

## STRATEGIC PLAN 2012-2017

### Food Science, Nutrition, and Health Promotion (FSNHP)



*FSNHP department building picture*



*Making a difference in the state of Mississippi*

#### WHO WE ARE

A comprehensive, multidiscipline group of individuals that discovers, develops, and disseminates knowledge to enhance leadership, education, and professional development.

#### OUR VISION

The vision of the Department of Food Science, Nutrition and Health Promotion is to be an accessible, responsive and inclusive unit engaged with constituencies delivering excellent programs of teaching, research, and outreach to improve lives and opportunities of citizens of the state, nation and world.

#### OUR MISSION

The mission of the Department of Food Science, Nutrition, and Health Promotion is to advance an integrative approach to food science, nutrition, and health by progressive and high quality education of undergraduate and graduate students, innovative research and creative outreach. The department is

committed to enhance economic, nutritional and healthy well-being of the people in the state of Mississippi and the world through value-added research and education.

**OUR GOALS**

**FOSTER TEACHING AND LEARNING**

**Priority 1: Build an outstanding graduate program**

Strategy		Measure of Success		2012 Baseline	2013	2014	2015	2016	2017 Target	PROGRESS
1.A	Provide relevant academic programs which will increase enrollment and prepare graduate students for career opportunities	1.A-1	Matriculate a minimum of 5 PhD and 25 MS students per year averaged over 5 years.	2007-2012 MS (n=22.4) PhD (n=3.8)						
		1.A-2	Increase enrollment of MS and PhD students by 5% averaged over 5 years.	MS (n=74) PhD (n=18)					CALS 10% ↑ PhD 13% ↑ MS	
		1.A-3	Modernize all 12 core research labs in Herzer, Ballew, Bedenbaugh, and Moore.	0						
		1.A-4	Increase the number of presentations and refereed publications by graduate students (thesis/dissertation) by 25%.	Presentations						
				Publications						
		1.A-5	Increase HP faculty by 1 FTE to enhance research, teach health promotion courses and advise Master of Science students.	2 FTE						
		1.A-6	Maintain accreditation of Dietetic Internship (DI).	ACEND						
1.A-7	Increase number of 8000 level courses offered in Nutrition and Food Science by 25%.									
1.B	Recruit high quality local, national, and international graduate students	1.B-1	Increase by one graduate assistantship in each discipline.	4 Teaching ~15 Research 1 Service						
		1.B-2	Increase average GRE scores of entering graduate students to 296-298. Fall 2012 GRE: MSU=298; CALS=296; FSNHP= 293	FST						
				NTR						
				HP						
1.B-3	Develop graduate recruitment materials for each discipline and fund recruiting efforts.									
1.B-4	Enhance graduate admission policies; define expectations for graduate students of each discipline through orientation and FSNHP Graduate Handbook.									

**Priority 2: Increase undergraduate student quality and enrollment, including a pre-professional program.**

Strategy		Measure of Success	2012 Baseline	2013	2014	2015	2016	2017 Target	PROGRESS
2.A	Provide relevant academic programs which will increase enrollment and prepare students for career opportunities	2.A-1	Matriculate a minimum of 30 FSNHP undergraduate students per year averaged over 5 years.	2007-2012 Means BS (n=23.2)					
		2.A-2	Maintain approval of the Food Science and Technology Program (FST) and accreditation of the Didactic Program in Nutrition and Dietetics (DP).	ACEND					
				-	IFT Submitted				
		2.A-3	Evaluate and restructure existing curriculum in food science and nutrition to enhance and build pre-professional program(s).						
		2.A-4	Promote/enhance the quality and capability of distance education.						
		2.A-5	Designate teaching faculty for capstone courses (specified by faculty) within curriculum.						
		2.A-6	Add 1 FTE to direct the Culinary program.	0 FTE					
2.A-7	Increase the first time pass rate for the Registration Examination for Registered Dietitian to meet or exceed the ACEND Standard or 80%.								
2.B	Enhance recruitment of quality students	2.B-1	Develop pre-professional concentration–core competencies in FSNHP (Expand/align curriculum with existing department programs to enhance pre-professional concentration).						
		2.B-2	Increase funding for undergraduate scholarships by 15-20%.	\$27,000					
		2.B-3	Modernize all 6 of core-teaching facilities and laboratories in Herzer, Ballew, Bedenbaugh and Moore.	0					
		2.B-4	Increase average ACT composite score for entering freshman to 24.	MSU= 23.6 CALS= 23.6 FSNHP= 22.2					MSU 25
		2.B-5	Increase enrollment of FSNHP undergraduate students to 175 by 2017 and produce high quality domestic students who meet the emerging need in the US and global community.	n=134					

