

**APPENDIX D. STRATEGIC PLAN, 2008-2010, Northeastern IPM Center  
Revised, April 2008**

***Mission:** We foster the development and adoption of a science-based approach to managing pests in ways that generate economic, environmental, and human health benefits. Working in partnership with stakeholders from agricultural, urban, and rural settings, we identify and address regional priorities for research, education, and outreach.*

<b>GOALS</b>	<b>STRATEGY</b>	<b>CORE ACTIVITIES</b>	<b>08</b>	<b>09</b>	<b>10</b>
<b>GOAL 1:</b> Build Partnerships to Address Challenges and Opportunities	A. Establish Broad-based Advisory and Steering Committees	<b>AC: Maintain a representative advisory council (AC)</b> of growers, consultants, researchers, state IPM coordinators, Extension educators, governmental employees, environmentalists, university administrators, and others. The AC will include representation from underserved or hard to reach audiences. We will consider representation from Risk Management Agency and the Animal and Plant Health Inspection Service.	*	*	*
		<b>AC: Follow membership guidelines</b> to govern and organize activities of stakeholder advisory and steering committees	*	*	*
		<b>AC: Hold annual AC meetings</b> to review progress toward Center goals and address future work; seek feedback from AC on Center milestones.	*	*	*
		<b>AC: Continue a liaison program</b> that allows council members to deepen their knowledge about Center-funded projects	*		
		<b>AC/SC: Arrange logistics</b> for meetings.	*	*	*
		<b>SC: Involve the Steering Committee</b> in prioritizing Center work. Meet in person annually and by conference call several times annually.	*	*	*
	B. Involve Stakeholders at the State, Regional, and National Levels	<b>State/Regional: Assist with NEREAP</b> annual meetings to maintain knowledge of state IPM programs and help coordinate regional efforts.	*	*	*
		<b>State/Regional: Foster an information network</b> through connections with CSREES, IPM Coordinators, SNP leaders, Working Groups, other IPM Centers, and others.	*	*	*
		<b>Regional: Through the Educators Exchange</b> program initiated by the Vegetable IPM Working Group, agricultural educators travel to educational meetings that they would not otherwise have been able to attend.	*		
		<b>Regional: Through outsourcing, bring stakeholders together</b> through grant funded <b>regional conferences and workshops.</b>	*	*	*
		<b>National: In collaboration with other Centers, coordinate</b> a Regional IPM Center publication.	*		
		<b>National: Work with other IPM Centers</b> to support the 2009 <b>National IPM Symposium</b>	*	*	

