

THE **chancellor's** *REPORT*

AUGUST 2018



Bobby R. Phills
Chancellor-Dean

Retia Walker
Vice Chancellor for
Academic & Student Support
Services/Associate Dean

Andra Johnson
Vice Chancellor for
Research & Technology
Development

Dawn Mellion-Patin
Vice Chancellor for
Extension & Outreach

The Future of Agriculture
starts with BAYOU

SUALGC talks strategies for
recruitment & retention



**Rare photo of multiple pollinators working on a sunflower in a St. Helena Parish farm.*

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SUALGC *History*

The Southern University Agricultural Land-Grant Campus (SUALGC) is comprised of the Southern University Agricultural Research and Extension Center (SUAREC) and the College of Agricultural, Family and Consumer Sciences (CAFCS).

The College of Agricultural, Family and Consumer Sciences has been an integral part of the SU System from its inception. The college focuses on academic programs and fulfills the teaching component of the University's tripartite mission. The academic programs prepare students for professional careers in food, fiber, natural resources, family and consumer sciences, and agricultural sciences using innovative strategies, up-to-date technologies, and current information.

The SU Agricultural Research and Extension Center was established on July 1, 2001 out of the need to enhance the impact of our land-grant programs on the citizenry of the state of Louisiana. It is dedicated to improving the economic well-being and quality of life for both rural and urban citizens of our state. Cooperative Extension is the outreach arm of the Land-Grant Campus and has a standing reputation of "Linking Citizens of Louisiana with Opportunities for Success," along with building lasting partnerships and programs that help solve problems of those who have limited social and economic resources.

In keeping with its land-grant function Southern University Board of Supervisors voted to merge CAFCS and SUAREC during the board's April 22, 2016 meeting. Soon after, the Southern University Agricultural Land-Grant Campus become the official name for this newly merged entity.

SUALGC *Mission Statement*

The Land-Grant Campus of the Southern University and A&M College System embraces a mission consistent with the University's tripartite mission of teaching, research, and extension/public service. Our land-grant role is to educate, train and mentor a cadre of highly skilled students and professionals to prepare them for a highly technological and globalized workforce.

To effectively serve the agricultural and food science industry, we conduct basic and applied research and disseminate information statewide. This allows us to better serve the citizens of Louisiana in a manner that is useful in addressing their scientific, technological, social, economic and cultural needs and enhance their overall quality of life.

College of Agricultural, Family and Consumer Sciences

The College of Agriculture, Family and Consumer Sciences has three departments offering degrees that prepare students for a variety of cutting-edge careers. These three departments promote academic excellence and prepare students to become highly qualified professionals for competitive careers in global markets.

Department of Agricultural Sciences (5 concentrations)

- Agricultural Economics
- Agricultural Business
- Animal Sciences
- Plant & Soil Sciences
- Pre-Veterinary Medicine

Dr. Renita Marshall, Dept. Chair
(225) 771 - 3206 | renita_marshall@suagcenter.com



Department of Family and Consumer Sciences (3 concentrations)

- Apparel Merchandising and Textiles
- Child Development
- Human Nutrition and Food

Dr. Cheryl Atkinson, Dept. Chair
(225) 771 - 3168 | cheryl_atkinson@suagcenter.com



Department of Urban Forestry and Natural Resources

- B.S. Urban Forestry
- M.S. Urban Forestry
- Ph.D. Urban Forestry

Dr. Yadong Qi, Dept. Chair
(225) 771 - 3535 | yadong_qi@suagcenter.com



Dual Enrollment

SUALGC endeavors to enter into agreements with area schools for dual enrollment course offerings. We have an M.O.U. with Zachary High School that has been submitted to the University for approval. We are pursuing agreements with:

- Friendship Capital High School
- Southern University Laboratory School
- Mentorship Academy
- George Washington Carver in New Orleans

100% 

of the 27 graduates of 2018, all are either employed or attending graduate school.

We are also in the process of developing an agreement with Pueblo Native American Tribe of New Mexico to establish an undergraduate/graduate feeder program.

