

# STRATEGIC PLAN 2025-2028

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



## STRATEGIC PRIORITIES/INITIATIVES

### **1. Become a national leader in public issues education focused on agricultural, natural resources, and public health (ANRPH) issues.**

- Gather input from stakeholders on important agricultural, natural resources, and public health issues to be researched.
- Conduct relevant and timely agricultural-, natural resources-, and public health-related research and disseminate research results to stakeholders to implement in decision-making processes.
- Develop, deliver, and evaluate training and outreach opportunities to help researchers and stakeholders communicate agricultural, natural resources, and public health issues to the public.
- Utilize current and emerging research methodologies to best assess and develop collaborations to address agricultural, natural resources, and public health issues.

### **2. Elevate the prominence and impact of the PIE Center's communication, outreach, research, and education (CORE) efforts.**

- Conduct research with the public to identify opinions, trends, and impacts on agricultural, natural resources, and public health issues.
- Increase the brand awareness of the PIE Center's public issues education program at the University of Florida, through timely and relevant communication, outreach, research, and education (CORE) projects.
- Organize a national meeting of agricultural and natural resources communication researchers and practitioners and Extension faculty – potentially as a pre- or post-conference session at existing meetings – to engage them in public issues education-related research.

### **3. Collaborate with and enrich existing national networks of agricultural and natural resources (ANR) communication researchers and practitioners and Extension faculty, equipping them with the knowledge, skills, and tools necessary to address critically important ANR issues and to inform policy.**

- Continue and expand leadership roles in state, regional, and national agricultural and natural resources communication organizations and program efforts.
- Develop relationships with agricultural and natural resources stakeholders, such as university and Extension faculty and industry professionals, to assist in the formation of local, state, and national agricultural and natural resources issues-related research and resources.
- Expand partnerships at local, state, and national levels to position/promote PIE Center researchers as principal investigators on agricultural and natural resources issues-related projects.
- Develop and evaluate educational programs that address major agricultural and natural resources issues, equipping stakeholders with decision-making knowledge and skills to communicate and engage target audiences and to inform policy on agricultural and natural resources issues and topics.

## ORGANIZATIONAL GOALS

**These are crosscutting goals to support the PIE Center's overall Strategic Priorities/ Initiatives.**

- Develop and evaluate communication, outreach, research, and education (CORE) materials (reports, toolkits, media, training) to determine how best (1) to effectively communicate science topics to target audiences and (2) to measure the materials' impact and effectiveness.
- Develop and implement a strategic communications plan that synthesizes branding and communication across the PIE Center and all partner programs.
- Develop our own staff and faculty's capacity to conduct training, communication, and research.
- Implement an evaluation process for all aspects of what we do – communication, outreach, research, and education (CORE) – to assess stakeholder impact and to improve project management.
- Increase educational opportunities for PIE Center-specific research and projects, such as PIE Academy and PIE Fellows.
- Develop a financial strategy to maintain funding for current staff and expand staff (TEAMS and OPS) as the need arises.
- Increase funding for projects that align with and strengthen the PIE Center's vision and mission.