

CALS Strategic Planning Meeting – Listening Session #1
McKimmon Center, Raleigh, NC
January 7, 2013

This document is a summary of ideas that surfaced during a Listening Session of 89 participants on January 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?

- Recognition of problems
- Local participation in agriculture
- Focus on prevention of problems
- Public awareness for the need for sustainably produced food
- Where, how, safe, nutritious
- Global Information Sharing
- Rapidly rising and changing technology
- Changing demographics of population providing new outreach opportunities
- Relevant mission
- Global Challenges
- Locally grown movement
- Changing demographics
- Youth in agriculture – transition from High School to college
- Innovation to meet the challenges to feed the world
- Community awareness of where food comes from
- Combining public and private to find solutions
- More attention to PLANTS in federal competitive funding
- General public, including private companies, is beginning to recognize the importance of water resource issues (supply, quality) and environmental sustainability
- Development of genetic technology (biotech)
- Making some strides in environmental sustainability within Ag production
- Technology development – sequencing/bioinformatics/data
- Integration of disciplines
- Diverse collaborations across physical and life sciences
- Predictive science, modeling
- Systems – impacts and trends in biomes from microbes to animals
- Renewed public awareness of agriculture
- Increased demand for Ag Products
- More integrate research programs

- Interdisciplinary teams are emerging in CALS – seeing things globally
- Agriculture is gaining importance and more students are interested/enrolling
- Community Engagement Scholarship
- Awareness and Concerns around energy, Health/Obesity
- Family finances – people looking for answers and guidance
- Leadership skills for youth and adults
- NC, country and world, need what we do
- Human and Agriculture dimension
- Good infrastructure: both human resources and physical plant
- Ag rebirth (local and global demand)
- NCSU balance of research, Ext, teaching (maintain)
- Urban “AG” opportunity
- New partnership across departments
- Appreciation/support of local farming
- Value-added processing and production (food and fiber)
- General economic upturn in the state (additional funding support)

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 funding
- Competition for resources
- 9 billion people
- Resources (funding etc.) trending downward
- Interest in certain programs waning
- Lack of holistic vision
- Funding Limitations
- Political climate
- Health issues: Obesity, Food insecurity, Food safety
- Perceptions of Ag
- Demographics have changed and you have to educate about agriculture
- Policy makers only have 1 full time farmer on board
- Growing threat against biotechnology (opposition)
- Profound public ignorance (legislature, Congress) about biology/science
- Poor public understanding of risk and lack of attention to human health in agricultural sustainability
- Loss of funding
- Economic impacts – farm to lab
- Aging out of discipline – specific expertise
- Educational system- limited critical thinking skills
- Limited resources (funding, infrastructure)
- Decreased faculty and staff
- Reward system still based on individual accomplishments
- Need to feed the world

- State and federal budgets
- College reorganization – COS
- Problems are beyond one discipline, department or college
- Don't have a trans-disciplinary support for the effort
- How to partner with others across the state to avoid negative feelings
- Decline of funding for the broader work we can do
- Political climate
- Lack of appreciation for evidence based information and programs
- Lets Google it!
- Our extension and engagement activities are not considered in rankings
- Funding down for NCSU
- Maintaining local and global balance
- Hire and retain quality individuals
- Financial support for research in decline at the state and national levels

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

- Develop new knowledge and disseminate
- Develop products/methods (creativity)
- Undergrad education
- Serves the agricultural and Life sciences needs of NC Citizens
- Train the next generation of scientists, business and social leaders
- Economic development and improved quality of life for state
- Educate present and future a scientists in all 3 mission areas
- Research for innovation, problem solving, etc.
- Education of clientele through responsive and proactive programming
- Young people come into industry without hands on keep teaching units provide hands on.
- Separation between CALS and Vet School
- Integrate research and teaching within schools and private sector
- Protect spots in NCSU for NC residents
- Recruit NC students and keep them here
- Not utilizing our youth that we are rooming
- Strengthen all 4 areas (teaching, research, extension, Int'l – integrate them as an ongoing process
- Connect fundamental and applied science within the college in everyday operations
- LEAD the priority setting of research much more
- Identify grand challenges in biotech, environment, Ag
- Translational focus – fundamental to applied excellent at al levels
- Quality science education
- Educate next generation
- Coop Ext: extending education resources to community
- Research: Developing technology
- Focus on land grant mission for all students in NC

