

# Shaping the Future

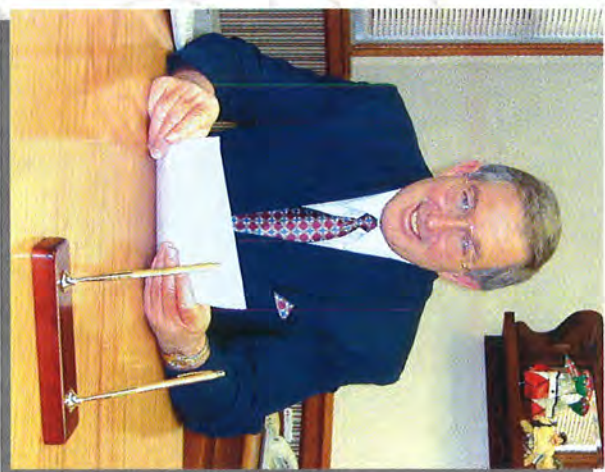
For the  
University of Nebraska  
**NEBRASKA COLLEGE OF TECHNICAL AGRICULTURE**



2001 - 2006 Strategic Master Plan

## Introduction

Within the University of Nebraska system the Nebraska College of Technical Agriculture (NCTA) is recognized as a premier provider of agricultural educational opportunities. The college is a national leader in agricultural post secondary education. As such, NCTA has an essential responsibility for shaping Nebraska's role as a leader in the 21<sup>st</sup> century in the areas of agribusiness, agricultural production, animal health, information technology and horticulture. The college exists, as a distinct program of the University, separate and apart from the University's academic colleges but, a member of the University of Nebraska Institute of Agriculture and Natural Resources (IANR).



The college has a long tradition of providing exemplary, hands on, agricultural and human development programs. NCTA continues to prepare men and women for agricultural careers and to provide continuing educational opportunities to those already involved in the industry of agriculture. In order to meet student needs, however, the educational opportunities of the college should be broadened. This document is a preview of that perspective.



## NCTA Mission

*The mission of the Nebraska College of Technical Agriculture is "To lead in the development and facilitation of educational opportunities by providing students the technology skills, business understanding and scientific knowledge needed to shape the future."*



The college will provide certificates, associate of applied science degrees, 2+2 transfer programs, capstone baccalaureate programs, international opportunities and distance education. NCTA will provide clients with the required science-based knowledge, professional preparation, and practical experience to reach their potential.

## Academic Agenda

*The primary objective of the curricula at NCTA is to prepare students for successful careers in a highly technological and dynamically changing environment. The challenge over the next five years is repositioning NCTA's curricula and educational offerings to meet the needs of a dynamic, transforming, technology based society.*

- A commitment to academic and instructional excellence is the cornerstone of the college. The college will remain committed to providing a high quality academic environment for students at NCTA.
- Educational outcomes that will propel students to achieve a higher level of lifelong success include: a solid goal orientation, interpersonal and team building skills, critical thinking skills, global awareness, sensitivity to others with diverse backgrounds, high ethics and moral character, an acceptance of responsibility for oneself and for others and a commitment to be a lifelong learner.
- The college will provide an assessment based tutorial program to assist students in math, science and communicative skills; thus enhancing student retention, awareness and career success.
- The college will maintain its instructional delivery system that emphasizes current technology, state-of-the-art information systems, hands on learning and distance education enhanced with industry internships.
- The college will continue to upgrade existing curricular offerings and develop new educational programs.
- In order to give students a broad based collegiate experience the college will provide an appropriate technology based learning environment, a socially appropriate developmental environment and a wide variety of extra curricular activities.
- In order to make sure the college is aligned with the needs of industry, the college will maintain active instructional program (industry) advisory councils.



# Academic Action Plan

## TECHNICAL ASSOCIATE PROGRAMS

- *The college will develop additional industry-linked technology-focused instructional areas including:*

- Information Technology
- Precision Agriculture Technology
- Irrigation Technology
- Chemical Applications Technology

- The college will offer degree opportunities delivered through experiential learning and distance education.

## ASSOCIATE MANAGEMENT PROGRAMS

- The college will develop additional management based instructional areas including equine industry management and grazing systems management.

## BACCALAUREATE TRANSFER PROGRAMS

- NCTA will continue to maintain and enhance current transfer programs for students wishing to obtain traditional baccalaureate degrees.
- The college will expand the development of baccalaureate capstone programs.
- The college will study the advisability and potential of developing and offering selected collaborative technology focused baccalaureate degrees.

