and university to maximize impact.
- Faculty will promote the graduate program at relevant conferences to attract outstanding faculty and students.
- Faculty will participate in relevant youth activities to promote the programs of the department.

**Objective 7.2:** The department will promote and recognize excellence in its students, staff, and faculty.

Strategies:

- Faculty will attend professional meetings and present high quality research.
- The department will present achievement awards to students, staff, and faculty at its annual awards ceremony.
- The department will recognize student, staff and faculty accomplishments in the *ACTualities* and *Ag Educator* newsletters and other relevant media outlets.
- The department head will select a scholarship committee annually to assist students with scholarship and award opportunities.
- The department awards committee will assist students, staff and faculty to recognize outstanding members of the department.

**Objective 7.3:** Students, staff and faculty who provide service and leadership within professional outlets will be acknowledged by the department through awards, media announcements, and merit pay.

Strategies:

- The department head will encourage and provide opportunities for professional development.
- The department will encourage involvement and leadership in professional associations and community volunteerism.
- The department head will support a merit pay system to reward outstanding staff and faculty.