



UF/IFAS RANGE CATTLE
RESEARCH AND EDUCATION CENTER



2021 – 2025
STRATEGIC PLAN

*SERVING THE FLORIDA CATTLE INDUSTRY
80 YEARS AND COUNTING*

VISION: THE VISION OF THE RANGE CATTLE REC IS TO BE THE LEADER IN RESEARCH AND EDUCATION ON THE MANAGEMENT AND SUSTAINABILITY OF TROPICAL AND SUBTROPICAL GRAZINGLANDS.

MISSION: THE MISSION OF THE RANGE CATTLE REC IS TO PROVIDE SCIENCE-BASED INFORMATION TO ADDRESS THE CHALLENGES AFFECTING OWNERS AND MANAGERS OF GRAZINGLANDS.



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 80+ 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.

Strategic Goal 1: Attract and retain outstanding faculty and staff.

Key Outcome: The expertise and outreach of the Center will have maximum sustained value and impact for clientele.

Action Steps

1. Enable flexibility and professional development to strengthen expertise.
2. Compare current areas of expertise to current and emerging stakeholder needs to identify gaps.
3. Prioritize needed areas of expertise to support clientele and partners. Determine the areas that can be met with existing faculty and the areas that will require a new hire(s).
4. Develop position descriptions for targeted new faculty hires.
5. Evaluate incentives for hiring and retaining faculty and staff. Identify and implement improvements, as resources allow.
6. Explore the potential of a donor-funded professorship to provide supplemental salary and program funds.
7. Discuss position targets and strategies with IFAS administration.





Strategic Goal 2: Enhance collaboration with state agencies, water management districts, conservation groups, and traditional and non-traditional clientele.

Key Outcome: The Center will achieve and maintain high visibility and broad-based support.

Action Steps

1. Develop our collaboration goals for each target group.
2. Review past and current collaborations with stakeholder groups and determine why they have been successful. Replicate these strategies in new collaborations.
3. Develop a list of key agencies and potential partner contacts.
4. Identify and meet with key people from non-traditional clientele groups to discuss their needs and collaboration opportunities.
5. Invite key partners to attend RCREC informational meetings.
6. Expand and diversify the advisory council.
7. Improve relationships with underrepresented groups (e.g., FAMU, AGBCU, Seminole tribe, etc.).
8. Identify opportunities to better serve traditional clientele.

Strategic Goal 3: Improve infrastructure.

Key Outcome: Programs and operations of the Center will be executed smoothly, safely, and effectively.



Action Steps

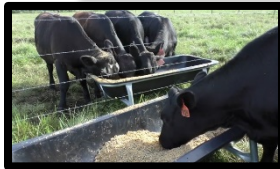
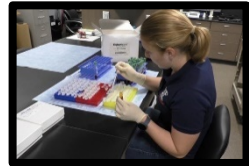
1. Determine the infrastructure improvements needed to accommodate current and future programs and areas of faculty expertise.
2. Discuss infrastructure challenges and priorities with our advisory council.
3. Develop a long-term infrastructure improvement plan.
4. Prioritize the following needs: internet/phones, cattle handling facilities, graduate student housing, feed barn and delivery systems, and metabolism barn.
5. Develop detailed designs for each improvement project.
6. Secure funding from UF facilities, endowments, gifts and federal government.
7. Seek legislative support for high priority projects.

Strategic Goal 4: Increase technology investments and applications by faculty, staff, and students.

Key Outcome: New efficiencies and technology innovations will elevate the quality and impact of Center programs.

Action Steps

1. Identify high potential technology applications for use by faculty, staff, and students.
2. Secure the funding needed for high priority technology investments.
3. Provide the training needed to implement new technologies.
4. Identify and select the most promising programs for data recording.
5. Provide training on record keeping and tracking systems.
6. Implement the electronic identification of animals.
7. Consider a data management position or assignment of oversight responsibility.
8. Develop short videos that target the general public.
9. Refresh technology applications for marketing and promotion efforts.



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