## PROMOTE RESEARCH AND CREATIVITY

### Priority 3: Increase scholarly productivity to further enhance the department's national recognition

Strategy		Measure of Success		2012 Baseline	2013	2014	2015	2016	2017 Target	PROGRESS
3.A	Develop, promote and recognize faculty research	3.A-1	Enhance peer-reviewed journal publications to an average of 35 per year for the department over 5-year period.							
		3.A-2	Enhance scientific presentations to an average of 50 presentations per year for the department over a 5-year period.							
		3.A-3	Increase competitive extramural funding awards to \$500,000 per year for the department over a 5-year period.	\$302,000 External 2011						
		3.A-4	Increase number of post-docs, visiting professors, research associates/technicians by 30%.	6						
		3.A-5	Evaluate faculty work load to allow time for research.							
		3.A-6	Increase to 1 FTE staff for grant submissions and research related paper work.	0 FTE						
3.B	Enhance faculty exchange of research and outreach ideas	3.B-1	Maintain at least two guest scientist's seminars annually focus on utilizing webinars.	2						
		3.B-2	Enhance collaborations within the department, outside the department, and outside the University for successful extramural funding needs.							
		3.B-3	Recognize and reward collaboration as part of the annual evaluation process.							
		3.B-4	Increase the number of faculty members taking sabbaticals to an average of 1 per year over five years.	1						
3.B-5	Encourage faculty members to give a department seminar, once every three years.									
3.B-6	Build endowment to support core research mission.	1								

## EXPAND OUTREACH AND ENGAGEMENT

### Priority 4: Increase presence of department as the expert in food, nutrition and health arena

Strategy		Measure of Success		2012 Baseline	2013	2014	2015	2016	2017 Target	PROGRESS
4.A	Develop a Center of Excellence for prevention of obesity and obesity associated diseases (OAD)	4.A-1	Understand cellular and molecular mechanisms between dietary factors and OAD, and developing functional foods for prevention, and utilization agricultural products of Mississippi.							
		4.A-2	Conduct behavioral research on socio-ecological influence on OAD.							
		4.A-3	Investigate financial and economic impact of OAD in Mississippi and in the nation.							
		4.A-4	Establish vehicles of delivery of findings through extension personnel to state clientele.							
		4.A-5	Enhance collaborations with University and Health Centers in Mississippi.							
		4.A-6	Appoint a Center Director to identify strategies for funding and operations and identify appropriate space for the Center.							
4.B	Leadership in emerging focus areas of regional, national, and international importance	4.B-1	Enhance national and international collaborations on solving food safety challenges and improving food processing technologies.							
		4.B-2	Create state-of-the-art pilot plant for supporting research, teaching and outreach.							
		4.B-3	Expand partnerships with local, state and national food industries utilizing current facilities to enhance growth for sensory center and by establishing a service center.							
		4.B-4	Enhance local, state and national collaboration on solving health issues affecting the state of Mississippi (birth rates, teen pregnancy, STIs, tobacco, drugs, SES, healthcare access, etc.)							