GOALS	STRATEGY	CORE ACTIVITIES	08	09	10
		<b>National:</b> Serve on <b>advisory bodies</b> of other organizations to contribute to shared goals. Specifically: SARE Administrative Council, <i>ipm</i> PIPE, National Plant Diagnostics Network	*	*	*
		<b>National:</b> Serve on <b>advisory bodies</b> , specifically SYSCO	*	*	*
		<b>National:</b> Serve on <b>National IPM Evaluation Group</b> (NIPMEG)	*	*	*
		<b>National:</b> <b>Serve on a review panel</b> for other Center or national grants programs.	*	*	*
		<b>National:</b> <b>Collaborate with key partners.</b> Particular partners from 2007-10 include NRCS, SARE, Integrated Organic Program, Water Quality, EPA, SYSCO, HUD, OPMP, IPM Institute, National IPM Committee (ECOP/ESCOP), the Federal IPM Coordinating Committee and other IPM Centers.	*	*	*
		<b>National:</b> Work with CSREES's <b>Water Quality</b> Program to integrate IPM into the National Water Conference in Reno, NV (2008).	*		
		<b>National:</b> <b>Work with other Centers</b> to share ideas and streamline efforts and reduce duplication through Regional IPM Center Directors' meetings, conference calls.	*	*	*
		<b>National:</b> Work with the <b>Housing and Urban Development</b> agency to fulfill the interagency agreement involving IPM Centers.	*	*	*
	C. Identify Program Needs and Establish Priorities	<b>IWGs:</b> Encourage active <b>IPM Working Groups</b> that focus on issues of importance to the region, including non-ag issues. Attend meetings as feasible, help distribute communications, and post IWG information to the web (goal is to fund 4 active IWGs).	*	*	*
		<b>Priorities:</b> Maintain a <b>web-based clearinghouse</b> of IPM priorities	*	*	*
		<b>Priorities:</b> Provide priorities and relevancy review for the <b>PMAP</b> program.	*	*	*
		<b>IPM Planning Documents:</b> Encourage <b>development of documents</b> that contain critical decision-making information such as IPM Guidelines, crop profiles and PMSPs to conduct usage surveys, describe current practices, and develop priorities.	*	*	*
		<b>IPM Planning Documents:</b> Attend Center-funded <b>meetings to develop IPM guidelines</b> ; decrease participation in PMSP meetings. <b>Review</b> Center-funded planning documents.	*	*	*
		<b>IPM Planning Documents:</b> <b>Tie the Center RFAs to priorities</b> and the National IPM Roadmap so that funded projects will meet stakeholder needs (i.e., fund only activities that contribute to the achievement of established regional priorities).	*	*	*
<b>GOAL 2: Establish and Maintain Information</b>	A. Address Stakeholder Needs for IPM Communication	Oversee the Center's <b>communications planning</b> , incorporating feedback from stakeholders. Plan will cover (1) identification of priorities and best use of resources; (2) plans for information distribution; (3) communication of messages to multiple audiences; and (4) processes for evaluating progress in achieving goals and objectives.	*	*	*

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Networks	B. Link Stakeholders with IPM Information via Center Website	Track website traffic and sustain annual increase in verifiable unique and repeat hits.	*	*	*
		Maintain the website and explore methods of improving quality and usability	*	*	*
		Continue to expand information available through our website including the IPM resources database.	*	*	*
		Work with information technology (IT) professionals from other IPM Centers and other organizations to maximize sharing of web-based IPM information. The Center will assist IPM educators in developing web-based systems to provide information that can further IPM adoption, but is not the primary contact point for producers.	*	*	*
	C. Share IPM Information through Print and Electronic Publications	Develop user-friendly, informative newsletters twice annually and information packets for mass distribution to enhance Center visibility (research/write articles, design for print and web, oversee printing and distribution).	*	*	*
		Increase electronic communications on topics of interest to stakeholders.	*	*	*
		Communicate by email with stakeholders in the Northeast via the monthly IPM Monitor news briefs (shares other organizations' news through web links, news releases, employment and funding opportunities, etc.).	*	*	*
		Support regional publications through the Partnership grants.	*	*	*
		Develop Center identity pieces and branding materials as needed, such as banners, posters, brochures, sticky pads, and pens.	*	*	*
		Support contact with legislators as needed (educational letters and talking points)	*	*	*
	D. Distribute Information Broadly and Systematically	Distribution: Maintain, expand, and refine mailing lists/listservs and database of contacts who will receive direct communications from the Center.	*	*	*
		Engage partners (e.g., IPM Coordinators and other land-grant contacts) in helping to distribute information to stakeholders	*	*	*
	E. Extend Information to EPA from SNPs	Through RFA, fund State Network Project leaders to gather responses and answer queries from regulators about pest management products and methods.	*	*	*
	GOAL 3: Evaluate and Communicate Success	A. Support IPM Evaluation Projects	Through our grants programs, encourage quantification and measurement of IPM practices to see trends of IPM adoption and its impact over time.	*	*
Continue involvement with the National IPM Evaluation Group (NIPMEG), by having one co-director participate in annual meetings.			*	*	*
B. Develop IPM Guidelines		Through Partnership RFA, support development of IPM Guidelines, which serve as a baseline for quantifying IPM adoption over time.	*	*	*

