

STRATEGIC PLAN 2021-2023

UF/IFAS CENTER FOR PUBLIC ISSUES EDUCATION IN AGRICULTURE & NATURAL RESOURCES



- **Priority Areas:** Education, Research, Outreach
- **Focus areas:** Extension, Research, Funding, Strategic Management, and Diversity & Inclusion
- **New Vision:** A public that understands and engages in agriculture and natural resources issues.
- **New Mission:** The UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources will be the leading research and education organization on the social science perspectives of agriculture and natural resources issues to promote a more informed and engaged public.

EDUCATION		Focus Area
1. Equip Extension faculty and industry professionals with the knowledge /skills needed to effectively communicate to and engage with target audiences on agriculture & natural resources issues.		Extension/ Funding
<ul style="list-style-type: none"> • Provide evidence-based resources for Extension faculty & industry professionals to use in their own educational programs. • Develop training opportunities, using such methods as webinars, print materials, social media, video, and online modules, to meet the professional development needs of Extension faculty & industry professionals. • Develop and foster relationships with agricultural education programs, such as departments of agricultural communication and education, youth organizations, industry professionals, and affiliate faculty, to assist in the creation of issues-based educational resources. • Secure funding for professional development of Extension faculty and industry professionals. 		
2. Develop students' ability to apply knowledge through extension, research, and education to approach agricultural and natural resources issues with a balanced perspective.		Extension/ Research
<ul style="list-style-type: none"> • Make it a priority for all students who work with the PIE Center in an official capacity to participate in learning experiences and practical outputs in both research and outreach. • Increase the number of undergraduate & graduate students participating in PIE research at every stage. • Involve students in creating and conducting Extension programming and EDIS publications. • Provide students working with the PIE Center with opportunities to lead the creation of outputs/materials and to think critically about audience needs and appropriate outlets for dissemination. • Promote opportunities for mentoring/advising students in STEM disciplines (diversity/equity/inclusion [DEI]). 		
3. Develop standard operating procedures (SOPs) to ensure a well-rounded experience for students in the area of education.		Strategic Mgmt/ Extension
<ul style="list-style-type: none"> • Include education-related objectives in students' UF ENGAGED+ bi-annual assessment. • Assign students to conduct one training session/workshop annually to teach others in the PIE Center or targeted audience a new skill. • Assign students to lead the development of one webinar annually. • Assign students to lead the development of one podcast annually. • Foster opportunities for students to cross train with other students or OPS workers. 		
4. Increase diversity, equity, & inclusion (DEI) in the PIE Center's staffing & professional development.		Diversity & Inclusion
<ul style="list-style-type: none"> • Consider diversity when the PIE Center replaces members of the PIE Center's Advisory Board. • Assess physical and technological environment for inclusion and accessibility. • Promote opportunities for mentoring/advising students about DEI in STEM disciplines. • Ensure all personnel are effective at promoting, modeling, and implementing core values of diversity, equity, & inclusion. 		
RESEARCH		Focus Area
1. Gather public and stakeholder input to identify, address, and assess current and emerging agriculture and natural resources issues.		Research/ Funding
<ul style="list-style-type: none"> • Conduct research with industry stakeholders and the scientific community to identify issues within agricultural and natural resources sectors. • Conduct research with the public to identify opinions, trends, and impacts on issues within agricultural and natural resources sectors. • Secure funding for projects that align with and strengthen the PIE Center's vision and mission. • Include Extension in efforts to develop and implement PIE Center research. • Be responsive to and a resource for the research needs of UF/IFAS. 		
2. Contribute to the academic body of knowledge.		Research
<ul style="list-style-type: none"> • Utilize best practices to produce high rigor of research & elevate research within the disciplines to which we contribute. • Pursue professional development in research methodologies, software, and data analysis. • Utilize current and emerging research methodologies to best assess issues in agriculture & natural resources. • Continue to seek best methods for obtaining quality data from all populations. • Submit academic manuscripts for peer-reviewed publication each year. • Maintain a presence at academic conferences and within academic organizations. • Expand where PIE Center submits manuscripts and abstracts for publication and presentation. • Include Extension in efforts to develop and implement PIE Center research. 		