ALUMNISPOTLIGHT



Along with the rebranding and aesthetic enhancement of the Land-Grant campus, we felt it was vital to include a new section in our monthly Chancellor's Report highlighting our graduates that are making a difference in the world and carrying the spirit of SUALGC with them in society. Each of our alumni are forever apart of the Land-Grant family.



SUALGC wants to connect with you! Please visit suagcenter.com/form/alumni and complete our fillable form to be considered as an Alumni Spotlight in future SUALGC Chancellor's Reports.

Recruitment Strategies and Programs

It is our goal to recruit, retain, and graduate students with the highest degree of academic achievement, who can compete and succeed in the global arena. We must train our students to be more than qualified professionals. They must be highly capable leaders who will help to solve the challenges of world today, and in the future.

Our signature recruitment program is the Beginning Agricultural Youth Opportunities Unlimited (BAYOU) Program. For over 30 years, this program has provided pre-college students with exposure to the agricultural, family and consumer sciences fields with an emphasis on research. We are now expanding this program into seven phases that will offer exposure and hands-on learning opportunities from Pre-K to College. We invite our students, their families and communities to “Come Grow With Us.”

BAYOU Phase I & II

BAYOU Phase I is designed for pre-k and elementary (pre-k- 5th grade) school-aged children while BAYOU Phase II targets middle school-aged (6th- 8th grade) children. Students in both programs will participate in Southern University's Agricultural and Family and Consumer Sciences enrichment programs that will introduce them to the many facets of agriculture through hands on learning experiences.

BAYOU Phase III

BAYOU Phase III is a statewide school based program targeting high school freshman and sophomore students. Students will participate in campus enrichment programs that will enhance their core knowledge base through experiential learning opportunities, career and college readiness, while fostering agricultural leadership.

BAYOU Phase IV

BAYOU Phase IV is a national program designed for high school students who have successfully completed their junior or senior year. Such students are introduced to University faculty and researchers as well as other professionals in USDA, state government and private industry. These students also have an opportunity to visit federal and state facilities and private industries throughout the state. Students live on campus during this period, expense free and receive a small stipend.

BAYOU Phase V

BAYOU Phase V is designed to provide high school seniors with pre-college professional experience through the Southern University Agricultural Land-Grant Campus internship. Specifically, the program provides eligible students an opportunity to learn about their chosen careers through paid practical work experiences in Agricultural and Family and Consumer Sciences. Students will receive a stipend and housing and meals will be provided. Students will be required to present a final project highlighting their work experience.

BAYOU Phase VI

BAYOU VI will enable undergraduate students within the College of Agricultural, Family and Consumer Sciences to work directly in their field of study with professionals in state, federal and private industries. Students will have an opportunity to gain work experience and learn new skills or techniques that will help them mature professionally and potentially secure employment upon graduation. Students will be required to present a final project highlighting their work experience.

BAYOU Phase VII

BAYOU Phase VII is geared toward undergraduate students in the College of Agricultural, Family and Consumer Sciences. Students participating in this program have an opportunity to spend a summer research internship at some of the leading universities across the United States. These students will have an opportunity to work with leading research mentors in their areas of specialization. Students must be highly self-motivated and interested in pursuing a terminal degree (PhD, Law, Medicine, etc.) and will also be required to write a research paper and present the findings during the Southern University Land Grant Campus Seminar Series.