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		Host NRCS workshops in 4 states, producing 2 IPM <b>checklists/guidelines</b> , and producing a guide to making guidelines.	*		
	C. Manage Projects to Yield Impacts	Contribute to quantifying and documenting the impacts of IPM projects through the creation of a national <b>database of IPM related projects</b> across multiple agencies.	*	*	*
		Develop and fine-tune an internal <b>grant tracking system</b> to help our staff gather reports and thereby track accomplishments in IPM, assess the impact of our grants programs, and garner success stories.	*	*	*
		Work with IPM specialists to evaluate the impact of funding programs, in the context of many years; develop a plan for conducting <b>evaluative studies</b> that would synthesize information from numerous projects related to specific crops or IPM settings.	*	*	
		Design the IPM Training in Public Housing project to show meaningful impacts.	*	*	*
	D. Communicate Successes	<b>Share impact successes</b> with stakeholders.	*	*	*
		Collaborate to develop a <b>national publication about IPM successes</b> -- specifically, we have offered to continue assisting with a national apple IPM success story.	*		
<b>GOAL 4:</b> Manage Funding Resources Effectively	A. Ensure Fairness and Accountability in Center-Funded Grants Programs	<b>Grant Management:</b> Write requests for applications (RFA) for Partnership and Regional IPM (RIPM) grants programs.	*	*	*
		<b>Grant Management:</b> Submit RIPM RFA template to CSREES	*	*	*
		<b>Grant Management:</b> Publicize RFA release through electronic and print media	*	*	*
		<b>Grant Management:</b> Integrate up-to-date grants information into website, post RFA	*	*	*
		<b>Grant Management:</b> Convene grants panels	*	*	*
		<b>Grant Management:</b> Work with grants panel to make funding decisions.	*	*	*
		<b>Grant Management:</b> Issue award letters and negotiate and fulfill contracts	*	*	*
		<b>Grant Management:</b> Update reporting guidelines and post to website. Request reports from funded Project Directors.	*	*	*
		<b>Grant Management:</b> Maintain records of funded projects, and reports	*	*	*
		<b>Through RFA:</b> Encourage <b>whole-systems approaches</b> to pest control	*	*	*
		<b>Through RFA:</b> Revise Center RFAs to better reach <b>underserved and hard to reach audiences</b> .	*	*	*
		<b>Grant Management:</b> Partnership program becomes <b>web-based</b> .	*		
	<b>Addressing other needs:</b> Minigrants will address <b>critical and emerging pest issues</b> using a flexible funding strategy that allows us to make strategic investments in information products and research and education projects as needs arise.	*	*	*	

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		<b>Addressing other needs: Green Blue grants</b> program to raise funds in connection with the Green Blue Summit and manage a grants program that addresses priorities developed from the Summit.	*		
	B. Ensure Fairness, Accountability, and Effectiveness in All Center Operations	Submit <b>progress reports</b> and <b>renewal proposals</b> to CSREES	*	*	*
		<b>Continually review strategic plan</b> to (1) reflect requirements from the 2007 RFA, (2) include newly proposed tasks, and (3) address recommendations from review panels.	*	*	*
		Develop a <b>clear organizational chart</b> and companion text that show how the regional effort will be organized and managed.	*		
		Determine the <b>appropriate number of staff and outside assistance</b> necessary to achieve goals; use innovative and risk-taking leadership; support professional growth of staff; and promote effective interaction and communication among staff.	*	*	*
		Review <b>milestones</b> from 2007 proposal and continually self-assess through regular staff meetings and conference calls; staff will align their plans of work with this proposal and will be evaluated annually on their accomplishments.	*	*	*
	C. Leverage Center Funding to Support IPM Goals	Received funding for <b>NRCS Building Bridges</b> project.	*		
		Received funding for <b>IPM Training in Public Housing</b> (interagency agreement between HUD and USDA)	*		
		Received funding for <b>Interagency Reporting Database</b> .	*		
		Implement the <b>ipmPIPE</b> (Pest Information Platform for Extension and Education) objectives (1) coordinate the soybean rust portion of PIPE nationally; (2) establish soybean rust and soybean aphid sentinel plots in Pennsylvania; (3) continue the ensemble modeling project; (4) hold soybean rust and soybean aphid PIPE workshops; and (5) support a meeting of the IPM-PIPE Steering Committee	*		