China Ag University (CAU)

Proposed Initiative for 2013-14

**Initiative Proposal Process and Timeline:**

- **11/01/12** – Individuals/groups submit proposals via email (using this form) to their Unit Head for consideration. “Unit Heads” include:
  - College Deans: Brad Caskey, Dale Gallenberg, Glenn Potts, and Larry Solberg
  - Chancellor, Dean Van Galen
  - Provost, Fernando Delgado
  - Associate Vice Chancellor-Student Affairs, Gregg Heinselman
  - Assistant Chancellor-Business and Finance, Elizabeth Frueh
  - Executive Director-Administrative Services, Michael Stifter
  - Executive Director of University Advancement, Chris Mueller
  - Faculty Senate Chair, Wes Chapin
- **11/16/12** – Unit heads submit approved unit proposals via website to Strategic Plan Progress Committee (SPPC)
- **11/30/12** – SPPC requests any clarifying information needed from Unit Head/Proposer
- **01/07/13** – Unit Head/Proposer provides clarifying information to SPPC
- **01/17/13** – SPPC completes ranking and review of initiatives
- **01/22/13** – Rankings and feedback forwarded to Faculty Senate, Cabinet, and Proposers
- **Spring semester 2013** – Initiatives finalized, built into 2013-14 budget and communicated to campus.

**1. Proposed initiative: (limited to 500 characters or less)**

Facilitation of UWRF exchange program with China Agricultural University

China Agricultural University (CAU), located in Beijing, is the premier agricultural institution in China. UWRF and CAU representatives recently signed a Memorandum of Understanding encouraging student and faculty exchanges. This initiative will play a key role in facilitating those exchanges through support of faculty/staff in Dairy Science. While the initial focus is on Dairy Science, successful implementation of exchanges will lead to significant opportunities for other programs across UWRF.

**2. Person, administrative department, or college proposing the initiative:**

Department of Animal and Food Science; Gary Onan, Chair

**3. Which strategic goal does this initiative support?**

This initiative supports all three of the strategic goals – Distinctive Academic Excellence (collaborations between distinctive programs/institutions), Global Education and Engagement (faculty and student exchanges), and Innovations and Partnerships (continued collaboration with Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP), Wisconsin companies, and Chinese academic institutions and businesses).

**4. Describe how the initiative supports the goal(s). (limited to 1000 characters or less)**

**Distinctive Academic Excellence:** Regular exchanges between the two institutions can result in a program that is clearly distinctive and unique from any other institution in the U.S. CAU is the flagship agricultural university in China.

**Global Education and Engagement:** This program offers ample opportunity for students and faculty to become engaged globally. It would be bi-directional through both short-term (one to a few weeks) or longer-term (semester-long or academic year) exchanges. Global perspectives will be developed through engagement with Chinese culture and business at CAU or through interaction with Chinese students and faculty visiting UWRF.

**Innovation and Partnerships:** This collaboration with CAU will lead to partnerships with dairy/agricultural businesses in China who have a significant interest in sending personnel to the U.S. for advanced management training. This initiative builds on an existing partnership with WDATCP and brings opportunities for additional programs at UWRF to work with WDATCP and Wisconsin companies interested in establishing or expanding their businesses in China.
5. Based on the definition of university-wide Initiative [initiative that spans across colleges, units, and departments], indicate how the proposed initiative has a university-wide impact: (limited to 1000 characters or less)

This initiative as proposed will initially focus on exchanges between CAU and UWRF Dairy Science students and faculty. The opening via the dairy industry will ultimately lead to interactions with other programs at CAU and UWRF and additional agricultural and economic sectors within China. Agriculture is a significant industry within China which represents one of the United States’ largest agricultural commodity trading partners.

There are clearly opportunities for expansion of this initiative to include programs at UWRF beyond Dairy Science and CAFES, and if well executed could lead to collaborations for most programs at UWRF. The Dairy Science connection with CAU is merely the foothold for establishing broader interaction with academia and industry in China.