- Focus on large scale Ag issues (environment, sustainability, food)
- Be a leader in these areas
- Ag advocacy, marketing and education
- We have strength that is broad-based which builds trust and heritage
- We are far reaching beyond the college (i.e. Industrial Extension, SBTC)
- Has a strong history of commodity response
- Has a strong history of responding to family and community concerns
- Building sustainable food systems, rural and urban communities, and families
- Refreshing/renewing our land grant mission
- ED. Research, extension (finding a balance)
- Serve the state as a land Grant
- Balance with Global needs
- Maintain land grant commitment to serving state stakeholders first and seeking Nat'l and international opportunities that align
- Develop and share methods for maximizing yields while minimizing environmental impacts
- Maintain balance of Research, teaching, extension
- Provide focused work class education to students
- Provide/develop world class agricultural work force

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

- Funding agencies: teamwork
- Global/inter-disciplinary
- Include consumers/young people
- Develop efforts in local and international agriculture and international development
- Become recognized as one of the prominent colleges in the world not just the SE-US region
- Lead university in the state in ag.
- Strong alumni base and partners (e.g. companies HQ staffed with alumni and partners)
- Connect more with high school students for international exposure
- Develop a better feeder system with middle and high school students
- Make teaching units best in nation
- STEM initiative with BOTH ag. and life sciences
- Develop strong integrative themes across the entire campus in FOOD SAFETY and WATER
- The “COS/CALS split “opportunity
- Cross-bridging faculty
- Attracting/training students
- Cross-disciplinary umbrella programs

- Opportunity to Reinvent CALS
- Provide leadership in areas of critical challenge to public
- Expand systems of translational research
- Extend reach into high schools and middle schools for education and marketing
- Global marketing of NC Ag/Education/Research/Extension
- Focus on what we do best
- Focus on Quality
- Commodity groups may lead to bigger grants and support
- Integrated, holistic life cycle approach to problem resolution (systems approach)
- Public/private partnerships 9incubator for ideas)
- International collaboration based on diverse community of students
- HUB that drives AG. Growth
- Partnership and Collaboration (internal and external)
- Opportunity to TRULY focus on Ag
- CALS can be the go-to group to answer short-term crisis questions
- Provide leadership opportunities in the 21st century for students
- Be a world leader in solving world problems and local/regional problems

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

- Integration of research, teaching, extension
- LACK OF RESOURCES
- Politics
- Politics
- Funding, faculty and staff replacement
- Flexibility to move in new directions
- Losing monies because of split- Figure out what makes CALS special now
- FOCUS on things we can do well and develop more effective interdisciplinary
- Locate non-traditional funding sources for faculty
- Re-invent CALS Administration to be more effective in dealing with fundamental and applied environmental and biological sciences
- Cross-college engagement of all departments
- Rigid demarcation of Ag vs. life science units
- Preparing students
- Infrastructure and core facilities
- Decaying infrastructure: doing more with less
- Working with an old model
- COS: Figure out what was lost and focus on building Ag mission
- Budgets, new state administration & uncertainties with that
- Physical space and student-teacher ratio
- While striving for new goals we must maintain visibility and value within the communities
- How to ensure global initiatives have positive and tangible outcomes for NC resident

- Being accessible to all the best and brightest regardless of the ability to afford the costs higher students
- COS reorganization
- Best faculty – how to attract (funding \$)
- Staying aggressive
- Space
- Legislators do not have backgrounds in science or agriculture, and it is hard to explain to them the importance of containing operation costs, managing tuition costs in a climate of limited research dollars
- Maintaining infrastructure (class rooms, buildings, research stations)

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

- Reward creativity/interdisciplinary
- WE NEED MORE PEOPLE – Accounting staff
- Communication
- Funding (e.g. more external funding)
- Staff
- Coordinated electronic extension effort
- Coordinated interdisciplinary work to bring people together even beyond college and university
- Keep hands on units alive. Align high school curriculum and CALS to reflect needs.
- Lead priority setting in funding to strengthen and develop centers, initiatives etc. addressing the strong integrative themes
- Create competent/helpful/effective HR and Business offices
- Foster discovery-based research and education
- Improve buildings, instrumentation – access to technologies
- Relationship with biotech industry
- Formation of centers of excellence to support visibility and stature
- Faculty hires to support focal areas
- Address CALS Business Center
- Expand/Grow reach into K-12 education along with FFA and 4-H
- Emphasis on health and safety
- Endowment programs – reach beyond the alums for support
- Aging population – needed resources/programming/opportunities
- Youth leadership development, employment opportunities and recreational opportunities
- Natural resource programming/ Focus on Sustainable Ag
- Fluidity/Business functions
- Information
- Applied research – systems approach
- Rebalance local and global focus
- Continue open participation with stakeholders

- Maintain commitment to helping farmers solve problems