Annual Recruitment Activities



Livestock Show



Youth and Family EXPO



National Ag Day



One Health Symposium



ATMX Annual Fashion Show



National Nutrition Month

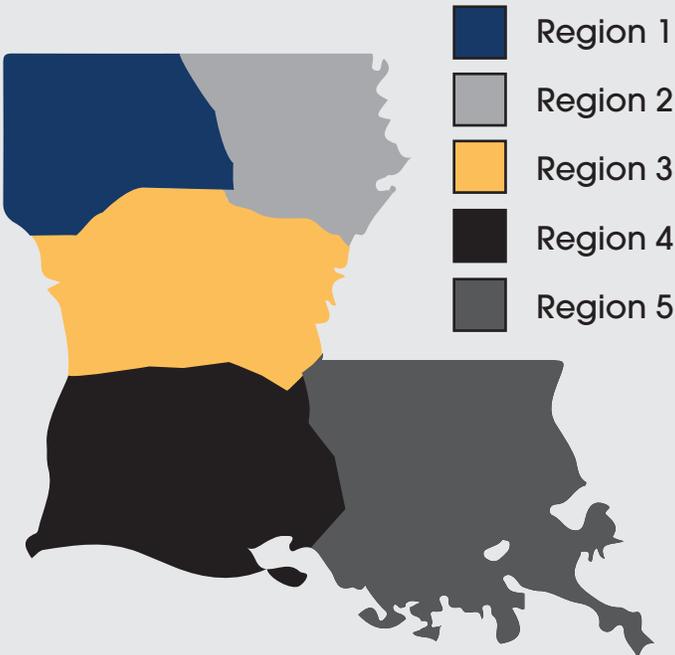


Food & Nutrition Day

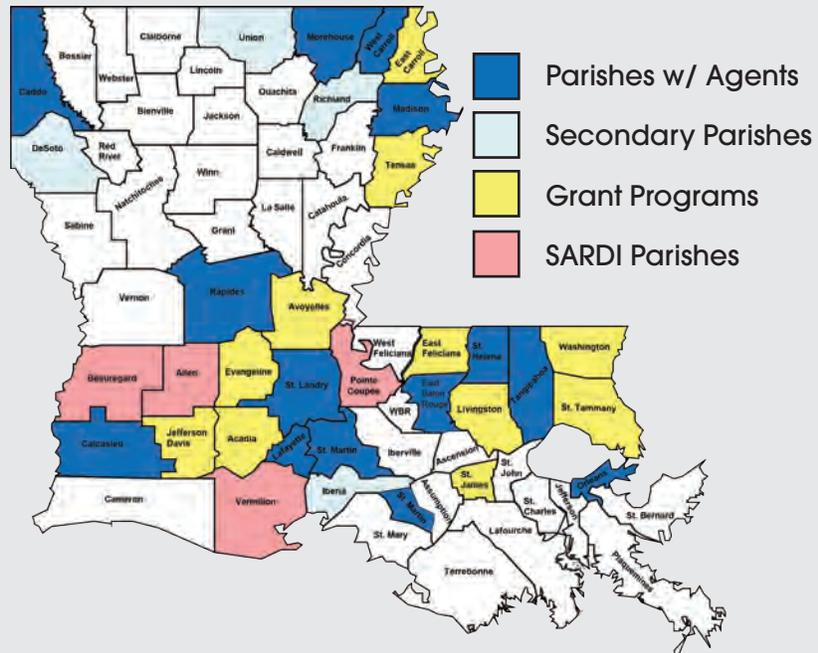


Recruitment Extravaganza

Implementation of Regional State Recruiters



Extension Service Area Map



Retention Strategies and Mentoring Programs

For professional/career development and mentoring SUALGC chooses to substitute the traditional scholarship award model with the Chancellor's Academic Apprenticeship Program (C.A.A.P.). This program provides above average students with the opportunity to work alongside our top researchers in the lab and in the field. Students will also be featured as co-authors on research publications for their work.

Jagriculture – Student Success through Soft Skills Development

CAFCS Student Ambassadors

Office of Student Support Services (Recruitment and Retention)

Revision of Internal Policies (Advising Policy)

Financial Assistance available on a rolling basis

Student Clubs and Organizations (Peer-to-Peer Mentoring/Buddy System)

- MANRRS (Minorities in Agriculture, Natural Resources and Related Sciences) – Interdisciplinary Umbrella for Leadership Development and Service
- Student Society of American Foresters (SAF) – Discipline Specific Professional Development
- Animal Science – Discipline Specific Professional Development
- Food, Nutrition and Dietetics Association (FNDA) - Discipline Specific Professional Development
- Elite Fashion Society - Discipline Specific Professional Development
- Child Development Family Life - Discipline Specific Professional Development

