



UF/IFAS RANGE CATTLE
RESEARCH AND EDUCATION CENTER



2014 – 2019
STRATEGIC PLAN

*SERVING THE FLORIDA CATTLE INDUSTRY
FOR OVER 70 YEARS*



VISION: TO BE THE WORLDWIDE LEADER IN RESEARCH AND EDUCATION IMPACTING TROPICAL AND SUBTROPICAL GRAZINGLANDS

Introduction

Grazinglands account for 25% of the earth's land surface and 70% of the world's agricultural area. In Florida, nearly 6 million acres are devoted to grasslands and range and nearly two-thirds of Florida's 1 million beef cows are located within 150 miles of the Range Cattle Research and Education Center (RCREC). Even though our primary clientele are the Florida Cattlemen, our multi-disciplinary research and educational efforts provide information that have regional, national, and world-wide impact to a diverse clientele group.

Owners of grazinglands face unique and constantly changing production and environmental challenges, including animal and forage production, water quality issues, native and invasive pests, economics and profitability, and urban encroachment, all while being stewards of the land and preserving or enhancing natural resources and wildlife habitat. The RCREC has been serving our clientele for over 70 years. We will continue to conduct novel research and create educational resources that provide solutions to issues affecting the productivity and sustainability of grazinglands in tropical and subtropical environments.

MISSION: PROVIDE SCIENCE-BASED INFORMATION TO ADDRESS THE CHALLENGES AFFECTING OWNERS AND MANAGERS OF GRAZINGLANDS

Strategic Goal 1: Improve research and education programming through collaboration and new technology



Planned Actions

1. Design Comprehensive Educational Programs
 - Use existing and new resources to develop instructive and interactive educational content available through various formats including fact sheets, online presentations, and webinars.
 - Utilize our multi-disciplinary faculty resources to develop comprehensive, branded, educational programs that address the needs of owners and managers of grazinglands.
 - Train faculty and staff to expand their current technology repertoire to enhance their educational skills and ability to interact and more effectively respond to stakeholder concerns.
2. Expand Current and Develop New Collaborations Through Long-term Multidisciplinary Research
 - Promote and expand collaboration within faculty programs at the RCREC. Build new partnerships with faculty at regional, national, and international institutions to foster improvement in grazingland management.



Strategic Goal 2: Increase visibility and recognition of RCREC programs

Planned Actions

1. Develop Branded Programs That Showcase the RCREC
 - Improve the visibility of the RCREC by consistently identifying our programs with the Center and UF-IFAS.
 - Expand the RCREC website by providing informational items for targeted audiences and to better interact with our clientele, the public, and traditional and social media.

2. Foster and Develop Partnerships with Local, State, and Federal Agencies
 - Develop a list of key agency and potential partner contacts to organize informational meetings pertaining to RCREC programs
 - Align our programs with the needs of local, state, and federal agencies.

Strategic Goal 3: Develop additional support through donor- and grant-funded programs.

Planned Actions

1. Expand Charitable Giving
 - Foster, create, and expand donor relationships to enhance the RCREC endowment resources and facility maintenance and enhancement.

2. Increased Grant Funding Success
 - Identify potential funding sources including non-traditional funding opportunities aimed at assisting faculty programs to conduct multidisciplinary, multi-scale, long-term projects.
 - Investigate opportunities to obtain higher levels of funding from existing granting agencies.

3. Maintain and Expand Allocation of Re-occurring Funds
 - Remain one of the most productive units within UF-IFAS with regards to the number of quality refereed journal articles per research FTE.
 - Continue to recruit top graduate students and provide excellence in student education.





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