3. Establish standard operating procedures (SOPs) for conducting & publishing research.	Strategic Mgmt.
<ul style="list-style-type: none"> Develop research and outreach objectives at beginning of project to guide quantitative and qualitative instrument development and research design. Develop an academic publication plan for data that includes organizing research objectives into manuscripts, identifying potential journal and conference destinations, identifying lead and co-authors. Develop an outreach plan for data that includes organizing objectives into outreach components, identifying best formats for delivery, developing a draft timeline of events, and identify outreach leads and participants. Enter academic / non-academic project components into Google Doc to be updated weekly by the lead of the component. 	
4. Develop standard operating procedures (SOPs) to ensure a well-rounded experience for students in the area of research.	Strategic Mgmt.
<ul style="list-style-type: none"> Include research-related objectives in students' UF ENGAGED+ bi-annual assessment. Facilitate students' engagement in areas of qualitative research, including participating in focus groups, learning qualitative software, and summarizing and reporting focus group research findings. Facilitate students' engagement in areas of quantitative research, including assisting in the development of at least one survey instrument annually, assisting in analyzing quantitative data, participating in summarizing and reporting quantitative research findings, and developing issues guides based on quantitative findings. 	
5. Increase diversity, equity, and inclusion in PIE Center Research (DEI).	Strategic Mgmt.
<ul style="list-style-type: none"> Target underrepresented groups, when appropriate, in the PIE Center's research efforts. In our research, when appropriate, collect and report demographic data with a mindset on diversity, equity, and inclusion, such as reporting race, religion, gender, and ethnicity. 	
OUTREACH	Focus Area
1. Increase the visibility and prominence of the PIE Center.	Extension
<ul style="list-style-type: none"> Cross-promote PIE Center projects and outputs with partner programs, industry organizations, affiliated academic departments or centers, or other stakeholder partners. Build and maintain collaborative partnerships with diverse professionals and scientists at the University of Florida and other land-grant universities. Increase news and media exposure of the PIE Center among stakeholder groups. Increase website page views and grow the subscriber base for email and social media channels 5% annually. Promote the PIE Center through appropriate news media, social media, academic, and industry professional channels. Report/highlight impacts of PIE Center communication/education campaigns and interventions. Host a scholarly event or workshop on research related to particular issues. 	
2. Synthesize branding among stakeholder projects.	Strategic Mgmt.
<ul style="list-style-type: none"> Update current brand guide to include partner programs. Develop language that reflects the relationship between the PIE Center and partner programs and stakeholder projects. Identify and address branding and communication needs of unique target audiences. 	
3. Establish a project management process to incorporate all team members in PIE Center outreach.	Strategic Mgmt.
<ul style="list-style-type: none"> Foster effective communication among project participants and stakeholders of PIE Center projects. Incorporate all team members in outreach discussions to foster collaboration between outreach and research. Utilize Microsoft TEAMS to manage outreach projects. 	
4. Act as a bridge between partnering researchers and the public and stakeholders.	Research
<ul style="list-style-type: none"> Be responsive to outreach needs of UF/IFAS and the larger agriculture and natural resources industry. Pursue and foster multidisciplinary relationships with media, Extension, industry professionals and opinion leaders, university scientists, and other researchers. Develop materials to communicate science effectively to target audiences. Develop and deliver training or outreach opportunities to help researchers and stakeholders communicate to the public. 	
5. Develop SOPs to ensure a well-rounded experience for students in the area of outreach.	Strategic Mgmt.
<ul style="list-style-type: none"> Include outreach-related objectives in students' UF ENGAGED+ bi-annual assessment. Assign students to develop one mini-campaign for the PIE Center, its partner programs (Extension Disaster Education Network [EDEN], Center for Rural Enterprise Engagement [CREE], and the Southeastern Coastal Center for Agricultural Health and Safety [SCCAHS], or grant projects consisting of the following: social media, kinetic typography, issue guide, and web story. 	
6. Increase diversity, equity, and inclusion in the PIE Centers' outreach efforts.	Diversity & Inclusion
<ul style="list-style-type: none"> Assess current practices for compliance with Americans with Disabilities Act. Use culturally appropriate visuals and graphics when communicating about PIE Center research. Translate outreach materials, when appropriate, into other languages. 	