

CALS Strategic Planning Meeting – Listening Session #2
NC Farm Bureau, Raleigh, NC
January 7, 2013

This document is a summary of ideas that surfaced during a Listening Session of 44 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?

- Prosperous world population trend
- Growing State Population
- Trend of Ag. Education/Awareness
- More interest in food, feed, fiber production than ever before
- Recognizing Ag's role in climate change
- Job potential in Ag is great
- Increased interest in agriculture
- Various new methods of farming
- Increased diversity in Ag
- Increased consumer awareness: local food
- Increased jobs
- More enthusiasm for agriculture and rise in demand
- New markets opening from local to national
- Advances in technology/quality
- GMO's
- Conservation of natural resources
- Increased speed of research and development

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?

- Population continues trend removed from farm
- Finite agricultural resources – land/water
- Tight/declining public resources
- Bias against “scientific solutions”
- Lack of understanding
- Loss of lands
- Competition for resources
- Loss of middle size farms
- Food security: awareness and education needed. Where food comes from & how it is produced.
- Away from family farm

- Budget, economy
- Immigration issues, misuse of labor
- Needs of hands-on training, learning basics
- Access to land and resources
- Challenge of different values
- Short term vs. long term thinking
- Ag to urban population shift
- Environmental quality problems and loss of Ag land
- Research funding declining and input cost rising
- Cost
- Rise of commercial businesses
- Higher impact on smaller economy

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

- Identifying leaders to educate all segment of population about agriculture.
- Core teaching, research, extension, and international focus.
- Advancing technology
- Attracting and retaining “best & brightest”
- (Today) research, educating, international, extension
- (Future) Extension must remain a priority and must remain an independent source of information
- Recruitment and preparation
- Be a model for other countries, solving our own local problem’s first
- Educating families
- Creating new technology
- Educate future food leaders
- Research: innovation and risk takers
- Extension: help improve quality of lives
- Science based information for policy
- Work force development
- Broadening research base
- To create critical thinkers
- Spreading awareness of AG

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

- Collaboration with additional public/private organizations
- Bringing more attention to science-based solutions/technology
- NC’s resources position us to capture world markets and local markets
- To be structured to handle growing student population
- To identify ways to overcome issues related to competition for resource (water and land)
- Sustainability

- Continue land grant mission
- Education school-age kids on Ag
- Working with local food markets
- Working on a true definition of Ag
- New Audiences
- Political/Civic Engagement
- New crop development/organic
- Reinvent yourself
- New technology/teaching techniques
- Diverse markets, commodities, export and alumni
- Ag ed to the general public
- Expanding CALS into other fields
- Environmental awareness through Ag

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

- Hampered “traditional” revenue sources
- Facilities expansion and maintenance
- Continued and improved effectiveness of extension programs
- Changes with College of Science/CALS generally
- Keep extension viable
- Funding for research, extension and infrastructure
- Identifying points of entry that have been successful, and using those as models for other sectors
- Using budget effectively
- Recruiting high level people into Ag
- Training students to be decision makers and problem solvers
- Recruiting science students
- Loss of biology students
- Meeting future food needs
- Finding the balance and getting priorities
- Soil and Water Stewardship
- Funding
- Recognizing changing demographics
- Public perception of Ag
- Public/private relationships
- Cost
- Building relationships

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

- Keep expertise in place at CALS
- Collaborate with others on applied research/technology

- Expand education outside of classroom to non-traditional groups
- Continue to educate public on CALS programs
- Lead discussion on food, feed, fiber issues
- Putting in place what we've learned through CALS experience
- Need more faculty
- Ag literacy programs increase
- Thinking about rural and urban
- Recruiting non-Ag urban students
- Better collaboration with public schools through guidance counselors
- Innovative education programs for future Agscientists/reorganization of curricula
- Maintain research farms
- Strengthen extension base
- New technologies
- Career placement help
- College