



# seeds

Student Enrolment, Experience  
& Development of Skills

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UM

Faculty of Agricultural  
and Food Sciences

**Goal 1:**

Attract a Diverse  
Body of Quality  
Students

**Goal 2:**

Promote Academic  
Excellence

**Goal 3:**

Enhance Student  
Experience

**Goal 4:**

Engage with the  
Community & the  
Industry

**SEEDS Initiative Goals**

# Goal 1: Attract a Diverse Body of Quality Students

# Goal 2: Promote Academic Excellence

# Goal 3: Enhance Student Experience

# Goal 4: Engage with the Community & the Industry

## S1: Expand on efforts to attract urban and non-farm students

- Engage in provincial and national science fairs and STEM-related events
- Disseminate career toolkit with tangible resources to Science and Career staff in urban school divisions
- Create profiles of non-farming students/alumni for traditional and digital marketing platforms
- Evaluate articulation agreements and partnerships with other institutions, create marketing materials
- Offer a "Day in the Life at University" opportunities to high school students

## S2: Promote diversity of our constituents and curriculum

- Feature BIPOC students in marketing and student club campaigns, celebrate diversity
- Integrate Indigenous knowledge/staffing, land recognitions and Elders-in-Residence into courses
- Develop career campaigns for International Students in target countries, student profiles and course highlights
- Continue to partner with First Nations in Manitoba to foster program interest from agricultural projects
- Cultivate a safer, inclusive and more respectful environment for BIPOC and equity-deserving members of Faculty

## S3: Increase offerings in early career exploration

- Establish STEM-focused middle and high school experiential learning placements
- Expand on "Discover Your Future" video series accompanied by tangible exposure/experiences
- Develop mobile-friendly interactive online platform for career profiles of alumni
- Work in collaboration with instructors to set up "Meet a Professor" meetings for prospective students
- Partner with Agriculture in the Classroom, 4-H Manitoba and other non-profits to promote career tools

## S4: Improve accessibility and attainability of programs

- Evaluate departmental capacity to expand its distance, short and evening courses
- Develop micro-credential, certificate and internship offerings linked back to program progressions
- Offer public workshops on crop production & food preservation and processing (seek/establish partners)
- Profile students and alumni who entered faculty with previous education and/or working experience
- Work with Manitoba Start and staffing agencies to develop resources about our programs for their clients

## S5: Strengthen communication and outreach strategies internally

- Work with UM departments to improve and evaluate automated email outreach to prospective students
- Work with FAFS departments to determine follow-up methods to students who chose not to register
- Send email campaigns from Dean to high achieving UM students taking FAFS courses with invitation to apply
- Integrate Ambassadors into high school programming at FFDC
- Create working group of internal and external stakeholders to develop and evaluate new programming

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S1: Initiate internal program-based academic support systems

Increase awareness about UM Academic Learning Centre and other on-campus resources

Support faculty-specific peer support, offering leaders compensation or co-curricular credit

Identify bottleneck courses in each program, create online hub for studying tools/supports

Utilize UM Learn for obtaining input from students about their ever-changing academic needs

Offer Info Sessions on Program Planning in both live and on-demand versions

S2: Increase student awareness about academic options

Highlight career options early in programs through peer-to-peer events like Capstones

Initiate "Explore a Minor" campaigns/events to highlight students' options for degree minors

Continue to increase student awareness about benefits of UM Achieve and how to use platform

Develop career pathway resources with academic notes (graduate studies, dietetics, Dip to Degree)

Create materials for students to understand how to switch programs within the faculty

S3: Improve accessibility of courses to students facing various barriers

Conduct Scan to identify barriers that equity-deserving prospective and current students face

Partner with on-campus student service agencies at UM to improve quality of services to this group

Work with Accessibility and instructors to develop supports in courses based on results from Scan

Outline funding options for students facing financial barriers such as needs-based funds and on-campus employment

Partner with CanU and Indigenous Centre to provide experiential opportunities to disadvantaged groups

S4: Increase applications for FAFS Student Funding from new and current students

Provide "Student Funding 101" info sessions for students leading up to various deadlines

Work with School of Agriculture to increase awareness of Diploma students of bursaries

Develop entrance awards for equity-deserving applicants such as indigenous youth

Feature select award recipients on social media and in UM articles

Present award letters at high school grad ceremonies for entrance award recipients

