

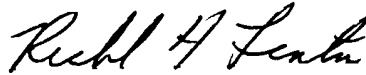
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MEMO TO: CALS Faculty, Staff, Students and Stakeholders

FROM: Richard Linton
Dean



SUBJECT: CALS Strategic Planning Update

DATE: February 20, 2013

Since CALS initiated its strategic planning process back in December of 2012, we have been working hard towards our goal to have a completed draft of this plan by early May 2013. Thanks to the dedication and support of students, faculty, staff, administration and other key stakeholders, we are well on our way to meeting our ambitious deadline.

In an effort to better understand how we can build on our strengths and overcome the challenges set before us, CALS proceeded with a strategic planning process that includes the following phases:

1. Information Phase
2. Ideation Phase
3. Writing Phase
4. Implementation Phase

The Information Phase concluded last week after gathering input from stakeholders across the state during our 11 public listening sessions. We quickly moved on to the Ideation Phase, where we invited various individuals, who were identified by their peers as key stakeholders, to address the 15 major themes that surfaced during the listening sessions. [Click here to view the 15 major themes.](#) Groups have been assembled to work through these issues and provide feedback to the CALS strategic plan project team.

One common issue that emerged early on in this process was a need for better communication among all stakeholder groups – both internal to our college and externally. We have already begun to address this issue with the hiring of Andrea Peros as our Public Communications Specialist to help us raise the image of this college and share the CALS story with our many stakeholders. Ms. Peros is an NC State alumna with work experience in both non-profit as well as industry sectors; most recently she worked in BASF's agriculture division as a Communications Specialist. Please join us in giving her a big Wolfpack welcome to CALS.

As always, we welcome your feedback and look forward to making strategic decisions for the future of CALS together. For more information about CALS strategic planning please visit our website, www.cals.ncsu.edu/strategicplan.

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