



*Plant Breeding
Coordinating Committee*

NAPB, PBCC Strategic Planning

History

2006

2007

2008

2009

2010

2011

2012

2013

2014

The PBCC sponsored the first national Plant Breeding Workshop in Raleigh, NC
Formation of the Plant Breeding Coordinating Committee (PBCC, also known as SCC080)

Public outreach and lobbying arm of the PBCC
was named the National Association of Plant
Breeder (NAPB)

PBCC Survey of breeders research
priorities and needed infrastructure

Independent NAPB was created

Two organizations began holding joint
annual meetings

NAPB begins developing organizational
and governance policy

Strategic Planning Began

NAPB Idea



NAPB Hatched



NAPB needs to fly



Participants

- ▶ Ellen Cull- Consultant
- ▶ Minneapolis Meeting: Liz Lee, Patrick Byrne, Jamie Sherman, Duke Pauli, Barry Tillman, David Francis, David Stelly, Shelly Jansky, Seth Murray,, Allen Van Deynze, Shelby Ellison, Heather Merk, Donn Cummings, Don Jones, Wayne Smith, Eric Young, Ann Marie Thro, Phillip Simon, Bill Tracy, Mike Gore, Thomas Luebberstedt
- ▶ Distilling Group: Jamie Sherman, Donn Cummings, Mike Gore, David Francis, Barry Tillman

Raw materials
1 1/2 days

Purpose, goals, and intended products

The purpose of this planning process is to increase the ability of the NAPB and PBCC to work together to advance plant breeding in the US by developing a joint strategic plan.

The **specific goals** of the process are:

- Completion of a strategic plan that defines both 5-year and 10 to 15-year goals
- Identification of an action plan with initial steps for achieving the goals
- Further clarification of the roles of the NAPB and PBCC
- Identification of an appropriate model for NAPB
- Increased ability of NAPB and PBCC to think and manage strategically as an ongoing process

Purpose, goals, and intended products

Intended products of the planning process include:

- A strategic plan that outlines:
 - Missions and roles of both organizations
 - Shared vision and goals for 10 to 15 years
 - Five-year goals
 - Major initiatives / areas of focus to accomplish the goals in the next five years
- An action plan that outlines:
 - Initial steps to implement the goals in the subsequent one to two years
 - Clarification of lead responsibility for the actions

Purpose, goals, and intended products

The purpose of this planning process is to increase the ability of the NAPB and PBCC to work together to advance plant breeding in the US by developing a joint strategic plan.

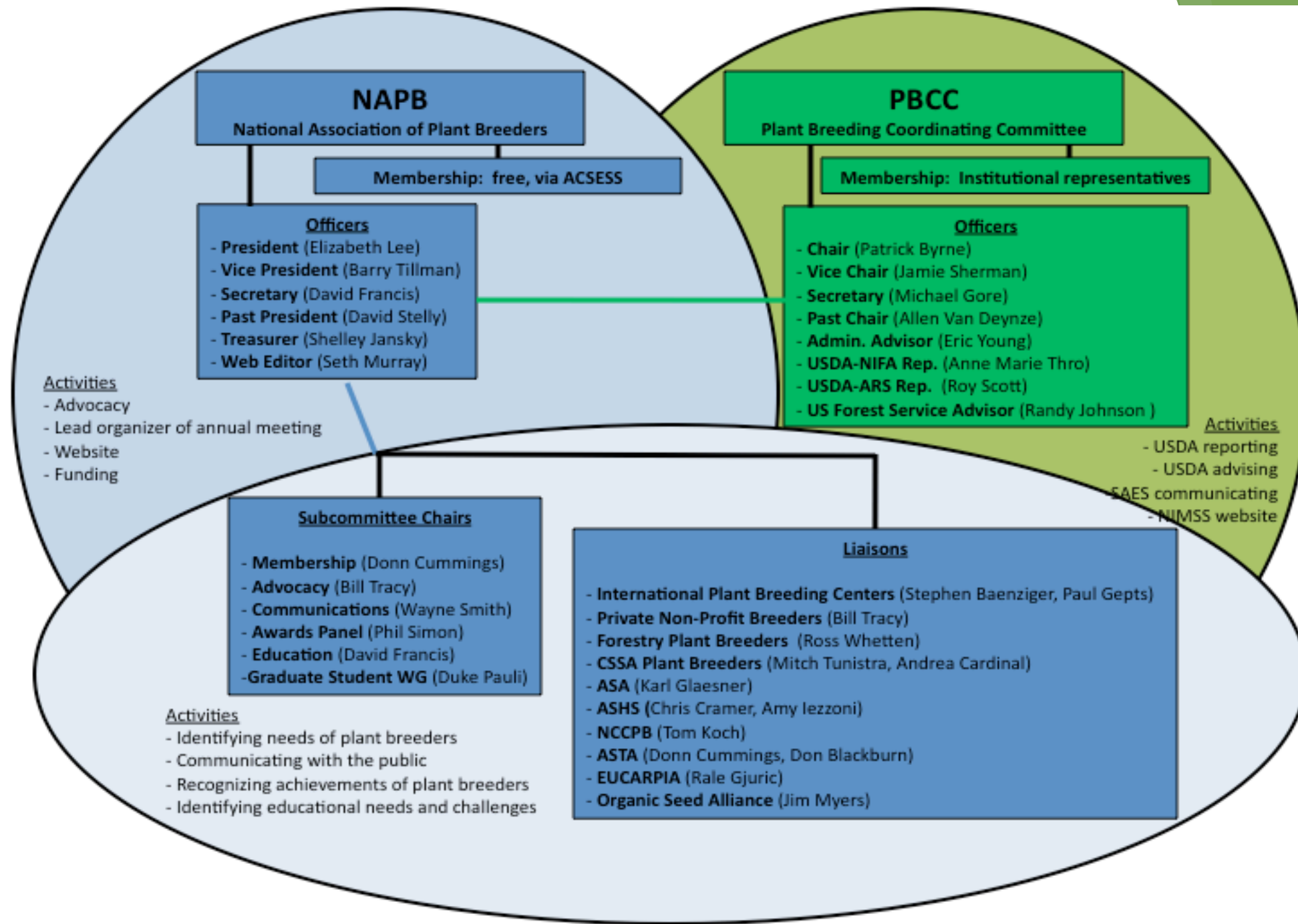
The specific goals of the process are:

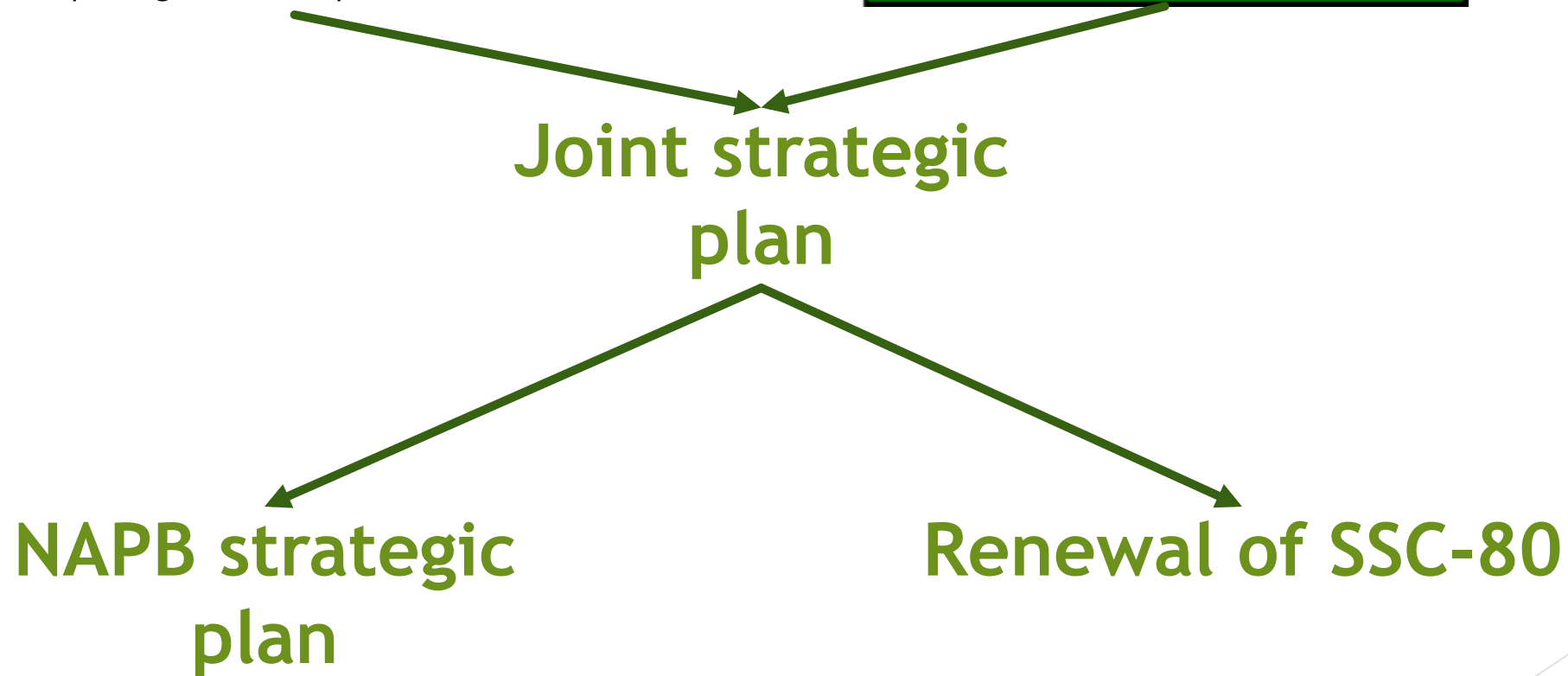
- Completion of a strategic plan that defines both 5-year and 10- to 15-year goals
- Identification of an action plan with initial steps for achieving the goals
- **Further clarification of the roles of the NAPB and PBCC**
- Identification of an appropriate model for NAPB
- Increased ability of NAPB and PBCC to think and manage strategically as an ongoing process