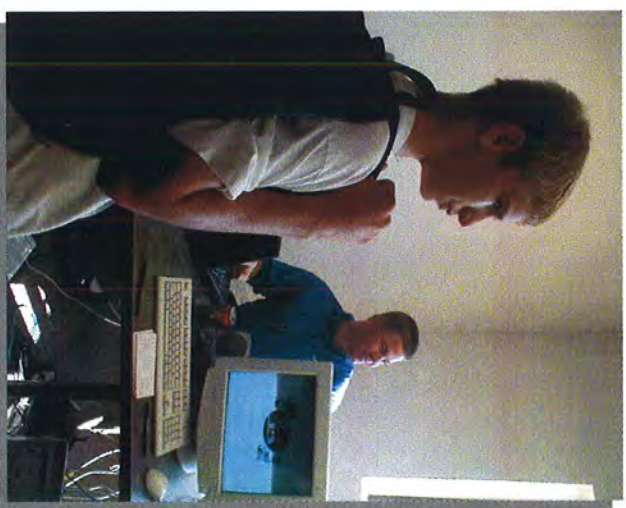
## INSTRUCTIONAL TECHNOLOGY

- The college will increase its emphasis on basic and natural science instruction.
- The college will over the next 5 years develop a computerized instructional campus complete with student laptop availability, 100% classroom terminal availability and distance learning capability.
- The college will provide the opportunity and encouragement for faculty to develop and implement research programs with a special focus on student involvement.
- The college will continue to develop partnerships and program collaborations with other institutions of higher education.
- The college will sustain an “embrace change” instructional philosophy.



## Marketing Agenda

*NCTA will effectively market the opportunities that are available for NCTA graduates. The focus will include traditional high school graduates, non-traditional students, and agriculture industry.*



- The college will conduct a series of studies to examine/determine the college's image among selected audiences and determine why students select NCTA.
- The college will implement a marketing program designed to enhance the college's image.
- NCTA will develop and implement an extensive recruiting program emphasizing Nebraska and encompassing the entire Mid-Plains region of the United States.
- The college will develop effective retention strategies that will increase the success rate of NCTA students.
- The college will provide additional opportunities for students from multicultural and diverse backgrounds.

## Marketing Action Plan

- The college will significantly increase resources necessary to aggressively market the programs of NCTA.
- NCTA will make an attempt to visit every high school agriculture program in the state of Nebraska and participate in (a minimum of 50) career fairs within Nebraska and surrounding states.
- The college will increase professional staff and involve faculty to a greater extent to meet established recruiting goals.
- The college will redesign its existing web page and dedicate adequate resources to keep it current.
- NCTA will enhance its high school agriculture teacher and industry contacts and utilize groups such as the Nebraska Agriculture Educators Association, the Agriculture Builders of Nebraska, the South Platte United Chamber of Commerce and other industry association groups as potential recruiters.
- The college will actively recruit students from multicultural and diverse backgrounds.
- NCTA will expand athletics and other programs including varsity sports, leadership activities and student life programs.
- The college will develop and build a student life center complex including new housing, student union, cafeteria and fitness center.



## Technology Agenda

*NCTA will embrace the ever-increasing rate of change in technological advances and provide cutting edge educational opportunities.*

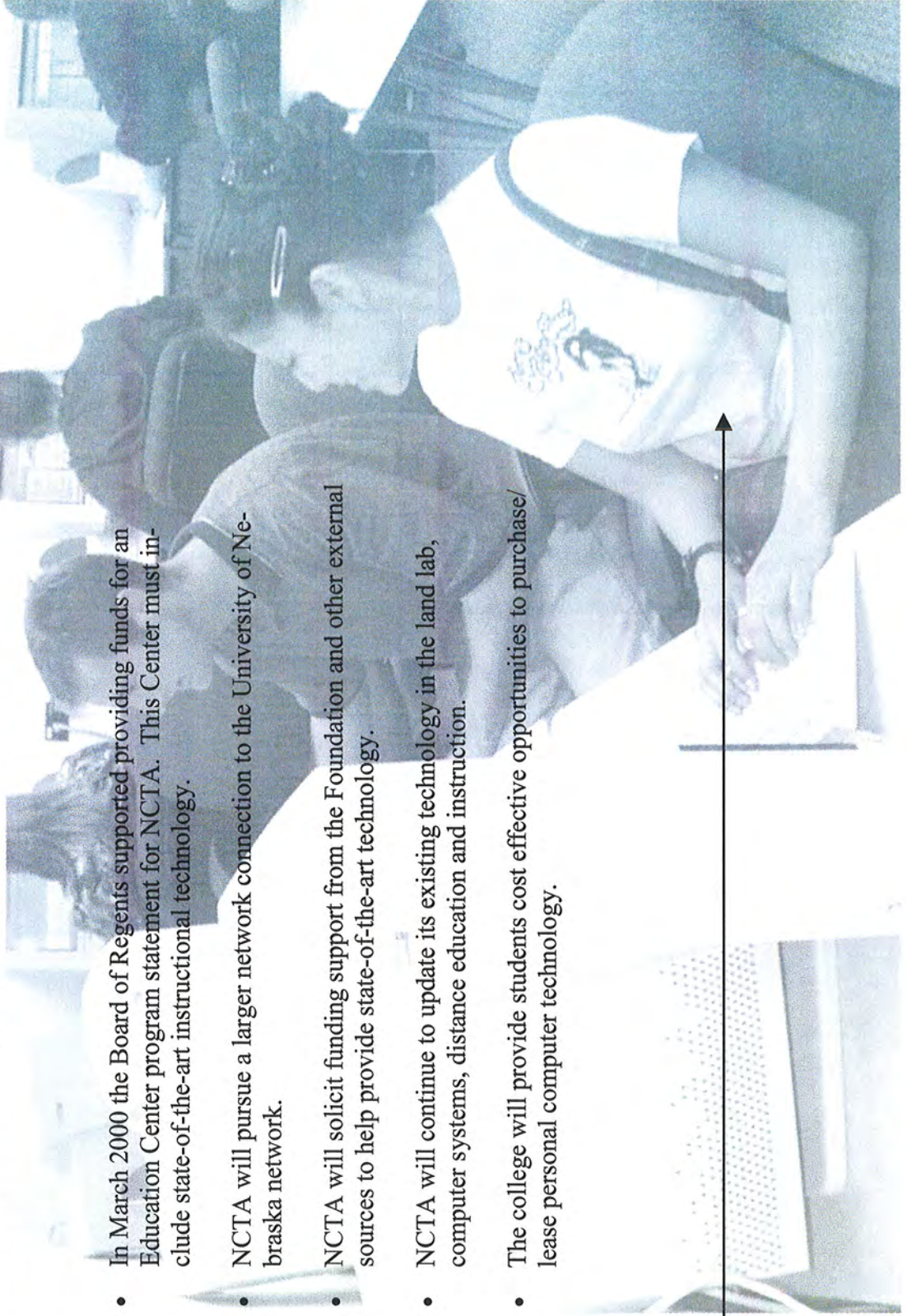


- NCTA will develop strategies to prepare and train individuals in highly technological programs.
- NCTA will be committed to sustaining state-of-the-art program technology in the existing agriculture technical programs.
- The college will anticipate an accelerated rate of technological change and implement relevant curricula using state-of-the-art instructional technology.



## Technology Action Plan

- In March 2000 the Board of Regents supported providing funds for an Education Center program statement for NCTA. This Center must include state-of-the-art instructional technology.
- NCTA will pursue a larger network connection to the University of Nebraska network.
- NCTA will solicit funding support from the Foundation and other external sources to help provide state-of-the-art technology.
- NCTA will continue to update its existing technology in the land lab, computer systems, distance education and instruction.
- The college will provide students cost effective opportunities to purchase/lease personal computer technology.



## Facilities Agenda

*Located on a 90-acre campus supported by a 570-acre land laboratory in Curtis, Nebraska, the college will need additional resources to fulfill its 21st century mission. Older buildings that are 50 to 90 years old are currently essential to the operation of the campus, but will need to be replaced or require substantial maintenance and renovation. In order to meet its mission, NCTA will require the construction of new facilities, land laboratory expansion and improvement of existing facilities.*



- Elements of the 2001 long-range master plan that need to be implemented in the 2001-2006 era include the Education Center and Student Life Center.
- The college will aggressively pursue and support instructional facility and infrastructure upgrades.
- In order to remain technologically current, the college must expand and improve its instructional land laboratory.
- To fully utilize all existing buildings and facilities NCTA must improve access by meeting ADA requirements for use of facilities.



