

A Vision and Plan for the Department of Agricultural Economics

Vision: The Department of Agricultural Economics strives to be a premier source of education, research, and leadership development.

Mission: The Department of Agricultural Economics engages people in the use of economic analysis for making decisions involving agribusinesses, natural resources, and communities through the pursuit of learning, leadership, diversity, professional development, and excellence.

<i>Program Objectives</i>	<i>Progress to date</i>
1. Create a Center for Technology and Information Management Economics.	<ul style="list-style-type: none"> • Established working relationship with the Department of Information and Operations Management. • Alan Love teaching a joint-listed course in Information Economics. • Revised PhD program has a new field in “Markets and Information Economics.” • Prepared grant proposals to IFAFS and FRA for education and research in e-commerce.
2. Establish a Natural Resource Economics and Policy Center.	<ul style="list-style-type: none"> • Explored working relationships with Bush School with limited success. • Continuing to emphasize water and climate change issues. • Revised PhD program has a new field in “Resource and Environmental Economics.” • Waiting on plans for School of Natural Resources. • Will continue to develop proposal for Center.
3. Expand Capabilities for Federal and State Public Policy Analysis.	<ul style="list-style-type: none"> • Abner Womack is providing strong leadership for AFPC. • No success with State initiatives. • New and expanded Federal initiatives. • Making effective use of FARM Assistance database.

<i>Program Objectives</i>	<i>Progress to date</i>
4. Develop an Area of Emphasis in Rural Entrepreneurship.	<ul style="list-style-type: none"> • New Agricultural Economics BS option in “Rural Entrepreneurship.” • Working on commercialization of technology for Agriculture Program. • Will continue to develop concept and funding for Value Added Feasibility Center with TDA and others.
5. Expand Efforts in Community Economics and Policy.	<ul style="list-style-type: none"> • Implemented TEXSAFE model for evaluating community-level economic and fiscal impacts. • Developing web-based training and data resources for community planning and development. • Published data on state and local taxes and expenditures.
6. Develop a Center for Agribusiness Studies.	<ul style="list-style-type: none"> • Revised PhD program has a new field in “Agribusiness and Managerial Economics.” • Will continue to explore partnerships with agribusiness, internships for MABs, and distance education.
7. Expand the Agribusiness Education in the Americas Program.	<ul style="list-style-type: none"> • Progress limited by lack of resources. • Will continue successful program in Guatemala.
8. Emphasize the Knowledge and Skills Needed to Anticipate and Manage Change.	<ul style="list-style-type: none"> • Building on success of Master Marketer program to develop programs for lenders and new producers. • Continue to expand the coverage of the FARM Assistance program.
<i>Operational Objectives</i>	<i>Progress to date</i>
1. Develop discipline-based solutions to research problems while maintaining a strong customer-driven applied economics research.	<ul style="list-style-type: none"> • Implementing research program associated with Southwest Dairy Marketing Chair. • Continued heavy reliance on extramural funding with incentive from SIP and SEP.
2. Elevate the stature of the Department’s graduate programs to the top ten among all institutions granting similar degrees.	<ul style="list-style-type: none"> • Restructured PhD program to appeal to current needs for graduate training. • Exploring options to secure additional funding for financial assistance.

<i>Operational Objectives</i>	<i>Progress to date</i>
<p>3. Manage enrollment and respond to demand for service courses to enhance the quality of the Department's undergraduate teaching programs.</p>	<ul style="list-style-type: none"> • Developed proposal for a minor program in "Agricultural Economics and Agribusiness." • Restructured Agricultural Economics BS degree with options in rural entrepreneurship, finance and real estate, food and fiber supply chain, and economic analysis and policy. • Implemented higher standards for acceptance of transfer students.
<p>4. Enhance core extension programs and develop new programs to more effectively respond to the needs in agricultural producers, agribusinesses, food and fiber industries, and communities.</p>	<ul style="list-style-type: none"> • Develop new programs to reach producers and agribusinesses involved in the vertical coordination of food and fiber system. • Expand capabilities in distance education and information access.
<p>5. Integrate international dimensions into the Department's programs by fostering a supportive institutional environment.</p>	<ul style="list-style-type: none"> • Becoming the premiere resource on Latin American agricultural economics, trade, and policy.
<p>6. Design the Department's administrative structure to enable the organizational agility needed for excellence.</p>	<ul style="list-style-type: none"> • Developing human resources by attracting and retaining top talent, training and skill development, providing appropriate incentives, and managing diversity. • Developed proposal to change the name of the Department to <i>Agricultural Economics and Agribusiness</i>.