

# **Targets of Opportunity**

## **College of Agriculture**

### **January 2005**

#### **Context**

In the initial phase of the College's strategic planning exercise earlier in 2004, the importance of identifying a limited number of subject matter-specific Targets of Opportunity was expressed. These Targets may prove to be useful in guiding investments, planning, hiring and developing new initiatives. However, their greatest current value is likely to be descriptive, thus facilitating understanding of, and communication about, the scope of our programs within and beyond the College. Required elements for consideration as a Target of Opportunity include:

- At least a foundation of existing strength in the College
- A clear leadership role for our College, unique from other agencies or institutions
- An inclusive scope that has the potential to promote collaboration across discipline and department lines
- Holding the promise of results that address the needs of people we serve
- Consistent with the Strategic Plan of the College
- Likely to support distinguished, nationally recognized scholarship.

The identification and development of Targets of Opportunity for our College should be a continuous, evolving process. It is expected, even required, that new Targets arise and others fade away or emerge in a new form.

Current Targets of Opportunity have arisen from numerous planning meetings and discussions begun during, and continuing after, the writing of the Strategic Plan.

#### **Targets of Opportunity**

- I. Animal Enterprises
- II. Plant Technologies
- III. Forage-Livestock Systems
- IV. Food Systems
- V. Natural Resources and the Environment
- VI. Leadership, Families and Youth
- VII. Community and Economic Development

## **Initiatives and Major Projects to Address Opportunities**

A large number of initiatives, major programs and initiatives are already operating, have recently been established or are in planning to pursue these opportunities. Many of these are identified below.

### **I. Plant Technologies**

- New Plant Science Research Building
- Kentucky Tobacco Research and Development Center
- AgTeCC Incubator
- Plant Disease Diagnostic Network
- Natural Product Alliance
- Diversification and New Crop Opportunity Center
- Advanced Genetic Technologies Center
- Provost's Plant Bioengineering Initiative
- RCTF 1 Funding
- Relevant degree programs: Agricultural biotechnology (interdisciplinary), Horticultural, plant and soil sciences (interdepartmental); grad programs in Plant Pathology, Crop Science, Plant Physiology, Entomology

### **II. Animal Enterprises**

- Advancement of Livestock Disease Diagnostic Center
- Gluck Equine Research Center
- New Animal Research Center in Woodford County
- Homeland Security Programs including:
  - Hometown security project (virtual center)
  - Extension Disaster Education Network (EDEN)
  - Animal tracking and source identification
- Providers- Telemedicine Grant
- Relevant degree programs: Animal Sciences, Veterinary Sciences, Plant Pathology, Entomology

### **III. Forage-Livestock Systems**

- USDA-ARS Unit and Federal Lab Development
- Expansion of emphasis on horse enterprises in many areas of study
- Agricultural Development Board Programs including: Kentucky Beef Network, national leadership in cattle identification systems
- Beef IRM Team
- Proposed block hiring of targeted faculty positions
- Completion of Animal Research Center in Woodford County
- Beef-Forage Coordination Group
- Relevant degree programs: Animal Sciences, Veterinary Sciences, Plant and Soil Sciences, Entomology, Agricultural Economics, others

IV. Food Systems

- Food Systems Innovation Center (in development)
- Farm to Table, Local Foods Initiatives
- Health Education through Extension Leadership (HEEL)
- Graduate Center for Nutritional Sciences
- Expanded Food and Nutrition Education Program (EFNEP) and Food Stamp Nutrition Education Program (FSNEP)
- Food Safety and Biosecurity
- Value-Added Products
- Food Process Engineering
- Relevant degree programs: Hospitality management and tourism, Food Science, Nutritional Sciences, Dietetics, Biosystems and Ag Engineering, Agricultural Economics, others

V. Natural Resources and the Environment

- Tracy Farmer Center for the Environment
- The Arboretum
- Robinson Forest Management Plan
- Department of Forestry re-Staffing
- Planning for School of Natural Resources
- USDA-ARS in Bowling Green
- Environmental Chemistry, CAP proposal
- Precision Resource Management Special Grant
- Nutrient/Waste Management Programs
- Proposed Kentucky Energy Efficiency and Renewable Energy Consortium
- Stream Restoration Programs
- Relevant degree programs: Forestry, Natural Resource Conservation and Management (interdisciplinary), Landscape Architecture, Plant and Soil Science, Biosystems and Agricultural Engineering, Entomology, Agricultural Economics

VI. Leadership, Families and Youth

- Center for Leadership Development
- Non-Profit Leadership Initiative
- Career and Technical Education re-Staffing and possible Reorganization
- 4-H Youth Development
- Relevant degree programs: Family Studies (including new PhD program); Agricultural Education, Communications, and Leadership; Agricultural Economics

VII. Community and Economic Development

- Proposed Professional M.S. option in Community and Leadership Development
- Entrepreneurial Coaches Institute
- Proposed New Products Development Center (w/ AR, OK, SC)

- Community and Economic Development Working Group
- International Trade Projects
- Possible Planning and Land Use Management Initiative (LA, School of Natural Resources
- Small Business Development Center Partnership
- Fine Arts Extension Partnership
- Relevant degree programs : Merchandising , Apparel and Textiles; Agricultural Economics; Agricultural Education, Communications and Leadership; Hospitality Management and Tourism