

# PEOPLE, PURPOSE, IMPACT: 2015-2020 STRATEGIC PLAN

## OUR VISION

Purdue Agriculture will be the world's leading land-grant college of agriculture, food, life, and natural resource sciences. We will live the land-grant idea in all we do:

- Engaging with our students, stakeholders, and partners, in Indiana and around the world.
- Developing solutions to address society's most important issues.
- Working across disciplines in creative and productive ways.
- Integrating our learning, discovery, and engagement missions.
- Creating an inclusive culture that supports innovation, excellence, and respect for all.



## OUR MISSION

Purdue Agriculture will help make Indiana, our nation, and our world better through:

- Students prepared to make a difference.
- Research with purpose, leading to discovery with impact.
- Engagement/Extension that strengthens lives and livelihoods.
- An inclusive culture that supports excellence in all we do.

## OUR VALUES

We value:

- **Passion**, for the students we educate, the stakeholders we serve, the work we do, the places we work and study.
- Stakeholder **engagement** with purpose, and the impact it makes possible.
- **Creativity**, bringing bold, new thinking to our scholarship and our work.
- **Excellence**, being the very best that we can be, in all we do.
- **Diversity**, in the fullest and richest sense of the word, across our people, our stakeholders, our ideas, our work.
- **Respect**, for all individuals, for all perspectives, for all missions.

## OUR FOCUS

### *Building a sustainable and secure food production system*

We play a critical role in assuring a safe, nutritious, and sustainable food supply for a growing world.

### *Utilizing molecular approaches to expand the frontiers of agriculture, food, natural resource, and life sciences*

We tackle the most basic science problems using molecular tools to improve agricultural production, preserve diverse landscapes, and positively affect human health.

### *Developing a robust bioeconomy to feed and power the world*

We work to understand and develop renewable energy sources and bio-products in support of a society transitioning to a bio-based economy.

### *Enhancing food and health*

We work at the interface of food and health, making food safer, improving nutrition, reducing waste, and adding value.

### *Strengthening ecological and environmental integrity*

We address issues of climate change and global sustainability, taking an ecosystems approach to answer fundamental questions affecting our air, land, water, and other natural resources.

### *Facilitating informed decision-making to improve economic and social well-being*

We help farmers and industry develop solutions to increase economic vitality, build human capacity and capacity within communities, and contribute to important policy debates.

STRATEGIC THEMES, GOALS, INITIATIVES, ACTIONS

**LEADERSHIP:**

Living Our Land-Grant Mission

**Goal:** Become the world's leading land-grant college of agriculture, food, life, and natural resource science: serving Indiana and the world through excellence in our land-grant missions of learning, discovery, and engagement; addressing the challenges of our state, nation, and world; and bringing all our mission areas to bear in creating solutions.

**Initiative 1:** Identify and address the most important opportunities and challenges facing Indiana, our nation, and our world in the areas in which we work.

**Initiative 2:** Create and support a culture of innovation and excellence across the College.

**Initiative 3:** Expand and deepen integration across our learning, discovery, and engagement missions.

**Initiative 4:** Support leadership growth and development for our students, faculty, and staff.

**Initiative 5:** Communicate and celebrate the breadth and importance of the land-grant mission and the work of our College.

**TEACHING:**

Students Prepared to Make a Difference

**Goal:** Ensure that Purdue is globally recognized as the preferred source of agriculture, food, natural resources, and life-science undergraduates who are prepared to lead and make a positive impact, whatever their career paths. Cultivate Purdue Agriculture students' expectations to work hard, rise to challenges, and make a difference.

**Initiative 1:** Increase recruitment and retention of well-qualified students in support of University initiatives to broaden access to the Purdue experience.

**Initiative 2:** Develop students' abilities to adapt the knowledge and technology of their disciplines to collaborate effectively with people of different cultures.

**Initiative 3:** Integrate the development of cultural awareness into all on-campus, co-curricular, and study-abroad student experiences.

**Initiative 4:** Emphasize faculty and academic staff development, recognition, and support in teaching and learning as it relates to the student experience.

**Initiative 5:** Deepen collaboration with partners who seek Purdue Agriculture graduates.

**RESEARCH AND GRADUATE EDUCATION:**

Discovery with Impact

**Goal:** Create and support a community of engaged, productive, and collaborative scholars who are world leaders in their respective disciplines, pushing back the boundaries of science, and addressing society's most pressing opportunities and challenges through creative and high-impact disciplinary and cross-disciplinary research.

**Initiative 1:** Drive interdisciplinary research by creating a culture of "we" in approaching our science.

**Initiative 2:** Enhance research facilities by building new facilities and improving existing facilities both on and off campus to promote world-class, interdisciplinary research. Create functional and attractive spaces that draw faculty members, staff members, and students to the workplace.

**Initiative 3:** Enhance shared resources by creating and supporting infrastructure that spans departmental boundaries.

**Initiative 4:** Invest in the future of science through holistic graduate and postdoctoral training programs that prepare our students to be successful leaders in their chosen fields.

**EXTENSION/ENGAGEMENT:**

Strengthening Lives and Livelihoods

**Goal:** Be recognized as the premier institution engaging stakeholders across Indiana and beyond in identifying and addressing priority issues to enhance quality of life as well as the efficiency and/or effectiveness of organizations through research-based education.

**Initiative 1:** Create innovative, multidisciplinary educational programming addressing issues relevant to Indiana.

**Initiative 2:** Diversify and utilize appropriate Extension delivery systems tailored to specific audience needs.

**Initiative 3:** Seize new opportunities to effectively raise awareness of Extension resources, programs, and successes.

**Initiative 4:** Increase the attractiveness of Extension as a career choice.

**INTERNATIONAL:**

Creating Global Perspective and Impact

**Goal:** Build a robust international perspective across the College and with stakeholders, to take advantage of global opportunities and to address challenges in the agriculture, food, natural resource, and life sciences through international learning, discovery, and engagement.

**Initiative 1:** Prepare students for international facets of their careers and lives through experiences on and off campus.

**Initiative 2:** Prepare and support faculty and staff members to engage internationally, and recognize faculty and staff members for their involvement in international activities.

**Initiative 3:** Prioritize efforts for global impact by proactively focusing on areas of strength and by working strategically with partners on and off campus.

**Initiative 4:** Help Indiana citizens and organizations take advantage of global trends and opportunities.

**CLIMATE/COMMUNITY:**

Who We Are, How We Work

**Goal:** Build and sustain a climate and culture where **everyone** in the college is included, respected, and supported and each individual is able to reach his or her full potential for success.

**Initiative 1:** Develop and sustain a collegial environment where a diverse community can thrive.

**Initiative 2:** Improve capacity of administrators, the faculty, the staff, and students to create and operate in a diverse and inclusive environment.

**Initiative 3:** Enhance policies and procedures and pursue structural changes to reflect our institutional commitment to diversity and inclusiveness.