6. Please provide a set of benchmarks and / or indicators of success to support your initiative. (limited to 1000 characters or less)

The primary benchmarks would include:
- the number of students and faculty members who travel to CAU for exchange opportunities
- the number of students and faculty members from CAU, as well as industry personnel, who spend time at UWRF
- the revenue generated from short-term advanced industry training provided to Chinese personnel

7. Indicate, to the best of your consideration, which of the foundational elements mentioned below will the initiative engage. You will have opportunity to elaborate on each element on the next page. (Please indicate YES or NO each of the foundational elements.)

Sustainability Yes
Inclusiveness Yes
Human Capital Yes
Technology Yes
Facilities Yes
Finance Yes
Other

8. SUSTAINABILITY: Indicate how SUSTAINABILITY would be affected by the initiative. If SUSTAINABILITY is not affected by the initiative, please describe why not. (limited to 1000 characters or less)

A prerequisite for any initiative should be its ability to sustain funding over the long term, and certainly is a goal of this initiative. Revenue generated by tuition from international students and from fees for short-term training of industry personnel will ultimately support the program and likely result in a net positive operating balance. Beyond this, the Dairy Science program plays a significant role in the UWRF and CAFES commitment to sustainability as demonstrated by management practices that embrace utilization of pasture systems and low environmental-impact manure handling systems (composting), as well as high productivity and the resulting low carbon emissions per unit of product produced. It will serve as a model of this commitment to Chinese students and faculty as well as the Chinese dairy industry and other agricultural sectors within China.
9. INCLUSIVENESS: Indicate how INCLUSIVENESS would be affected by the initiative. If INCLUSIVENESS is not affected by the initiative, please describe why not. (limited to 1000 characters or less)

Though emphasizing the Dairy Science program and other agricultural programs, activities associated with this initiative would be open to students as well as faculty and staff in other programs and colleges. Its activities would play a significant role in increasing the diversity and inclusiveness at UWRF particularly by exposing students and faculty to Chinese culture and business.

10. HUMAN CAPITAL: Indicate how HUMAN CAPITAL would be affected by the initiative. If HUMAN CAPITAL is not affected by the initiative, please describe why not. (limited to 1000 characters or less)

Activities associated with this initiative will increase the human capital at UWRF through increased professional development, international immersion and other opportunities for faculty, staff, and students. The primary personnel cost will be in the form of an additional faculty/staff member to coordinate and promote exchanges and other activities. It is crucial to the successful implementation of the CAU/UWRF MOU that this investment be made. Current Dairy Science faculty members and others within the Department of Animal and Food Science are significantly restrained by substantial teaching and advising responsibilities due to large enrollments. They have little time to devote to development and coordination of such an extensive international exchange program. They do however, have time and interest in offering short-term training opportunities during J-Term and summer and through limited release times during the academic year. The primary constraints for these faculty members and others in enhancing international engagement are logistical and administrative details that can be handled by others (i.e. academic staff).

11. TECHNOLOGY: Indicate how TECHNOLOGY would be affected by the initiative. If TECHNOLOGY is not affected by the initiative, please describe why not. (limited to 1000 characters or less)

Though major additional needs in technology are not anticipated at this time, this proposal would increase the use of current technology. Depending on the nature of particular exchange requirements or short-term educational offerings, additional computer software, databases, and hardware may be necessary. (One example would be real-time, interactive video linking with CAU or agricultural industry businesses in China.) Some increased technology costs may be offset through increases in external funding afforded by implementation of the initiative.

12. FACILITIES: Indicate how FACILITIES would be affected by the initiative. If FACILITIES is not affected by the initiative, please describe why not. (limited to 500 characters or less)

Significant needs in terms of new additional or unique facilities are not anticipated at this time. However, use of current facilities will certainly be increased.

13. FINANCE: Indicate how FINANCE would be affected by the initiative. If FINANCE is not affected by the initiative, please describe why not. (limited to 1000 characters or less)

The primary costs associated with this initiative will be an additional academic staff member ($55,000 salary/benefits) to coordinate activities, and additional funds ($20,000) for travel and other S&E for faculty and staff. Many of the increased costs associated with this initiative would eventually be offset through external
funding and partnerships in the form of international student tuition and Chinese industry-sponsored training activities, but UWRF needs to make a significant initial commitment.