## EXPAND OUTREACH AND ENGAGEMENT

### Priority 4: Increase presence of department as the expert in food, nutrition and health arena - Continued

Strategy		Measure of Success	2012 Baseline	2013	2014	2015	2016	2017 Target	PROGRESS
4.C	Enhance outreach programs to reach all constituents of the state	4.C-1	Increase state/regional/national program offerings to 6 per year						
		4.C-2	Provide in-service training for extension specialists/agents.						
		4.C-3	Enhance peer-reviewed information sheets to 5 per year for extension professionals.						
		4.C-4	Develop and provide seminars, webinars, distance education courses and virtual conferences using relevant media and other methods to reach target groups (ie: eXtension).						
		4.C-5	Engage communities in identifying and addressing local concerns impacting quality of life; through facilitation and training, lead communities to take ownership of their concerns (qualitative measurement).						
4.D	Enhance partnerships with external audiences and stakeholders to support growth of business	4.D-1	Increase contact with Alumni through FSNHP Newsletter, Web Page, and/or Social Media.						
		4.D-2	Establish quarterly meetings of the Magnolia IFT section or combine Magnolia IFT Section with the Mid South IFT section to enhance professional development for faculty, staff and students.						
		4.D-3	Increase on-site visits and strengthen relationships with discipline specific professionals in the state/region/nation.						

## ENCOURAGE GLOBALIZATIONS

### Priority 5: Develop relationships with international universities to become part of a global community.

Strategy		Measure of Success		2012 Baseline	2013	2014	2015	2016	2017 Target	PROGRESS
5.A	Establish research and education collaboration programs with reputable international institutions	5.A-1	Develop research/teaching collaborations with international institutes for undergraduate, graduate and research programs.							
		5.A-2	Encourage faculty, staff and student visits from both sides.							
		5.A-3	Pursue development of 2+2 or 3+1 joint degree program in Food Science and Nutrition with one or two credible or accredited overseas institutions (through the office of our International Institute or appropriate university channels).							
		5.A-4	Use distance education delivery methods to enhance international collaborations.							

### Priority 6: Recruit support from alumni, industries and communities.

Strategy		Measure of Success		2012 Baseline	2013	2014	2015	2016	2017 Target	PROGRESS
6.A	Enhance collaboration at foundation, community and industry levels	6.A-1	Establish an advisory council for each discipline and an overarching council for interacting with alumni, industry and community stakeholders.							
		6.A-2	Increase number of donors/collaborations/funding with the MSU Foundation office by 15%.							
		6.A-3	Continue to develop ties with food industries, foundations, nutrition, and health promotion organizations.							



## ENHANCE INSTITUTIONAL CULTURE AND ENVIRONMENT

### Priority 7: Encourage and support holistic development and well-being of the faculty, staff, and students.

Strategy		Measure of Success		2012 Baseline	2013	2014	2015	2016	2017 Target	PROGRESS
7.A	Foster professional development of students, staff and faculty	7.A-1	Encourage participation in student organizations and in research paper/product development competitions.							
		7.A-2	Encourage internships or summer employment in target companies, attendance at professional conferences.							
		7.A-3	Encourage unified team approach for accomplishing our mission in teaching/research/extension and professional development within and between our three disciplines.							
		7.A-4	Recognize and reward performance by faculty and staff according to the approved faculty and staff performance standards.							
		7.A-5	Foster transparent faculty governance process.							
		7.A-6	Increase departmental visibility through student ambassadorships (one each discipline).							
7.B	Promote ethical behavior of faculty, staff and students	7.B-1	Invite external speakers to give seminars on leadership skills and professional development and encourage participation in campus sponsored workshop.							
7.C	Enhance Faculty and Administrative Interaction	7.C-1	Establish a Department Head Advisory Board.							
		7.C-2	Review the need for FSNHP standard operating policies.							
		7.C-3	Implement faculty orientation and mentor program.							

### Priority 8: Enhance marketing (visibility) of Food Science, Nutrition and Health Promotion.

Strategy		Measure of Success		2012 Baseline	2013	2014	2015	2016	2017 Target	PROGRESS
8.A	Web presence and effective marketing of our developments, infrastructure and strengths	8.A-1	Enhance departmental website and include user-friendly web-tools for regular online updates.							
		8.A-2	Develop one staff position for marketing and recruitment.							
		8.A-3	Recruit high quality students and attract faculty and staff through increased exposure of departmental successes.							