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
### 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
Goal 1: Attract a Diverse Body of Quality Students

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

Goal 2: Promote Academic Excellence

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

Goal 3: Enhance Student Experience

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

Goal 4: Engage with the Community & the Industry

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
Goal 1: Attract a Diverse Body of Quality Students

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

Goal 2: Promote Academic Excellence

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

Goal 3: Enhance Student Experience

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)

Goal 4: Engage with the Community & the Industry

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 streamlined 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
**Goal 1: Attract a Diverse Body of Quality Students**

- **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)

**Goal 2: Promote Academic Excellence**

- **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

**Goal 3: Enhance Student Experience**

- **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

**Goal 4: Engage with the Community & the Industry**

- **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

**Goal 5: Increase alumni profiles and engagement**

- **S5: Increase alumni profiles and engagement**
  - Develop 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
  - 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)