

CALS Strategic Planning Meeting – Listening Session #3
McKimmon Center, Raleigh, NC
January 10, 2013

This document is a summary of ideas that surfaced during a Listening Session of 74 participants on January 10, 2013. The session focused on six questions to guide the discussion. You are encouraged to review this document and consider the themes that are emerging from this session. This is the original language used by groups as they discussed the questions (it has not been edited). As the listening sessions continue, these lists of ideas will be consolidated into major themes.

Question 1 - What do you see as the three most significant POSITIVE trends on the horizon for your area of work over the next five years?

- Increasing interest in Ag – young people and consumers
- We're working beyond our "silos"
- New Partnerships and collaborations
- International markets for NC commodities
- Development/application of new technologies
- Raising Ag awareness across NC
- Environmental stewardships
- Water quantity and quality
- Air quality, Soil quality
- Public demand for education regarding food quality, quantity, and access
- Increase in technology which provide for increased globalization of students and faculty, greater information transfer, and expansion of extension efforts
- Sustainability – consumer driven
- Youth Interest – local foods
- Collaboration – colleges
- Global challenges leading to international/greater collaboration horizontally and vertically
- Our disciplines are front and center
- Genomics and new technologies
- Heading to be 7th largest STATE in US
- Opportunity to work across disciplines
- Growing demand and awareness of what we do in ag, environment and well-being, uniquely situated to address these
- Increased awareness of local ag
- Perfect storm: public interest in sustainable agriculture/local foods and health, economy, environment
- Better analytic technology enables cascading benefits for risk assessment, environmental monitoring and genomic manipulations
- Need for what we do
- National recognition

Question 2 – What do you see as the three most significant NEGATIVE trends on the horizon for your area of work over the next five years?

- Doing more with less
- Uncertainty – climate, risk, government
- Duplication of focus
- Mindsets and Structure
- Consumer misinformation
- Burdensome regulations (influencing small business)
- Diminishing fed/state funding
- Loss of funding for research
- Moving away from the land grant mission as a result of efforts to increase university ranking
- Funding
- Paradigm shift – to local – Fed – lower energy
- Increasing specialization – silo
- Tools to apply technology are lacking
- Negative perception and/or limited view of agriculture and science
- Societal resistance to genetic technology
- Resources: funding and infrastructure
- Limited resources (water, land)
- Teaching, research, Extension land grant focus – solutions for major challenges
- Cultural, bureaucratic internal obstacles to our work
- Confusion/public perception/co-opting corporate industry
- University structures that suppress collaboration
- Diminishment of basic research in Agriculture
- Reverse downward trend in recruiting
- Increasing urbanization of NC
- Lack of agricultural literacy
- Need for more faculty and staff
- Need for more faculty and staff
- Need funds to hire and retain

Question 3 – How would you define the purpose of CALS today and in the near future (next 5 years)?

- Redefine to meet the true mission of the Land Grant
- Purpose of CALS
- Reclaim our preeminence @NCSU
- Maintain linkages between teaching, research and extension
- Provide leadership in cutting edge research while maintain connection with stakeholders
- Address Broad needs not just funding driven projects
- Educated current/future students to Ag and LS

- Create a framework to support land grant mission while addressing global challenges
- Leadership for the Ag community
- Education at the local level
- Adaptability to remain relevant
- Education at the local level
- Adaptability to remain relevant
- Feed – today and tomorrow
- Education – for all – at all levels
- Take/encourage risks
- Interdisciplinary
- Encouraging/allowing students to range
- Teaching, research, Extension land grant focus – solutions for major challenges
- Facilitate strategic alliances across campus and broader
- World class ed and work force development
- Addressing the changing needs of ag, environmental and well being
- Training the next generation to address: climate change, local food security (not yield)
- Access and availability
- Infrastructural efficiency
- Strengthen the land grant mission
- Keep our students employable

Question 4 – What do you see as the 1 to 3 greatest opportunities for CALS over the next 5 years?

