Quarterly Report – October 2012 – Centers of Excellence (1.3.)

**Strategy:** Lead the field of veterinary medicine by sharing educational expertise and best practices locally, nationally and internationally (1.3)

**Tactic:** Advance the development of a center of excellence related to Food Animal Veterinary Medicine for the Western U.S.

**Date:** Fall Quarter 2012

**Summary of Activities**

The VMTRC held a strategic planning meeting on October 29-30, 2012 to design the foundation for strategic plans for developing the Western Regional Center of Excellence (WRCE) in Dairy Production Medicine (DPM). Dr. Leo Presley (Presley & Associates; Stillwater, OK) facilitated the leadership team which consisted of 20 individuals including food animal faculty from PHR and VME in addition to dairy veterinary leaders in private practice, dairy farming, global animal health, and animal health pharmaceutical industries. The overall goal of this meeting was to create a compelling vision for the WRCE-DPM that would generate enthusiasm and support among faculty, students, and administrative leaders at UCD SVM and other veterinary schools in the western region and across the U.S. as well as dairy industry leaders, veterinarians, other stakeholders, and consumers. Activities during this meeting included these areas:

- **Environmental scan** – identification of current and impending challenges and needs in DPM
- **Implications** that the challenges and needs have for the development of the WRCE-DPM
- **Opportunities** that exist during the next 3 to 5 years for a center of excellence in DPM
- **Strategic initiatives** – Of the potential opportunities that exist, establish priorities for pursuing specific strategic initiatives during the next 3 to 5 years.
- **Vision** – create an understanding of the desired outcome (vision) for the identified strategic initiatives
- **Objectives** – continue to work with faculty, administration, the leadership team, and stakeholders to develop specific objectives that will provide the best opportunity for successful outcomes and achieving the vision for the WRCE-DPM.
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<th>Resource Materials/Data Analysis</th>
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<td><strong>Upcoming Activities/Initiatives</strong></td>
<td>To be determined</td>
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<td><strong>Accomplishments</strong></td>
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