Distinctions

Structure and role
well defined with
distinct boundaries

Criteria	PBCC	NAPB
Organization type	Multistate Activity	Professional Society
Established by	State Agricultural Experiment Stations and USDA-NIFA	Members
Ownership	Land Grant University System	Independent
Membership	One official per SAES designated by Director; anyone else by request	Anyone by registering through the ACSESS web site. Currently membership is free.
Primary activity	Coordinate activities to solve plant breeding problems of common interest	Scientific exchange Advocate for plant breeding Recognize achievements
Recommendations are made to	Land grant university and USDA leaders; state and federal agencies; Congress ONLY if asked	State or federal legislators; any other federal, state, or private entity
NIFA may request comments	Directly through the National Program Leader representative member	Only in open public forum widely announced in advance
Educational targets	Everyone	Everyone





Clarified Mission and Vision

Our Mission

- ▶ The National Association of Plant Breeders strengthens plant breeding to promote food security, quality of life, and a sustainable future.

Our Vision

- ▶ The NAPB works to help **create a future** in which 1) **Strong public and private sectors** work independently and together to deliver varieties and improved germplasm to society, 2) **The value and importance of plant breeding** to food security, quality of life, and a sustainable future are **known and appreciated by the public**, and 3) Plant breeding is **viewed as dynamic, problem solving, and creative**. The NAPB intends to become a **recognized and valued advocate for plant breeding research and education**, helping to guide and implement a cohesive national plant breeding agenda.

Six objectives

(<https://www.plantbreeding.org/about-us/goals-and-objectives>)

Six Goals of NAPB

1) Support for plant breeding:

Increase support for plant breeding among decision makers in the public and private sectors

2) Public plant breeding capacity:

Increase public and private support for cultivar development and germplasm improvement in public institutions

3) Education of plant breeding professionals:

Strengthen education for plant breeding professionals at all levels of experience

4) Public awareness:

Increase public awareness of plant breeding and what it contributes to the public good

5) Membership:

Strengthen and increase value provided to the membership

6) Organization:

Strengthen the NAPB organization

Strategic Plan Goal 1

Goal	Objectives - 5-year	Objectives-10 to 15-year	Possible Measures
<u>Support for plant breeding:</u> Increase support for plant breeding among decision makers in the public and private sectors	• Develop and implement process that enables NAPB leadership and individual members to 1) identify key concerns and issues, 2) determine whether to take action on them, 3) determine the action, and 4) identify members to take action. • Document the contribution of plant breeding to the public good in terms of the environment, climate change, food security, economic growth, and health that can be used to garner public support for plant breeding. • Initiate the development of a coherent national plan for plant breeding.	• Lead in the development of a coherent national plan for plant breeding. • Advocate for implementation of that national plan for plant breeding.	• Number of opinion or information papers produced • References to plant breeding in the Congressional Record • Number of federal legislators and executives attend NAPB meetings • Number of requests for NAPB input into policy and other decisions impacting plant breeding

Strategic Plan Goal 2

Goal	Objectives - 5-year	Objectives-10 to 15-year	Possible Measures
<u>Public plant breeding capacity:</u> Increase public and private support for cultivar development and germplasm improvement in public institutions	- Identify and implement approaches for advocacy to governments, both NAPB advocating directly and supporting members in advocating. - Develop relationships with stakeholders to support plant breeding financially and through advocacy partnerships. - Create best management practices for public institutions regarding intellectual property protection and division of royalty returns to increase financial and institutional support of plant breeding. - Identify the conditions under which plant breeding programs thrive and develop best management practices.	- Expand advocacy to governments. - Expand relationships with stakeholders. - Create best management practices for public institutions on other topics.	- Number of public plant breeding positions - Number of public plant breeders given tenure based on plant breeding activity - Level of public funding of public plant breeding programs - Length of cycles of funding public plant breeding programs - Funding of national plant germplasm system - Amount of infrastructure for public plant breeding - land to do testing, support field technicians, and other support staff

