

## Annual Strategic Planning Form and Action Plan for 2004-2005

— Academic Programs and Research SIGs —

### Officers

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### Strategic Planning Update

The 2<sup>nd</sup> National Agricultural Communications Summit concluded on June 24<sup>th</sup> with the attendees generating a list of 64 items that if created or improved, would allow university agricultural communications programs and our the Academic Programs and Research SIGs to achieve their desired futures. These 64 items were grouped under the headings of undergraduate education, graduate education, research activities and professional development. While these 64 items were discussed and prioritized by those attending the last session of the Summit, many members in the Academic Programs and Research SIGs of ACE were unable to attend the Summit or needed to leave the Summit early due to travel arrangements.

To ensure that all SIG members had a chance to provide their input, a web-based survey was created. Each member was contacted via the respective SIG Listservs and through the September 2004 ACE newsletter. The purpose of this survey was to allow each member to express their opinions on which of the 64 items should be the highest priorities for our two SIGs.

A conference call between the officers of the two SIGs is planned for October 6, 2004 to review the voting results and develop the next steps. The facilitation team that led the participants through the Summit encouraged the creation of Action Teams to further examine the priorities that emerged from the Summit activities. Through the efforts of the Action Teams, a strategic plan with implementation strategies will emerge.

The reports of the Action Teams will be presented to the membership of the Academic Programs and Research SIGs at the 2005 ACE Conference. Additional communication and dissemination strategies will be considered by the two SIG leadership teams as needed.