S5: Update knowledge of instructors and relevancy of curriculum to reflect shifts in society and world

Ensure all faculty and staff have access to industry-specific training on anti-oppression, accessibility, and reconciliation

Organize 'industry tech' events to improve instructor's fluency and understanding of recent technology trends

Work with CATL to create faculty-specific workshops for instructors about learning platforms and pedagogical tools

Support instructors in incorporating elements of indigenization, experiential learning and technology, as needed

Facilitate opportunities for faculty to appreciate links between agri-food industry and global health

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S1: Create a more welcoming and supportive environment for all students

Initiate additional faculty events, including multi-cultural, health and wellness activities

Work with SAS to train staff on identifying and supporting mental health challenges in students

Provide ongoing training and annual awareness events for students about EDI initiatives

Designate and train FAFS staff to be available to students for confidential and sensitive matters

Offer financial literacy/planning workshops and support for students

S2: Improve First Year Experience for students

Work with FASO to clarify roles in welcome activities and ensure offerings are inclusive and accessible

Continue to work with Admissions to ensure offers are sent/received soon after students are eligible for entry

Create welcome toolkit for new students that supports unified student community/culture

Support instructors of level 1000 courses to initiate peer study groups/chats in courses

Initiate "Coffee with a Professor" for students to gain industry insights

S3: Develop systems for monitoring and improving 2-year retention rates

Integrate entrance survey into welcome messaging to evaluate recruitment methods/communication

Track registration and attrition rates of students who accept offers on annual basis

Invest in customer relations management (CRM) system to organize data on current students

Disseminate Annual Student Feedback survey to measure resource uptake and effectiveness

Align communications to all students (Dean's Office, Student Services, student clubs)

S4: Develop and promote unpaid career opportunities

Designate FAFS staff to support departments in creation of new co-curricular opportunities

Raise awareness of students about CCR opportunities that are relevant to industry

Conduct environmental scan and build database of industry-specific volunteer opportunities

Conduct student survey to gather input on types of opportunities students would like to see as CCR

S5: Support the ongoing success and succession of student clubs

Offer annual governance training and document templates for clubs

Partner with FASO to maintain streamline communication with and promotion of clubs

Create "How-To" for students on creating a new student group

Improve cultural sensitivity and accessibility of student clubs for all FAFS students

Designate FAFS staff and meeting space to support all student clubs with events and succession planning

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**S1: Establish experiential and work-integrated learning (EWIL) opportunities**

Continue to work with Career Services to identify EL in FAFS courses and raise awareness of instructors about EL

Explore benefits of EWIL platforms like Riipen and Outcome Campus Connect for instructors

Establish EWIL elements and placements in courses, utilizing industry partners and alumni

Develop framework and toolkit for employers that compares EWIL types, benefits including co-op

Partner with research stations to offer annual EL courses (no pre-req)

**S2: Incentivize student hiring for employers and researchers**

Research funding and tax credits for hiring students specific to agri-food industry on annual basis

Feature successful student-employer relationships in FAFS articles and social media

Provide hiring templates to empower employers to improve support for equity-deserving students

Develop marketing materials for members of associations to attract companies to hire

Work more closely with FAFS technicians and researchers to formalize student opportunities

**S3: Expand the Co-op Program and improve service quality**

Identify students, researchers, companies who can champion the hiring of co-op students

Increase staff time for research and outreach to new employers to develop annual WIL opportunities

Establish framework for employers to post co-op jobs according to co-op course progression

Increase staff time for support of co-op students with application revisions and employability skills

Create focus group of employers to gain insight into inclusivity of recruiting and onboarding

**S4: Establish new and strengthen current industry partnerships**

Develop resources for students on industry designations and professional associations

Increase collaboration between faculty and departments to improve industry relationships

Initiate workshop series with industry speakers on professionalism, soft skills

Gather insight on local labour gaps and demands, circulate visual report to departments

Conduct annual outreach to associations to involve them in student clubs

**S5: Increase alumni profiles and engagement**

Work with departments to build library of alumni profiles through tracking and outreach

Conduct environmental scan of equity-deserving alumni and create specific campaigns on group(s)

Establish mentorship initiatives involving established alumni that are open to all students

Identify most effective alumni events to maintain on an annual basis

Conduct alumni engagement at industry events such as Ag Days