Strategic Plan Goal 3

Goal	Objectives - 5-year	Objectives-10 to 15-year	Possible Measures
<u>Education of plant breeding professionals:</u> Strengthen education for plant breeding professionals at all levels of experience	- Identify and disseminate best practices for plant breeding education to include experiential learning as well as improved curriculum with increased focus on graduating upper level students who are field-ready. - Explore and implement public-private collaborations to recruit and support training of plant breeders. - Support for students - Expand public / private collaboration to provide support to plant breeding students for their training. - Recruitment of students - Develop and begin implementing public-private partnership program for recruitment of students, which can be focused at the high school, college, or graduate levels. - Life-long learning - Explore how to provide or support continuing education or certification.	- Implement methods to encourage consistent, strong university curricula, possibly including: aggregating information on existing curricula, sharing curricula, developing curriculum standards, recommending strong curricula, and / or providing checklists of courses and content. - Continue to expand collaborations to recruit and support training of plant breeders. - Implement approach to providing or supporting life-long learning empowering professionals to remain technically up-to-date.	- Number of plant breeding students who graduate with masters and Ph.D.s field-ready - they know how to work in the field, are able to do the field work of plant breeding - Amount of financial support available to graduate students - Student access to information leading to opportunities to enter plant breeding - Amount of private sector funding for education in the form of fellowships, cooperative training, and grants.

Strategic Plan Goal 4

Goal	Objectives - 5-year	Objectives-10 to 15-year	Possible Measures
<u>Public awareness:</u> Increase public awareness of plant breeding and what it contributes to the public good	• Increase frequency and quality of communications from NAPB to make more positive messages about plant breeding readily available for those seeking information by building on or enhancing existing efforts. ○ Enhance the web site and make it a top search hit for plant breeding. ○ Improve responses to media interest. ○ Enhance use of social media. ○ Get more plant breeding success stories in the media. • Investigate ways to implement a public awareness effort or campaign.	• Implement a public awareness effort or campaign. Investigate the feasibility of hiring a consulting firm and doing baseline polling.	• Web site hits • Measures of effectiveness of social media • Number of plant breeding success stories in the media • Degree of public awareness of plant breeding • Number of pieces about plant breeding in the media and assessment of the perception of plant breeding

Strategic Plan Goal 5

Goal	Objectives - 5-year	Objectives-10 to 15-year	Possible Measures
<u>Membership:</u> Strengthen and increase value provided to the membership	• Increase size and diversity of NAPB membership. • Improve member communications and implement ways for more members to be actively engaged in NAPB. • Expand member services. • Maintain and improve the annual meeting.	• Continue increasing diversity of membership. • Further improve member communications. • Further engage members actively and keep them engaged long-term. • Continue expanding member services. • Maintain and further improve the annual meeting.	• Diversity of membership in terms of: gender, international, undergraduate students, young professionals, underrepresented plant species, changing agricultural practices and agro-ecosystems, universities, companies, underrepresented states or regions, associated scientific fields • Number of members actively engaged in NAPB • Member satisfaction with services and support • Annual meeting attendance and support • Participant satisfaction with annual meeting

Strategic Plan Goal 6

Goal	Objectives - 5-year	Objectives- 10 to 15-year	Possible Measures
Organization: Strengthen the NAPB organization	•Increase funding sources and revenue streams for NAPB. •Increase staffing capacity (through contracting, hiring, or other mechanism). •Explore strategy for organizational growth. •Further develop financial procedures.	•Further increase funding sources and revenue streams for NAPB. •Add necessary staff to support NAPB growth and business development. •Develop and implement a long-range plan for strategic growth of the organization.	•NAPB funding overall and from different revenue streams •Findings of financial audit •Revenue change relative to changes in staffing •Achievement of NAPB goals relative to changes in staffing

Purpose, goals, and intended products

Intended products of the planning process include:

- A strategic plan that outlines:
 - Missions and roles of both organizations
 - Shared vision and goals for 10 to 15 years
 - Five-year goals
 - Major initiatives / areas of focus to accomplish the goals in the next five years
- **An action plan that outlines:**
 - **Initial steps to implement the goals in the subsequent one to two years**
 - **Clarification of lead responsibility for the actions**