

New Mexico State University
College of Agriculture, Consumer, and Environmental Sciences
Agricultural Experiment Station
Clayton Livestock Research Center
Strategic Plan 2020 - 2025

RESEARCH CENTER MISSION

The mission of the Clayton Livestock Research Center is to improve the health of newly received beef cattle and the performance of finishing beef cattle. Livestock is a major commodity for New Mexico and improving health and performance improves the lives of New Mexicans. Likewise, improving the health and performance of cattle results in wholesome protein sources and improves food security resulting in improving the lives of the nation and world. We accomplish this mission through research, Extension, and teaching.

RESEARCH CENTER VISION

To be the premier land-grant university feedlot research center in the United States.

STRATEGIC PRIORITIES

Note: Objective numbers correspond to the College of Agricultural, Consumer, and Environmental Sciences (ACES) strategic plan, but some objectives do not apply to this Center and have been omitted.

NMSU STRATEGIC GOAL 1. Enhance Student Success & Social Mobility

With two faculty members reporting to the Department of Animal and Range Sciences, the Clayton Livestock Research Center is poised to contribute to student success through distance education and participation in a group tour of livestock facilities in New Mexico. This participation will enhance student success and social mobility by directly exposing students to various production environments not available on campus.

Objective 1.1: Maintain and enhance the existing structure that supports student success.

Actions:

- Partner with local high schools for recruitment activities
- Develop a course visiting various livestock production facilities in New Mexico
- Offer distance education courses from the center. In addition to the existing course, offer dual credit courses in Animal Science for local high school students
- Upgrade distance education equipment
- Enhance internship opportunities by local producers and companies

Objective 1.2: Increase recruitment and retention of undergraduate and graduate students in programs of the College of ACES.

Actions:

- Develop mechanisms for recruitment of top quality M.S. and Ph.D. graduate students
- Collaborate with the Department of Animal and Range Sciences on offering graduate courses via distance education
- Seek funding mechanisms for graduate assistantships

Key Performance Indicators (KPIs)

	Metrics		
	Year 1	Year 3	Year 5
Distance Education	Teach a course on feedlot management	Teach feedlot management with interactive feedlot and ranch tours	Teach feedlot management, ranch management, provide a certificate program on feedlot management
Provide internships	3 internships with industry partners	5 internships with industry partners	10 internships with industry partners
Graduate student recruitment	2 M.S. and 1 Ph.D. graduate students	4 M.S. and 3 Ph.D. graduate students	6 M.S. and 6 Ph.D. graduate students

Leading Indicators

- Student enrollment in online courses
- Student placement in internships with partner allied industries
- Graduation rates for M.S. and Ph.D. students
- Student success in professional meeting competitions

NMSU STRATEGIC GOAL 2. Elevate Research and Creativity

Emphasize research and creative activities that build capacity, generate external funding, and continue to build on the strengths and reputation of the Clayton Livestock Research Center.

Objective 2.1: Conduct research, teaching, and Extension programs on emerging issues.

Actions:

- Evaluate nutrition and management programs to improve the health and performance of highly stressed beef cattle.
- Review management practices to improve productivity and improve carcass characteristics of finishing cattle
- Assess alternative breeds of cattle for performance and carcass characteristics
- Evaluate alternative management programs for improved production along with decreased water requirements

Objective 2.2: Address critical water use and conservation issues in New Mexico and beyond (national/international) using a science-based approach.

Actions:

- Evaluate alternative forages for grazing animals that may improve water utilization on irrigated pastures.
- Work on collaborative efforts on forage species and water conservation.

Key Performance Indicators (KPIs)

	Metrics		
	Year 1	Year 3	Year 5

Faculty solicitations/communications (# of)	3	5	10
Coop grant submissions	3 submissions	5 submissions	7 submissions
Externally funded research and creative activities	\$150,000 or greater per research FTE/year	\$175,000 or greater per research FTE/year	\$200,000 or greater per research FTE/year
Research productivity	3 or more refereed journal articles/research FTE/year	4 or more refereed journal articles/research FTE/year	6 or more refereed journal articles/research FTE/year
Presentations	2 or more invited presentations/ research FTE/year	3 or more invited presentations/ research FTE/year	6 or more invited presentations/ research FTE/year
Stakeholder interactions (# of events)	3	5	7

Leading Indicators

- Number of NMSU faculty who do not have a research presence at the Clayton Livestock Research Center or non-NMSU research scientists who inquire to develop research at the Center
- External funding (proposals submitted, proposals funded, amount of grant funding per year)
- Number of cooperative grant submissions supported through infrastructure or matching/in-kind support
- Expenditures
- Number of awards received
- Conference presentations
- Publications (refereed journals)
- Field Days
- Advisory committee meetings

NMSU STRATEGIC GOAL 3. Amplify Extension, Outreach, and Economic and Community Development

Extension activities include the transfer of university generated data to consumers and clientele through traditional presentations, events, training programs, individual consultation, and media resources.

Outreach includes interactions between personnel at the Clayton Livestock Research Center and the general public on issues related to the production of livestock.

Objective 3.1: Develop innovative, multidisciplinary educational programming addressing issues relevant to New Mexico and expand the clientele base.

Actions:

- Produce annual Clayton Livestock Research Center Progress Reports for distribution to producers in New Mexico
- Collaborate with faculty on campus and at other science centers to develop materials to be distributed.

Objective 3.2: Connect current research with the community.

Actions:

- Host workshops and field days at the Clayton Livestock Research Center
- Develop on the website for the Clayton Livestock Research Center to provide digital materials
- Promote 4-H and FFA activities to be hosted at the Clayton Livestock Research Center

Key Performance Indicators (KPIs)

	Metrics		
	Year 1	Year 3	Year 5
Extension activities at the Clayton Livestock Research Center	3 events/year	4 events/year	5 events/year
Website and social media development	100 likes and followers	300 likes and followers	600 likes and followers

Leading Indicators

- Number of collaborative (AES and CES personnel) activities at the Clayton Livestock Research Center
- Survey of clientele satisfaction with activities

NMSU STRATEGIC GOAL 4. Build a Robust University by Implementing College-Wide, Mission Supporting Strategic Initiatives

The location and history of the Clayton Livestock Research Center provide a unique aspect of research, teaching, and outreach to promote the interests of the college and university. That, along with the diversity of personnel at the center, provides an academic environment unique in the state.

Objective 4.1: Recruit undergraduate and graduate students and faculty globally and increase the recruitment from underrepresented groups.

Actions:

- Provide a venue to bring NMSU faculty and staff to interact with New Mexicans and help support the mission of meeting the needs of New Mexico
- Include High School student work opportunities on grants
- International Internships are offered

Objective 4.5: Continue a targeted involvement in multistate, regional, and international programs.

Actions:

- Encourage faculty to participate in collaborative research activities with faculty on campus and with multistate and international activities
- Work with industry and international partners to increase graduate student recruitment and internships

Objective 4.7: Encourage and cultivate staff excellence, and support staff training, development, and recognition.

Actions:

- Provide training for faculty and staff on successful grant submission
- Nominate faculty and staff for appropriate awards,
- Provide opportunities for leadership development

Key Performance Indicators (KPIs)

	Metrics		
	Year 1	Year 3	Year 5
Hosted meetings between Center and on-campus faculty and staff	1	2	3
Personal development seminar attendance for staff	1	2	3
Faculty and staff nominations for awards	1 nomination	3 nominations	3 nominations

Leading Indicators

- Number of training opportunities to promote leadership and development
- Number of local and national awards for faculty