

Davis College of Agriculture Forestry and  
Consumer Science's 2010 Plan - “Building  
the Foundation for Academic Excellence”

**Vision**

The vision of the Davis College of Agriculture, Forestry and Consumer Sciences is to be a leader in learning, discovery, and engagement programs in natural social and human resources aimed at improving the quality of life for the citizens of West Virginia and beyond.

**Mission**

The mission of the Davis College of Agriculture, Forestry and Consumer Sciences is to enrich the lives of the citizens of West Virginia and beyond. This is accomplished by implementing programs designed to provide excellence in undergraduate and graduate education and research, train future leaders, collaboratively engage critical issues and promote stewardship of natural, renewable and human resources.

**Core Values and Principles**

The following core values and principles are embraced by faculty and staff of the Davis College of Agriculture, Forestry, and Consumer Sciences. These values guide our teaching, research, and outreach activities and support our Mission:

**Excellence:** We continuously strive to improve in the areas of learning, discovery, and engagement. We set high standards in these areas and work to exceed these expectations. We seek innovative and creative solutions to contemporary problems in agriculture, forestry, and consumer sciences.

**Leadership:** The faculty, staff, and students of the Davis College play a critical leadership role in support of policies and programs of sustainable agriculture, natural resource, forestry, and consumer at the local, state, regional national, and international levels.

**Stewardship:** The Davis College faculty, staff, and alumni are committed to the stewardship of West Virginia's rich legacy of natural, family, community, and economic resources for future generations.

**Engagement:** The faculty, staff, students, and alumni of the Davis College are actively engaged with the citizens and communities of West Virginia to enhance the overall quality and health of citizens, communities, ecosystems, and economy of West Virginia, the nation and world.

**Collaboration:** We work collaboratively across the University and with a diverse set of stakeholder groups including students, parents, alumni, state and federal government, business, non-profit groups, industry, communities, and citizens, in support of our mission.

## Goal 1 : Attract, Retain and Graduate High Quality Students

West Virginia University was founded as the West Virginia Agricultural College with a goal to provide accessible, practical education to rural residents of the state. That goal has broadened for the Davis College to provide a diverse set of career-oriented programs for all residents of West Virginia and non-residents from national and international settings. The Davis College emphasizes programs that meet career aspirations, provide tools for lifelong learning and success, involve hand-on experience, have faculty advising and mentoring, and are continually changing to meet student needs. These are the characteristics of a student centered college which places a high value on its students and their success.

### **OBJECTIVES:**

- Objective 1: Market the College's strengths,
- Objective 2: Enhance student support and opportunities for student enrichment.
- Objective 3: Maintain high-quality instruction.
- Objective 4: Retain and graduate undergraduate and graduate students in a timely manner.
- Objective 5: Maintain high quality advising.

### **INDICATORS:**

- Number of undergraduate and graduate students
- Number of student credit hours
- Number of undergraduate and graduate inquiries
- Undergraduate and graduate yield rates
- Retention rates of undergraduate and graduate students
- Graduation rates and time to graduate
- Development of a positive college image
- Development and implementation of a College Marketing plan
- Development and implementation of a College Recruitment plan and strategy
- Development and implementation of a College Retention plan
- Development and implementation of a College Communications plan
- College web site usage and usability
- Student advising satisfaction
- Establishment of a College advising- center
- Number and amount of undergraduate scholarships

## **Goal 2: Recruit and Retain High-Quality Faculty and Staff Committed To the Land-Grant Mission**

Faculty and staff are critical to the mission of the Davis College to engage students and to maintain and enhance nationally recognized programs. Faculty and staff contribute quality scholarship and expertise that are evident in the classrooms, studios, laboratories, farms, forests, and other venues across the campus and the State. The creative, scholarly and scientific endeavors of the faculty supported by quality staff preserve rich traditions and make innovative discoveries possible. High quality faculty and staff are the foundation to create and sustain programs of excellence.

High-quality faculty and staff are drawn to academic environments that recognize and value their contributions and accomplishments. Within the College, faculty must be able to achieve national recognition in their disciplines, contribute to a dynamic culture of scholarship in teaching and research and participate to enhance the quality of life within the local community and the State.

### **Objectives**

Objective 1: Strengthen reward system and recognition of contributions

Objective 2: Enhance quality of facilities in working environment

Objective 3: Enhance support services

Objective 4: Remove institutional barriers to progress

### **Indicators**

- Merit focused reward system for faculty and staff
- Recognize and Publicize contributions and accomplishments
- More competitive salary scale for faculty and staff
- Renovate existing facilities and IT services
- Construction of New facilities
- Improve staff development and training opportunities
- Effective higher tasking of staff
- Involve staff in decision making
- Lessen lag-time between request and acquisition of technology
- Improve processing of Human Resource issues

### **Goal 3: Enhance the Educational Environment for Student Learning**

The Davis College is committed to maintaining a state of the of the art learning environment for students consisting of classrooms, studios, laboratories, workshops, field trips, internships, online courses, study abroad, and student organizations. The formats of their learning experiences are diverse and may include lectures, seminars, practical and experiential learning, conference presentations, field work, experiments, design, and competitions. Technology plays an increasing role in the delivery of educational offerings, both in and outside classrooms, studios, workshops, and laboratories.

