

College of Agriculture, Food, and Environmental Sciences

Domain 3: Fulfilling Commitments to Multiple Stakeholders

Meeting: 2/15/07 – Building 10, Room 241 - 2:00PM

Attendees: Bob Delmore, Sue Tonik, Andy Thulin, Allen Pettey

Discussion Ideas:

Stakeholders in the university setting includes many groups, including but not limited to students, faculty, administration, industry supporters, alumni, employers of students, governmental agencies, citizens of California, and community interest groups. The College of Agriculture, Food, and Environmental Sciences does many things well to incorporate each of these stakeholder groups into the mission of the college. One of these strengths is the advisory councils which have been employed at the department and college level to enhance interaction of each stake holder group on topics of planning and implementation of strategic visions.

It was also noted that students as stakeholders can not be overlooked. Many efforts to incorporate them more fully into the process by which decisions are made influencing programs on campus should be enhanced. These include the notification of newly admitted students quicker to better interact with them on issues that may influence their decision to come to Cal Poly. Recruitment of potential students must be reviewed and improved for the health and advancement of the programs in our college to continue.

Two propositions were formulated from the group discussion, and specifically related to key ideas that the group felt were issues, that when addressed, could enhance the interaction of multiple stakeholders in the college and university endeavors

Proposition 1 - Improve resource allocation and efficiency in fulfilling commitments to external stakeholders, including industry sources of research and educational grants, governmental agencies, and community groups.

Action - Designate a point-person at the university level to improve collaboration among campus groups (facilities, departments, sponsored programs, administration) to complete projects in a timely manner

Ideas – Advancing educational and research endeavors on campus must be facilitated in timely and efficient manner as the university continues to work more closely with external stakeholders, such as governmental agencies as sources of funding for research, industry groups as a source of funds for educational infrastructure, and community interest groups in providing them ideas for improvement of issues influencing the state's economy

Proposition 2 - Enhancing the coordinated effort of the departments, colleges, and university in its goals of interacting with multiple external stakeholders

Action - Hiring a person in each college to serve as the representative to spearhead public relations activities, including web-based information distribution, newsletters updating alumni and program supporters, and interacting with local media outlets

Ideas – Many departments, and the college as a whole, continues to advance into many current areas that may assist external stakeholders in some way, but many times the communication of what we do is lacking. By having the college better interact with external stakeholders, the internal stakeholders (i.e. students, faculty, administration) can better feel a sense of purpose and potentially enhance their efforts through greater support from outside groups. Much of what is done in the spirit of education and research can have a greater impact if it is communicated to others.