Proposed Initiative:
Service-Based Pricing Program in Companion Animal Care and Management

Students in the Animal Science major, including those interested in Pre-Veterinary, do not have a choice beyond the Equine or Meat Animal options in terms of what species they are interested in. Many students’ interest lies in companion animals, and this would include students in the Veterinary Technology option.

Development of a companion animal option would better address the needs of current students as well as provide an additional focus for recruitment of students into the program. We believe the nature of the courses and the ability to offer at different times and/or locations would provide an opportunity to develop this program in a service-based pricing structure.

Dr. Kari Ekenstedt already brings significant expertise to UWRF in small animal care and management via her PhD and DVM work. The primary thrust of this proposal would be to create reassigned time for Dr. Ekenstedt to further develop courses and implement a companion animal option.

Proposed by:
Animal and Food Science Department, College of Agriculture, Food and Environmental Sciences

What strategic goal does this initiative support?
Distinctive Academic Excellence; Innovation and Partnerships

Describe how the initiative supports the goal(s).
At the present time a companion animal option does not exist for Animal Science students, including those interested in Pre-Veterinary, although this would be a preference of many. At the same time the Animal Science and Pre-Veterinary programs at UWRF enjoy a strong reputation in the industry as well as at Veterinary Medicine Colleges and graduate schools around the country. This companion animal program would allow us to better serve the needs of current students, potentially attract significantly more students, and maintain the distinctive academic excellence that already exists in Animal Science.

Minimally this program would involve establishment of collaborative efforts with area veterinarians and small animal boarding entities for limited use of their facilities. Beyond this there is the real potential that outreach courses/workshops would be available to the general public.
Based on the definition of university-wide initiative, indicate how the proposed initiative has a university-wide impact.
This program will enhance the reputation of UWRF overall.

Please provide a set of benchmarks and/or indicators of success to support your initiative.
The success of the program will be measured by its initial establishment and by the number of students recruited to and completing it. A secondary measure will be the establishment of and participation in a public outreach program.

What elements are involved in the initiative?
Sustainability, Inclusiveness, Human Capital, Finance

Indicate how each element would be/would not be affected by the initiative.

• Sustainability: We believe the development of a companion animal option for Animal Science students further demonstrates the commitment of UWRF and CAFES to sustainability principles, as well as is part of developing a sound and sustainable economic model for the University.

• Inclusiveness: A companion animal option in Animal Science will make the program attractive to many more students and could significantly contribute to the diversity and inclusiveness of UWRF overall. In particular it will expose students with companion animal interest to the basic sciences and management practices of food animal production and better inform their perspectives regarding sometimes controversial subjects outside their normal experience. It will also serve to clarify to traditional food animal production students the beliefs, thoughts and concerns of individuals who may differ in their views about industry issues.

• Human Capital: The primary cost associated with this initiative will come in the form of an additional 0.50 FTE faculty position in Animal Science to provide the reassigned time for Dr. Ekenstedt to develop and manage this program.

• Technology: Significant needs in additional technology due to this specific initiative are not anticipated.

• Facilities: Significant needs in additional facilities due to this specific initiative are not anticipated. Arrangements will be made with area veterinarians and small animal boarding entities for limited use of their facilities. The UWRF Hudson Center is a possible location for delivery of service-based pricing courses, or alternatively campus facilities after normal hours.

• Finance: The primary cost associated with this initiative will come in the form of an additional 0.50 FTE faculty position in Animal Science to provide the reassigned time for Dr. Ekenstedt to develop and manage this program. All other expenses would be largely covered through the service-based pricing structure.

• Other: