

AGRILIFE STRATEGIC PLAN



AGENDA

- Refresh on Adaptive Strategic Planning
- Introduction of Steering Committee/Working Group Champions
- Roundtable: Working Groups
- Q&A
- Wrap Up/Next Steps

POINT OF CLARIFICATION

WORKING GROUPS (Strategic Plan)

1. Communicating the Plan
2. Matrix Management
3. Leadership and Professional Development
4. AgriLife Ambassadorship
5. Responding to an Evolving Texas

TASK FORCES (Academic)

1. College Strategic Plan
2. Promotion Guidance for College APT Faculty
3. College Policies for Grad Education
4. Youth Development in AgriLife
5. Individualized Major in the College
6. AgriLife Research Strategic Plan
7. Promotion Guidance for AgriLife Research Faculty
8. The Thomas Ranch
9. International Research and Development in AgriLife



Our North Star

Reach every Texan
and adapt to the evolving
needs of the state while
remaining **responsive,**
innovative and **nimble**
in the face of change.

ADAPTIVE STRATEGIC PLANNING PROCESS



INITIAL FOCUS AREAS

- Communicating the Strategic Plan
- Initiate Matrix Management
- Reinvigorate Leadership and Professional Development
- Develop AgriLife Ambassadors
- Respond to an Evolving Texas

STEERING COMMITTEE

- Set future priorities
- Continue forward momentum of strategic planning process
- Serve as liaison to agencies and the college
 - Audit priorities from respective units
 - Gather feedback from stakeholders like you

Steering Committee



Vic Seidel
CFO
TVMDL



Jordan Brod
Operations Manager
TVMDL



Courtney Dodd
Associate Director
AgriLife Extension



Ruben Saldana
District Extension Administrator
AgriLife Extension



Jared Karns
Planning and Preparedness
Department Head
Forest Service



Gretchen Riley
State Program Manager
Forest Service



Elizabeth Parker
Associate Director
for Operations and Strategic Initiatives
AgriLife Research



Reid Redden
Center Director
AgriLife Research
and Extension



Philip Kaufman
Professor and Head
of the Department of Entomology
COALS



Louis Tedeschi
Professor, Department
of Animal Science
COALS

CHAMPIONS

- **Communicating the Strategic Plan.** Champion: Holly Shive, assistant vice chancellor for marketing and communications
- **Matrix Management.** Champion: John Tracy, director, Texas Water Resources Institute, and interim head, Department of Biological and Agricultural Engineering
- **Leadership and Professional Development.** Champion: Caitlyn Calvert, assistant vice chancellor for digital education
- **AgriLife Ambassadors.** Champion: Rebecca O'Neal, manager, AgriLife Events
- **Responding to an Evolving Texas.** Champions: Caitlyn Calvert and Holly Shive

COMMUNICATE ADAPTIVE STRATEGIC PLANNING

CHARGE: Develop and implement a communication plan to ensure audiences understand the role of an adaptive strategic plan, are provided with timely updates on working group accomplishments and can effectively communicate AgriLife's vision, mission and North Star.

NEXT STEPS:

- Bring together working group for kick-off meeting.
- Outline existing channels for internal engagement.
- Develop plan with strategies and tactics to meet identified goals and outline metrics to track effectiveness.
- Establish channels for two-way communication and mechanisms for real-time feedback.

COMMUNICATE ADAPTIVE STRATEGIC PLANNING

Champion: Holly Shive

- Olga Kuchment, communications specialist, MarComm
- Allison LaRocca, marketing manager, MarComm
- Kay Ledbetter, communications coordinator, MarComm
- Linda Moon, communications specialist, TFS
- Mallory Pfeifer, communications specialist, TVMDL

IMPLEMENTING A MATRIX MANAGEMENT STRUCTURE

CHARGE: Develop processes and procedures to coordinate expertise from functional areas across AgriLife's platform to participate in programs, initiatives and projects that support AgriLife's strategic priorities.

NEXT STEPS:

- Bring together working group for kick-off meeting.
- Identify impediments to coordination of programs across AgriLife units.
- Develop process to prioritize investments in program coordination.
- Establish metric to determine benefits/success of coordinated programs.
- Define process to identify Program Coordinators.

