Proposed Initiative:  
Dairy Science Student Recruitment and Program Internationalization

Significant opportunities exist to more aggressively recruit students to the UWRF Dairy Science program from across the US and internationally. Additionally, there is a growing need for involvement in the development of the dairy industry in many countries around the world.

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

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

Describe how the initiative supports the goal(s).  

The Dairy Science program at UWRF is one of the three largest undergraduate dairy science programs in the US. Its excellent reputation in Wisconsin and surrounding states stems from balancing theory and principles of dairy production and management with hands-on, real world practice. Students are led by dedicated, knowledgeable faculty, and have the opportunity to study in the Dairy Learning Center, a state-of-the-art teaching, learning, and production facility. Through recruitment of additional students nationally and internationally the distinctive academic excellence of the Dairy Science program at UWRF will be maintained and expanded.

A component of this proposal involves recruitment of international students into the Dairy Science program. Collaborations with academic and industry partners in selected countries around the world will result in two-way faculty and student exchange opportunities.

The Dairy Science program at UWRF already partners with industry on a regular basis. Through this initiative there will be additional opportunities for partnerships at the regional, national, and international level.

Based on the definition of university-wide initiative, indicate how the proposed initiative has a university-wide impact.  

Though the emphasis of this proposal is on the Dairy Science program we believe it can serve as a model for engagement and expansion in other programs at UWRF. Further, to the extent that this initiative would raise the profile of the University regionally and nationally, and engage with academic and industry partners around the world, we expect it will increase interest in other UWRF programs and opportunities for collaboration in addition to Dairy Science.
Please provide a set of benchmarks and/or indicators of success to support your initiative. Success of this initiative will be measured by the number of non-resident and international students enrolling in the UWRF Dairy Science program, and by the number and depth of international collaborations established and facilitated.

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

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

- **Sustainability**: A prerequisite for any initiative should be its ability to sustain funding over the long term, and certainly is a goal of this initiative. 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 continue to serve as a model of this commitment.

- **Inclusiveness**: Though emphasizing the Dairy Science program, 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 to other cultures through international recruitment.

- **Human Capital**: Activities associated with this initiative will increase the human capital at UWRF through increased professional development and other opportunities for faculty, staff, and students. The primary personnel cost will be in the form of an additional faculty member in Dairy Science who may either provide the regular reassigned time necessary for current faculty to function in coordination of activities or who would be specifically recruited to serve as the coordinator.

- **Technology**: 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 a particular partnership or collaboration, additional computer software, databases, and hardware may be necessary. (One example would be real-time, interactive video linking with international partners.) Some increased technology costs may be offset through external funding.

- **Facilities**: 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.

- **Finance**: The primary cost associated with this initiative will be an additional faculty member in Dairy Science. Support of recruitment activities (personnel and S&E) will be necessary. Additional support costs will involve travel funds and other S&E for faculty and staff. Some of the increased costs associated with this initiative may be offset by external funding and partnerships, but UWRF will need to make a significant commitment as well.

- **Other**