

**President's Fall Retreat**  
Gustavus Adolphus College  
Tuesday, August 8, 2017

**Co-Facilitators:** Flannery and Martensen

**Table Topic Title & Table #** We have Ag, Table #9

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**Key Discussion Points and Summary:**

- Participants in these sessions had interest in topic mostly due to personal connection to ag, recognition that we are in “ag country”, and see opportunities for their areas on campus
- Discussions included need for this work and upcoming events in the We Have Ag series (see attached handouts distributed by co-facilitators)
- As campus, We Have Ag series is great to remind people of what we already have, but need to decide on our niche:
  - Many project possibilities that would support curriculum and applied research, as well as student consulting possibilities (with SBDC, CIE and other centers); Such opportunities connect students to the ag industry and potential careers
  - Opportunities exist across all colleges, including social services
  - Positioned to meet agricultural community need for applied research that gets theory into practice; positioned to meet industry needs in agriscience (precision ag/data analysis), food security and logistics, sales and finance, among many others; Ag Tech Accelerator also a possibility
- It will be critical to partner within system with 2 –year colleges; with land grants; with high schools; with business; Importance on pipeline emphasized, partnering with high schools, FFA, 4H; ag job shadowing as possibility (much like health industry)
- Many of our current grants/contracts are grassroots motivated by individual faculty, these efforts and efforts like MINRALS support intentionality and coordination for identification of new opportunities; Classifying Agriculture as an area of distinction also supports and is overdue

**2. Agriculture: An emerging area of distinction**

Shared information about current initiatives on campus and USDA employment opportunities for college graduates.

**Comments**

- Need to get students involved with ag earlier, perhaps include high school juniors and seniors and expose to agriculture careers especially to do projects with ag companies.
- Health occupations of American have high school students shadow professionals... perhaps do the same for ag careers (e.g., FFA)?

- May need to extend idea of what ag is... perhaps develop a common understanding. Perhaps ag has an identity crisis similar to what manufacturing has experienced (e.g., it is more techie and getting students involved at a young age will be important).
- FarmFest: over 650 exhibitors, 200 were related to ag science and ag engineering and many need help including chemistry, engineering, marketing, etc.... UoM was heavily represented at the FarmFest, MSU needs to have a presence at FarmFest. Many are small businesses and fit well with MSU.
- Consultancy projects for students out of the SBDC, CIE and other centers.
- Social sciences, including rural health, could be a strength.
- How do we differentiate ourselves? Provide leadership on food start-up, ag technology, Ag and Tech Accelerator might be seeking an educational partner.
- We need to really go above and beyond 2 year schools.
- Seems like a huge opportunity and it will be an investment.
- Seems like you may just need one or two classes to create the niche/minor?

### 3. We Have Ag... (reviewed the draft document of the sesquicentennial year of events and publications)

#### Feedback and Ideas

- Tour of Ag: Also include tours for students of local agriculture industries.
- I like it! It is so apparent that interconnection of the ideas and will transition well to other events and to our future around agriculture.
- Harvest Bowl: Intentionally reaching out to FFA and give tickets to the game. What is the half time show and how can it relate to ag at MSU? Share the list of what is happening for the rest of the year. Companies in the tennis court parking lot (or Myers Field) lot and show what they are doing around... like a tailgate event. Could the Farmer's Market be present?
- Great to remind people of what we already do. It is an ambitious list of events!
- Minor... when would it launch (probably in fall, 2018)? We don't have a program in agriculture so share stories of alumni in ag who are engaged with the university
- Harvest Bowl: This could be a new way to recruit a new group of students and position ourselves as an ag option.
- How can we market that we prepare our students for ag careers?
- Keep Ag Across the Disciplines; for example rural healthcare (P. Mackie) and UoM is not doing. Rural Health, Welfare and Education (USDA) is a prime area of possibility, including cooperative extension and does include 4-H.
- Great events... many can be used for head count (continuing education... perhaps even charge).
- How to involve FFA?
- Look at partnerships with land grant universities and fill in where we don't have the expertise. We can collaborate on grants.
- Need new advisory boards to educate us on what is needed.
- Other non-land grant institutions- study what they are doing for continuing education.
- It's awesome! Taking things we already doing and highlighting it for the community.
- How much do we know about our alumni who are in Ag? This is a ripe area for sharing stories.
- What do we have on urban agriculture? Include youth who are new immigrants and their involvement in the production of food.
- Our ag niche may emerge from this year of events, interactions, dialogue, etc.

Dean Martensen's Raw Notes:

Maybe more accurate to say "We have ag potential"

Need advisory boards (business and science sides) and on social side, ag spans many fields

Many of our grants are grassroots motivated by individual faculty, things like MINRALS support intentionality and coordination (areas of distinction support this), identification of opportunity

Student teaching in last year of college, why not exposed sooner, more shadowing, internships, projects, etc., like health occupations do

Student showcase (internships, research, projects)

Greenseam wants to support start-ups, we can help through student projects and connecting to SBDC services, student consulting

Student tours of ag industries (turnaround of Tour of Ag days)

Some info like ag across disciplines can be used in many contexts

Harvest bowl could heavily focus on high school student recruitment, hand out other event info, give campus and lab tours, companies in parking lot with booths (tailgating event), local farmer food and late farmers market, dual purpose to inform on ag and reach new athletic base

Rural behavioral health, as non-land grant school, what opportunities

Farmfest had over 650 exhibitors 200 related to agscience and ag engineering, needed research related to manufacturing, chemistry and bio-safety, also had marketing needs, projects are available

Fields needed (on ag documents) span across most, if not all, colleges

Can also emphasize social services and other support

We Have Ag activities are ambitious, reinforce ideas and remind people that we are here doing this

Make most of stories that already work in agriculture, highlight more that we have tapped into our alumni network

Need materials that show our degree paths to ag careers

Professional education opportunities in business leadership skills

Include support of environmental sustainability (volunteer projects and community outreach)

From industry, a big area of focus will be "traceability" (quality control, identification of food sources and food security)

Could we tie entrepreneurship into the ag initiative?

Ag and Food Tech Accelerator in Twin Cities (Land O'Lakes, Ecolab)

We Have Ag events would be continuing ed headcount (at least 5 events)

Could we have stronger relationship with FFA?

Can we partner with land grant universities? We get projects/applied research, they get graduate program pipeline.

This is an investment, but could pay off. What needs to be added (a course or two) to get students down the path and into the ag field.

How many graduates work in agriculture?

Appetite for Change (support for urban agriculture)