Career Services

- BAYOU Phase IV-VII Internships & Assistantships
- University Linkage Program
- USDA Summer Hire
- USDA Scholar (USDA and Forest Service Liaison)
- Chancellor's Academic Apprenticeship Program
- Development of (SURAP) Southern University Research Apprenticeship Program



Strategic Collaborations and Partnerships

Our strategic collaborations and partnerships have allowed us the opportunity to expand our responsiveness to students, stakeholders, members of the community, and other beneficiaries. We aim to broker strategic collaborations and partnerships with universities, federal agencies, non-profit organizations, businesses, etc., to aid us in accomplishing our statewide land-grant mission. Our CAFS and SU Alumni, as an influential and active body, are a major part of this effort. We are seeking to work with Alumni who will represent SUALGC in parishes and states as recruitment for agents for SUALGC.

We are also seeking to establish partnerships with Alumni who are willing to serve as liaisons to connect our students with career and academic and professional development opportunities. The Agricultural, Family and Consumer Sciences is a multidisciplinary industry. We aim to establish partnerships and opportunities across sectors in the form of:

- Enhanced Recruitment
- Guest Lectures
- Assistantships, Apprenticeships, Scholarships
- Professional Mentoring
- Instructional Support
- Fundraising
- Advisory Board Participation



Marketing Strategies

We have recently hired a CAFCS student to intern as a recruiter. The student will work closely with our Creative Specialist and Administrative Counsel to enhance our recruitment materials for the campus as well as individual programs. Materials will be optimized for use across various platforms. We are in the process of:

- Designing social media campaigns to include paid Facebook and Instagram promotions
- Designing mailout campaigns targeting high achieving high school students
- Setting up email campaigns to maintain connections with participants of campus activities
 - Email campaigns will target prospective students, parents and high school counselors

All materials will be designed to driving traffic to suagcenter.com, a destination where they will find up to date information and resources.



BAYOU summer program

inspires future Agricultural and Family Consumer Science professionals

Who can resist a good old southern cook-out? The smell of hot dogs smoking on the grill and the sound of laughter filling the atmosphere signifies friends and family gathering for food, fun, and fellowship. The Land – Grant Campus BAYOU I and II Programs celebrated the end of summer activities with a bang – well actually a BASH! After three weeks of orientation, academic exploration, and experiential learning, participants were able to relax and enjoy the each other in a different type of atmosphere.

The BAYOU curriculum is designed to peak the interests of incoming freshman as well as high school seniors in the areas of Agricultural, Family and Consumer Sciences, Natural Resources and related fields. According to Dr. Tiffany Franklin, Program Director for BAYOU I, the program impacted 70 students from across the United States and after witnessing what the college has to offer, over 75% committed to attending Southern University within the next year. “I was excited that our participants received a rich experience in all aspects of Agriculture”, said Franklin.

Students in the BAYOU II program concentrated on STEAM based academic enhancement and ACT Prep tutorials. Ms. Krystle Washington, Program Coordinator, Phase II stated, “This was my second year serving as program coordinator for the residential SARDI-BAYOU summer program; it was both exciting and fulfilling to see the camp flourish and grow from last year. It is always astonishing to see students grasp that agriculture is more than farming, and how intertwined it is in our everyday lives.” Students were administered ACT practice tests every Friday and saw favorable results during the program and it was reported that an upcoming senior raised his composite score by 4 points.

By the second week, students engaged in applied science and research development projects associated with their chosen areas of concentration. Under the Agricultural Sciences umbrella, students became acquainted with economic theory and financial literacy, met small farmers, collected and analyzed data to assist in a state-wide project on heard health, and were introduced to the different animal units on campus. Students had the opportunity to meet with all of the faculty members in the department to talk about their future studies.



For students who chose Family and Consumer Sciences, students participated in assisting with clinical trials, visited the research site of SPARK PLUS SUMMER ENRICHMENT 2018. This is an extension of a research study that will evaluate the effectiveness of using a research-based physical activity program combined with nutrition education and parental involvement components to help under-resourced children, 8-14 years of age maintain a healthy weight. Other students were introduced to textile fiber variations, measurements on the 3D body scanner and the Computer-Aid Design (CAD) Program. The culminating presentation by these students included an overview of the research experience with emphasis on how they, as future careerists in Nutrition, Health and Wellness can be change agents to improve the lives of Louisiana citizens.

