

CALS Strategic Planning Meeting – Listening Session #9
Iredell County Extension Center, Statesville, NC
February 7, 2013

This document is a summary of ideas that surfaced during a Listening Session of 75 participants on the February 7, 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?

- Increased interest in the profession
- Increased demand for products
- Go green, local foods, safe foods
- Diversity of ag products
- Growing appreciation, value, support, awareness of ag
- Growing demand for food and production systems
- Demand for local food, “buy local,” include food demand in general
- Improved availability of usable technology, ag systems & production practices
- Health, nutrition, & environmental awareness
- Potential for local farms
- Youth

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?

- Lack of awareness of opportunities in ag
- Lack of political support
- Research money
- Labor, water & land
- Self-imposed bureaucracy
- Slow pace of filling positions
- Regulations
- Labor regulations/lack of available labor
- Loss of farmland/competition for space/land cost
- State & food regulations (i.e. food safety)
- Food safety issues
- Funds
- Loss of land
- Lack of understanding (public perception)

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

- Respond to ag needs in NC
- Maintaining a global perspective
- Research, new commodities & chemicals
- Expand & redefine extension & outreach
- Teaching, research, extension
- Research, teaching & extension to support growers, ag production, and appropriate balance of R,T, E
- Potential to develop partnerships
- Better access to resources
- Provide education to youth
- Public relations
- Educate public about ag

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

- Provide greater access
- Encourage ag careers
- Input from industry
- Educate old and young farmers and ag leaders
- Agribusiness not just ag
- Stronger networks with other universities, colleges, to meet programmatic needs
- Increasing support for applied research & extension
- Educating legislators/government to understand our ag needs and issues
- Improving/including partnerships with industry

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

- Maintain land grant mission & focus
- Decreasing financial resources
- Research & practical application
- Money from all partners
- Budgeting, financing
- Communication/information exchange
- Securing ag R&E funding/budget/supporting faculty positions
- De-emphasis of CALS in the University/ loss of faculty
- Recruiting younger generation
- Funds
- Bureaucracy of large corporations

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

- Continue to support diversity
- Support industry (agribusiness)
- Applied research
- Public relations and marketing
- Money to send extension folk to national and international meetings
- I want to receive the first Dean Richard Linton scholarship
- Increase support (expectation, funding, other resources) for research/extension for all of NC (mtn. region)
- Make good use of these listening session discussions
- Refill positions (e.g. Plant Path)
- Increase funding – make sure funds are directed to research not “lost” in the univ. system
- Pressure elected officials for better funding
- Engage on connection better
- Youth & University