IMPLEMENTING A MATRIX MANAGEMENT STRUCTURE

Champion: John Tracy

- Paula Butler, regional program leader, Extension
- Burl Carraway, chief operating officer, TFS
- Jim Cathey, associate institute director, Research
- Katie Hancock, communications director, MarComm
- Jennifer Hobbs, chief HR officer
- Nithya Rajan, associate professor, College
- Gerald Smith, professor, Research
- Rick Vierling, center director, Research

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

CHARGE: Reinvigorate leadership and professional development within our organization by creating a uniform Professional Development platform for AgriLife as a whole.

NEXT STEPS:

- Bring together working group for kick-off meeting.
- Identify existing leadership and professional development opportunities across AgriLife.
- Develop a plan for future organized leadership and professional development.
- Establish metric to determine benefits/success of trainings and programs.
- Implement a plan to encourage a culture that fosters future AgriLife leaders and creates an environment focused on success.

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

Champion: Caitlyn Calvert

- Christi Anderson, executive assistant, VC Office
- Mike Brewer, professor, Research
- Jim Cathey, associate institute director, Research and Extension
- Sanjuana Coronado, instructional designer, Digital Education
- Kim Dooley, faculty member, College
- Mengmeng Gu, professor and extension specialist, Extension
- Emily Monroe, program specialist, Research
- Jamie Norgaard, administrator, College
- Julie Piccione, section head, TVMDL
- Beverley Rose, manager employee development, HR
- Katlin Shoemaker, manager for instructional design, Digital Education
- Hughes Simpson, department head, TFS
- Andrea Valdez, county extension agent, Extension
- John Wegenhoft, department head for employee development, TFS

AGRILIFE AMBASSADORSHIP

CHARGE: Develop an internal campaign to foster ambassadors and generate a pride in being a member of the AgriLife organization; engage ambassadors to drive needs; identify specific resources to support ambassadors; inspire colleagues.

NEXT STEPS:

- Bring together working group for kick-off meeting.
- Highlight existing opportunities to foster pride and understand recognition values.
- Discuss current barriers to ambassadorship and generate solutions to invigorate employees based on unit feedback.
- Identify offerings to engage employees organization-wide and metrics to garner feedback.

AGRILIFE AMBASSADORSHIP

Champion: Rebecca O'Neal

- Julie Clark, HR specialist, Administrative Services
- David DeLeon, director, Facilities and Construction
- Jake Donellan, operations department head, TFS
- Blair Fannin, communications specialist, MarComm
- Tamara Garza, marketing strategy coordinator, MarComm
- Joel Hambright, regional forester, TFS
- Heather Hirsch, program manager, Research Corporate Relations
- Doritihie Thomas, HR specialist, TFS
- Sylvia Ware, executive assistant, Extension
- Lisa Whittlsey, program specialist, Extension
- Jeanelle Windham, business administrator, College
- Donna Witt, administrative coordinator, College

RESPONDING TO AN EVOLVING STATE

CHARGE: Ensure AgriLife continues to provide trusted and effective resources and solutions to a rapidly evolving constituent base.

NEXT STEPS:

- Bring together working group for kick-off meeting.
- Develop profiles for evolving stakeholders, to include their mindset, interest and location related needs.
- Consider opportunities to expand multi-lingual service capabilities.
- Evaluate opportunities to coalesce and expand programmatic offerings and content for consumers in urban areas of the state.
- Evaluate current digital platforms and find ways to leverage new online and digital capabilities to enhance AgriLife's national and global reach.

RESPONDING TO AN EVOLVING STATE

Champions: Caitlyn Calvert and Holly Shive

- Analyssa Abdalla, associate director, Digital Education
- Troy Abel, graphic designer, MarComm
- Paula Butler, regional program leader, Extension
- Joe Cox, associate vice chancellor, External Relations
- Dee Ellis, veterinarian, Research
- Katie Hancock, communications director, MarComm
- Angel Jaramillo, manager, Donor and Alumni Engagement, VC Office
- Odessa Keenan, program specialist, Digital Education
- Sarah Manning, program specialist, Research
- Mary Leigh Meyer, communications coordinator, MarComm
- Jonathan Motsinger, program leader, TFS
- Les Rogers, department head, TFS
- Justin Scheiner, assistant professor and program specialist, Extension
- Chris Skaggs, associate dean, College; associate vice chancellor for producer relations
- Allyson Tjoelker, Texas A&M Foundation



Questions + Ideas
feedback@ag.tamu.edu

More on the Strategic Plan
tx.ag/strategy