

Engaging the Future

A Vision for LAES

John S. Russin

May 12, 2011

Presentation Outline

- ◆ Personal Background and Experiences
 - ◆ Discipline expertise, administrative background
- ◆ Components of a Vision
 - ◆ State, federal, and stakeholder arenas
- ◆ Questions

Discipline Expertise

- ◆ BA Biology: zoology
- ◆ MS Entomology: entomology
 - ◆ Extension Associate: row & vegetable crop insects
- ◆ PhD Plant Pathology: plant pathology
 - ◆ Forestry minor, molecular biology focus
- ◆ Row Crop Pathology: soybean, grain, mycotoxins

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- ◆ Associate Vice Chancellor
 - ◆ As above, greater emphasis on program development & research team building, legislative/policy issues

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 - ◆ Maintain identity of AgCenter campus and programs

Vision Components

First must define your scope

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 - ◆ Support and strengthen our core programs
 - ◆ Guiding principle --- greatest relevance and impact
 - ◆ Staff and infrastructure
 - ◆ Focused excellence or comprehensive mediocrity?
 - ◆ But our slogan promises ... 'For the latest research-based information on just about anything, visit our web site'
 - ◆ Constant struggle --- clientele needs vs. our resources

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 - ◆ Shared research and extension activities

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 - ◆ Regionalization

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 - ◆ Target major outside funding thrusts
 - ◆ Large federal programs require multi-disciplinary concert of research, extension, and education

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 - ◆ Illinois Soybean Center --- endowment-based

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 - ◆ Target major outside funding thrusts
 - ◆ Related infrastructure needs
 - ◆ Core program basics - fencing, combines et al.
 - ◆ Nanotechnology program - Wilson Labs renovation (~\$ 600 K)

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 - ◆ Leadership workshops - LEAD 21, FSLI

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 - ◆ External support key - constituency needs vs. cost-recovery needs
 - ◆ Programs w/o external support must be identified as core mission

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God helps those who help themselves ...

Anna Helena Ferrara Russin

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 - ◆ Connect pertinent faculty with stakeholder needs
 - ◆ Working knowledge of all faculty programs is critical

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- ◆ Stakeholder relationships
 - ◆ Changing face of agriculture nationally
 - ◆ Traditional issues - always present
 - ◆ Urban issues - policies, right-to-farm (and smell)
 - ◆ 'Green' issues - organic, local foods, C credits, biofuels
 - ◆ Specialty and ethnic-based markets
 - ◆ Animal rights - confinement, harvest, slaughter bans

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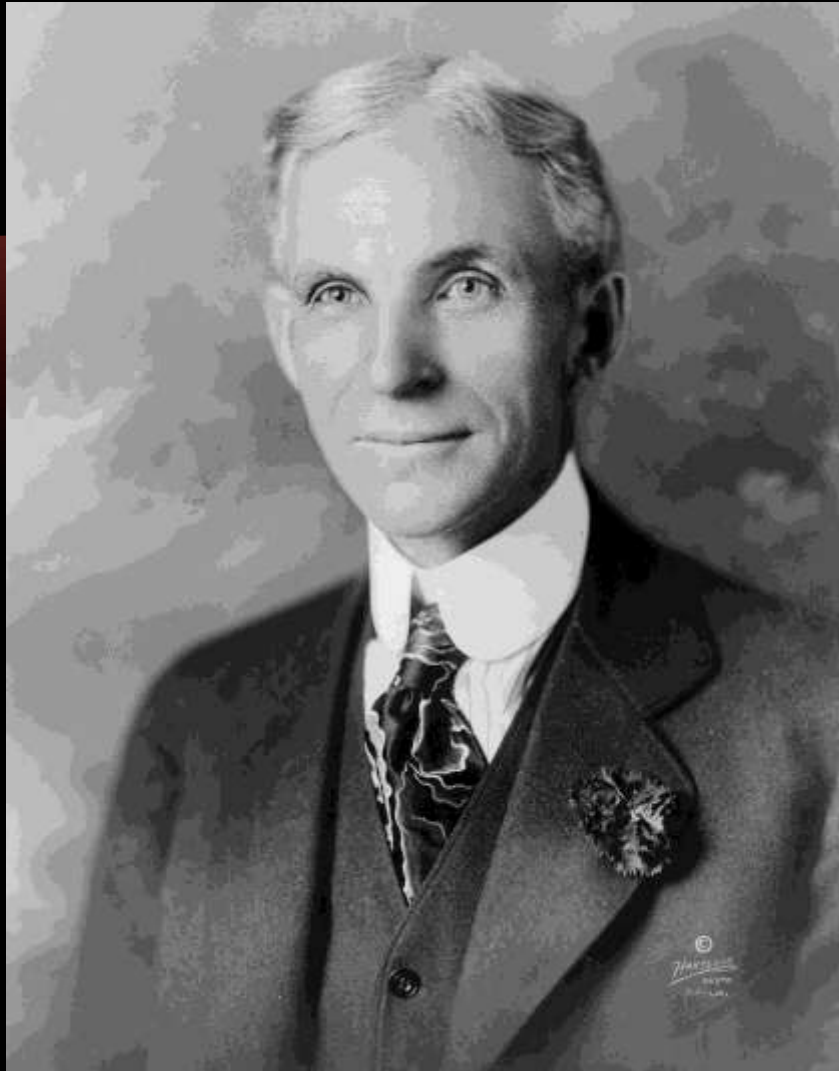
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 - ◆ Technology

Vision Components

- ◆ Stakeholder relationships
 - ◆ Our stakeholders are changing so must we
 - ◆ We must know
 - ◆ Who they are
 - ◆ What they need
 - ◆ How their needs change
 - ◆ How best to help them



Obstacles are those frightful things you see when you take your eyes off your goal

Henry Ford



Vision --- what you want to be

Right-sized, core-focused, responsive organization that is well-engaged in local, regional, and national arenas and delivers on-target, mature expertise that directly address stakeholder needs



Questions?