

SAAS's General Session -- Strategic Issue Management for Land-grant Universities

Sunday - February 7th - 4pm to 6pm

Economic crisis and rising concerns about our ability to meet growing demand for a safe, abundant food supply in a sustainable way are putting increasing stress on U.S. agriculture. As that stress grows, so does the need for and value of the land-grant university system.

Land-grant university faculty have an unprecedented opportunity to capitalize on our strengths as a system. We can demonstrate to legislators, funders and the public how we have helped the United States lead the world in agricultural production, technology, education, research and development. By addressing national and global issues with a unified effort and voice, we can more effectively demonstrate our ability to solve problems than we can as individual institutions.

The 2010 SAAS General Session will highlight the major issues facing land-grant universities as identified by the administrative heads of colleges of agriculture.

Scott Angle, dean and director, University of Georgia College of Agriculture, will discuss food safety and food production; Scott Smith, dean, University of Kentucky College of Agriculture, will cover meeting the food production demands of an increasing population; and William Brown, Dean and Experiment Station director, University of Tennessee College of Agriculture, will give an overview of issues in animal welfare.

A team of agricultural communication researchers and communicators will highlight recent research on media coverage of these issues, successful issue management strategies by major organizations and best practices for strategic issue management within land-grant universities. Then attendees will hear details of a national initiative to employ strategic issue management at land-grant universities.