

Farm Business Management Programs

Statewide Strategic Plan

Vision: To provide educational opportunities for students to be successful in a competitive agricultural environment.

Mission: To deliver management education for decision-making that achieves an individual's business goals.

Guiding Principles:

1. Improved Quality of Life in Rural Communities
2. Achievement of Student Goals
3. Awareness of the Global Importance of Agriculture
4. Integrity in Student Interaction
5. Timely and Student-Focused Programming

Goal 1: Enhance the Accessibility and Quality of FBM Programs

Objective 1: Establish funding strategies that enhance affordability

- Target support from interest groups (i.e., Blandin Foundation)
- Cultivate legislative support
- Provide first year assistance for recruitment of new students

Objective 2: Update core curriculum and pursue specialized program strategies

- Center instruction on student needs in control and planning initiatives
- Identify specific curriculum areas that need to be a part of instruction each year
- Identify and replicate effective program strategies (i.e., diary diagnostic model)

Goal 2: Expand Farm Business Management Program Marketing Strategies

Objective 1: Provide training opportunities for FBM instructors in sales and marketing

- Conduct regional and statewide training opportunities
- Conduct 10 regional follow-up sessions
- Utilize conference calls, e-mail, and other communication strategies to conduct follow-up

Measure: 80% of instructors have attended training

Measure: Written guide of marketing and sales strategies

Objective 2: Identify and respond to new and current markets for FBM programs and services

- Identify links with potential partners in conducting market analysis and developing marketing plan

Measure: Completed market analysis

Measure: Developed marketing plan based on analysis

Objective 3: Identify and develop public relations for FBM promotion on a college and state level

- Identify external and internal support for undertaking public relations strategies through consultant or RFP process
- Conduct message development based on market analysis
- Develop a marketing toolkit for deans and instructors

Measure: Development of market or local promotion strategies

Measure: Message used and recognized through print, radio and other media

Goal 3: Enhance the Recruitment and Development of Instructors

Objective 1: Build a mentorship network among program instructors

- Continue to provide PEP to all new instructors
- Provide a transition period for new instructors
- Provide job-shadowing experiences to potential management instructors
- Provide mentorship to all new instructors for a 3 year period via the deans

Measure: Track instructors participating in PEP

Measure: Track instructors participating in job-shadowing

Measure: Track instructors participating in mentorships

Objective 2: Provide training opportunities for instructors

- Identify components of a professional development plan
- Develop a 5-year rotational plan for FBM professional development
- Identify organizations that would be responsible for delivery of professional development components

Measure: Identify competencies for professional development by 2006

Measure: Initiate a plan for delivery of professional development by summer 2006

Measure: Initiate professional development by 2007

Objective 3: Address impending retirements of FBM instructors

- Identify new program opportunities resulting from vacant positions
- Identify by region potential retirements over the next 5 years
- Identify licensure issues with recent FBM hires via program deans

Measure: Maintain a one-to-one replacement for retiring instructors

Goal 4: Enhance Statewide Leadership and Collaboration

Objective 1: Support present management program structure and provide leadership in transition

- Guide implementation of the strategic plan and annual workplan
- Utilize current effective structure to embrace future program direction

Objective 2: Promote continued statewide collaboration

- Eliminate barriers to collaborative instruction
- Research and pursue new opportunities for collaborative efforts

Objective 3: Pursue frameworks for improved management of programs

- Explore potential realignment opportunities
- Develop opportunities for team approaches to delivering instruction

As approved on 1/30/06