#### **Objectives**

- Objective 1: Improve the student learning experience,
- Objective 2: Promote cross-disciplinary integration,
- Objective 3: Improve curriculum development opportunities,
- Objective 4: Improve discipline focused placement of graduates,
- Objective 5: Promote internationally based learning opportunities, and
- Objective 6: Improve the classroom and laboratory environment,

#### **Indicators:**

- Number of students annually enrolled in internships
- Number of students annually enrolled in service-based learning courses
- Number of students annually enrolled in off-campus courses
- Number of dual majors who graduate from the College
- Number of MDS graduates who graduate from the College
- Number of "study abroad" programs and students enrolled in these programs
- Commitment of college funds to support curriculum development
- Number of students enrolled in researched based directed studies
- Number of integrated courses offered after one, three, and five years
- Increase in the number of distance learning courses offered
- Establishment of a College-wide advising and career placement program
- Minimum class size established for undergraduate and graduate offerings
- Percentage of students who graduate on time
- Reduce the number of students with significant course conflicts
- Number of teaching labs that have been renovated
- Amount of funds allocated to replace field equipment used for teaching
- Number of faculty involved in College-based mentoring
- Number of guest lectures between Divisions

## **Goal 4; Promote Discovery and Exchange of Knowledge and Ideas**

Programs of research and creative scholarship conducted at Land Grant Universities have made substantial contributions to the quality of life we enjoy as a society. The Davis College and West Virginia Agricultural and Forestry Experiment Station will encourage, support and reward research and creative scholarship conducted by faculty, staff, graduate and undergraduate students in our laboratories, studios, classrooms, farms and forests. We will develop and implement support programs and administrative policies which encourage interdisciplinary activities and promote free and open exchange of ideas. The Davis College will invest in the intellectual growth and career success of its faculty and will support research and creative scholarship which contributes in meaningful ways to the well-being of College stakeholders.

### **Objectives**

Objective 1: Increase non-central support by 10% per year through 2010

Objective 2: Enhance support and reward systems, and minimize barriers, for research and creative scholarship.

Objective 3: Enhance support and rewards for interdisciplinary research and creative scholarship.

Objective 4: Increase endowed support of faculty research programs and creative scholarship

### **Indicators:**

- Number of graduate students enrolled and number of degrees granted
- Number of postdoctoral students
- Number of undergraduate students engaged in College research
- Number of refereed research manuscripts published, creative scholarship awards, other publications of research and scholarship
- Number research awards and recognitions received by faculty, graduate and undergraduate students by professional associations and user groups
- Number invited research presentations by faculty
- Value of external support for research
- Number grant submissions and number of joint, interdisciplinary submissions
- Number of patents, copyrights or other intellectual property generated
- Measurable, positive impact traceable to faculty research
- Number of endowed professorships

## **Goal 5: Improve the Health, Economy and Quality Of Life of Residents**

In the Land Grant tradition, the Davis College of Agriculture, Forestry and Consumer Sciences recognizes and values its responsibility to serve the citizens of West Virginia. Working with federal, state, industry, and community partners, the Davis College will provide comprehensive programs of instruction, research and outreach in agriculture, forestry, and the consumer sciences. The Davis College is committed to develop and deliver programs which promote economic development, improve the health of state citizens, and enhance quality of life in West Virginia communities.

### **Objectives**

Objective 1: Increase funding for service and outreach opportunities.

Objective 2: Market opportunities for public/private partnerships.

Objective 3: Recognize the value of outreach programs (P&T and annual merit evaluations).

Objective 4: Better coordinate our programs with West Virginia University Cooperative Extension.

Objective 5: Integrate service learning in classroom.

Objective 6: Provide leadership for preventive programs to improve health of WV citizens.

Objective 7: Publicize and document current efforts.

### **Indicators**

- Number and amount of service grants submitted and received
- Number of cooperative agreements for outreach and engagement, on-campus and off-campus
- Number of collaborative efforts for teaching and/or research with private and/or public entities in West Virginia.
- Number of participants and dollar value
- Number of WV residents served by off-campus or on-line teaching programs
- Number of WV high schools using Davis College online courses as AP courses
- Number of joint programs with Extension
- Treatment and rigor of evaluation of outreach and engagement in P&T
- Number of classes and studios that incorporate service learning projects to provide students with "real world" experiences
- Number of students participating on Community Design Teams and similar activities
- Number of web-based programs providing answers to FAQs
- Number of lectures held in the state, number of people attending
- Regular reports of outreach activities and impacts, fact sheets.