- Education!! K-College
- Research addressing critical issues
- People in trenches not trusting “cynicism”
- Better support our support staff
- Reward new faculty
- Fiscal responsibility
- Maintain Extension
- Collaborations and Partnerships
- Increase entrepreneurial spirit to AS and LS
- Using/developing new technology
- Strengthen partnership
- Unique local and global positioning to impact the production and delivery of food, fiber, and fuel
- Integration of strong Departments
- Disseminating research
- Encourage/reward risk taking
- Sustainable research
- Niche markets – organic, local and urban food and agriculture
- Genetic technology

- Building on global reputation to expand partnerships with industry and involve students and citizens
- Develop collaborative capacity of Extension professionals
- Prepare and train globally oriented students
- Potential for integrated approaches and leadership in many areas
- Agro-ecology and local food systems, small and sustainable
- Intentional partnerships around shared principles and values, within college within university within region, utilize Extension
- Work across Department lines
- Attitude change
- Ability for growth
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Question 5 – What do you see as the 1 to 3 greatest challenges for CALS over the next 5 years?

- Facilitating educational experiences using all resources
- Improve ability to market ourselves
- Funding/flexibility for spending
- On campus facilities for students
- Diminishing state support
- Access to funding
- Local level education
- Learning to do more with less
- Communication – funding
- Marketing/branding
- Community
- Faculty recruitment and retention
- Operational support
- Figuring out what to choose – can't do it all
- Competition for funding and college recognition
- Need for 21st century facilities
- Funding
- Reconcile Biotech and sustainability
- AOI
- Support inter-departmental and inter-College programs
- Funding - research, faculty, staff
- More graduate student support
- Agricultural literacy
- Communication
- Resources
- Recruit students and admit into our programs

Question 6 – How can CALS best help your area of interest (subject, constituency, program, etc.) over the next 5 years?

- Reward creativity/interdisciplinary
- Develop stronger funding/find solutions
- Help faculty and staff get on same page as young people – do not hold them back
- Advisory board ARE and industry to discuss local and global issues
- Developing relationships across colleges and industry through improved communication
- Marketing and advertising
- Reward collaboration
- Risk – funding
- Encourage undergraduate and graduate students to teach community members about agriculture – they learn to teach, Extension gets help, increased communication
- Collaboration/communication
- Business office – more support
- Strategic recruitment of staff
- Transparency – breaking departmental silos
- Continue providing research- based information to public
- Recognize, recruit support for non-ag constituencies
- Provide resources to faculty, staff, students and research stations
- Marketing

Question 1 - What do you see as the three most significant POSITIVE trends on the horizon for your area of work over the next five years?

- Love of agriculture that you want to see grow
- Interest in diverse agriculture expansion
- Cooperation between departments
- Vision for the future
- Introduction to industry and farmers
- Hands on experience
- Ability to immediately enter job market
- Knowing full range of what CALS can bring
- Majors
- Global impact
- Opportunity
- Resources

Question 2 – What do you see as the three most significant NEGATIVE trends on the horizon for your area of work over the next five years?

- Replacing Faculty
- Programs
- Co-Projects
- Classes/Electives
- Minors
- Funding
- CALS – Brand awareness
- Biggest college/reduction of HS
- Smaller recruitment and diversity
- Don't want to lose the science

Question 3 – How would you define the purpose of CALS today and in the near future (next 5 years)?

- Make sure to focus on the basic science and small ideas not just big ones
- Meet the needs of a growing population without incurring environmental further damage
- Mesh environment and population into one focus
- Producing more marketable students because they have a diverse range of experience
- Bigger majors – more students
- CALS losing interest in Ag
- Conforming to stereotype

- Not hearing more about CALS
- Dairy science coming back?

Question 4 – What do you see as the 1 to 3 greatest opportunities for CALS over the next 5 years?

- The switch to not affect students
- Smooth transition
- Make sure to address issues
- Student voices should be more heard
- CALS not to be overshadowed by engineering
- Career focus
- CALS career services
- More vocal about CALS
- Keep COS and CALS together