Participants who chose Urban Forestry were astonished by the many facets of this discipline. Students were exposed to the utilization of urban forest wood waste for bioenergy as well as bio-product developments with the automated solid phase bioreactor. They were also introduced to concepts of biological control in small vegetable farms. Students who participated had the opportunity to assist in visually mapping and assessing tree root mass by using ground penetrating radar. Students were introduced to the concept of Urban Park Trees Assessment using I-Tree Canopy Model and Technology for detecting Internal Tree decay. Additionally, a big impact on the participants was Drone Videography where they were able to fly a drone over the SU football field.

Incoming freshman Jessica Robinson, of Houston, Texas, said "BAYOU is a great opportunity that I am glad I was able to be a part of this summer. It really helped me to make up my mind while seeing all of the opportunities available in the College of Agricultural, Family and Consumer Sciences."

The BAYOU Bash was held on the courtyard of Pinky E. Thrift Hall. Parents were encouraged to join the festivities as well. Chancellor-Dean Bobby R. Phills never turns down the opportunity to challenge young adults in a friendly game of wits. Be it checkers, chess, cards or dominos, you can find him at the table contending with any opponent brave enough to sit across from him and create a long-term bond with an advocate. "The Bayou Bash was an exciting time", said Phills. "It provided the opportunity to engage the student in an informal setting permitting us to get a bird's eye view of their perception of the program and expectations for the future. It also allowed the students to generate positive interpersonal connections with faculty and staff showing that we genuinely care about their well-being. Building relationships such as this can prove successful for the University, the College of Agricultural, Family and Consumer Sciences, as well as, potential students."





Angela Phelps

“There is ALWAYS a career in Ag.”

DOWN a quiet corridor in Fisher Hall is Office 118 where much of the planning and support for the Agricultural Sciences Department is conducted. In this office sits a meek yet powerful force Ms. Angela Phelps, Administrative Assistant II, who can be observed quietly answering emails occasionally pausing to briefly assist anyone who enters the office. Ms. Phelps contributes greatly to the Department of Agricultural Sciences functioning as a well-oiled machine.

Born in Illinois, Phelps relocated to Baton Rouge during her childhood. Her father, a former USDA Liaison, exposed her to the agricultural sciences and helped to instill in her Southern University Pride. While attending Southern, Phelps worked as a student assistant under the former Administrative Assistant for the Agricultural Sciences Dept. After attaining her Bachelor’s Degree in Computer Science in the summer of 2013, Phelps pursued other career opportunities until the opportunity came where she could use her training to fill in the shoes of her former supervisor.

A typical day for Phelps includes tackling a diverse and challenging list of tasks. She is responsible for property inventory for different areas of the Land-Grant Campus. She assists staff and administration with organizing, filing,



paperwork and ensuring the correct and adequate information is provided to current and prospective students. During the Fall and Spring semesters, Phelps assists students with getting into classes along with providing support materials and resources to professors. After three years with the Land-Grant Campus, Phelps finds it most rewarding to help students get balanced and figure out a solid game plan for their academic success. She is truly a shoulder to lean on for students as well as a go-to for staff and administration. Ms. Phelps is a valued member of our Land-Grant Campus staff and we are greatly appreciative for all she does in service to every area of the department as well as the entire campus.