## Facilities Action Plan

- NCTA will improve campus accessibility in the next 5 years with the development and hard surfacing of roads, sidewalks and access points.
- The college must replace the existing heating system steam line, improve the existing internal electrical systems, install an elevator in Ag Hall and continue campus landscaping projects.
- The college will pursue funding to upgrade the existing horse barn, construct new calving and hay storage facilities, purchase state-of-the-art irrigation equipment and purchase additional crop acreage.
- The college will pursue funding to enhance the living conditions of students with the development of a Student Life Center and remodeling of the existing dorms. The Student Life Center will include residential units, a student union and cafeteria improvements.
- The college will design and remodel sections of Ag Hall for use as a Tutorial Center.



## Operating Agenda

*With on-going technological changes occurring, NCTA will continually reevaluate its operating priorities.*

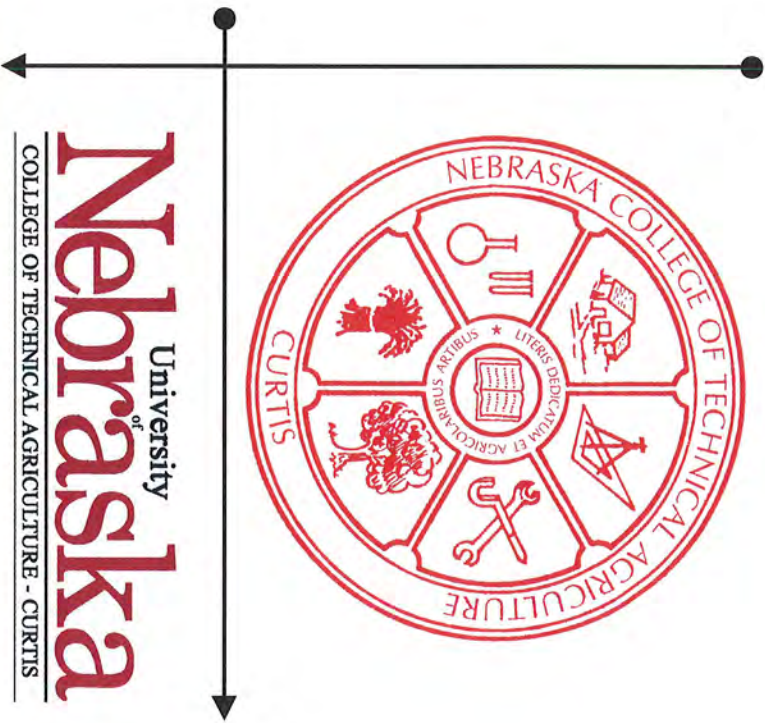
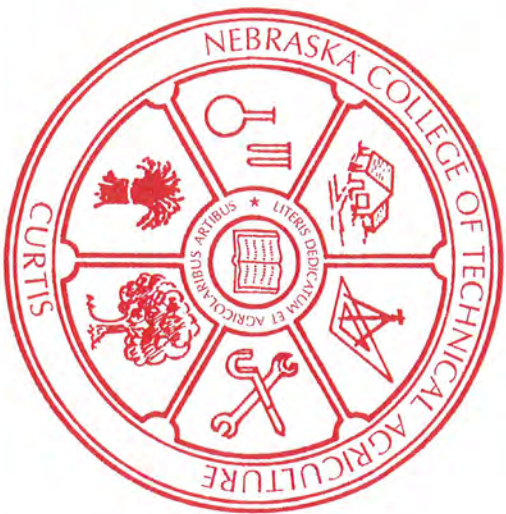
- The college will aggressively seek endowments, partnerships and other external sources of funding.
- NCTA will launch an enhanced program to encourage and support professional development for administration, faculty & staff.
- The college will seek industry advice, collaboration and partnerships.
- NCTA will support and positively effect community and economic development in Nebraska.
- The college will expand its use of contracted professional services.



## Operating Action Plan

- In cooperation with the UN Foundation, NCTA will initiate a campaign drive for a Student Life Center.
- In cooperation with the UN Foundation, NCTA will continue to solicit scholarship funds.
- NCTA will launch an enhanced program to encourage and assist professional development opportunities including the implementation of individual professional development programs for each faculty member.
- NCTA will maintain individual program industry advisory councils. Additionally there will be a statewide advisory council consisting of leaders and significant constituents who have a vested interest in the programs at NCTA.
- The college will participate in activities that enhance economic development in Nebraska through liaisons with the Nebraska Rural Development Commission, the South Platte United Chamber of Commerce, the Ag Builders of Nebraska, the Medicine Creek Chamber of Commerce, the Medicine Creek Economic Development Association and other appropriate organizations.





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