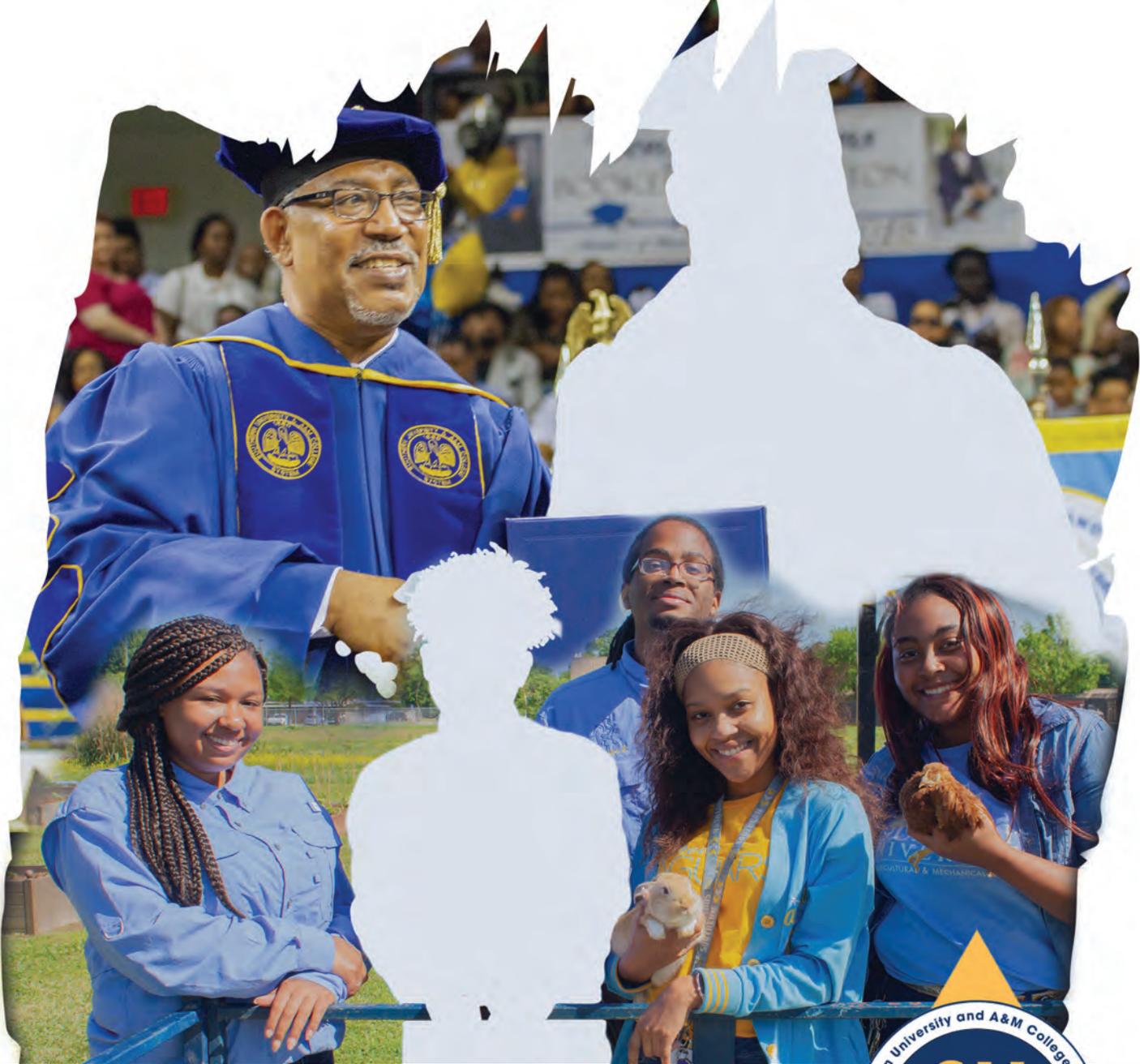


“KINDNESS & RESPECT CAN TAKE YOU FAR”

Phelps' motto



“If you are interested in anything Ag, there is a ton of help here at the Land-Grant Campus and there is abundance of career opportunities.”



Southern University Agricultural Land-Grant Campus



**ALL THATS
MISSING IS**
you

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Teaching • Research • Extension

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SOUTHERN UNIVERSITY AGRICULTURAL LAND-GRANT CAMPUS



TEACHING • RESEARCH • EXTENSION

We are raising the bar of excellence, impacting our community through education, research and service.

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Come **GROW** with Us!

A. O. Williams Hall
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Phone: (225) 771-2152 • www.suagcenter.com

