

The Western Perspective & Western Agenda

Where are we going?

WRJSM 2016



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Short activity.

Take out a white piece of paper. Draw a line down the middle.

On one side – write “American West” on the other, write “Public Land-grant Universities.”

Draw three images for each side you feel best represent “American West” and “Land-grants”. Warning: for American West – you **cannot** draw industry, national parks or agriculture. For “Land-grants” you **cannot** draw teaching, research or education.

When you’re finished – look at your images on each side.

Flip over your paper.

Write a sentence that describes the relationship between your images of “American West” and “Land-grants.”

Turn to the person sitting next to you. Read aloud your sentences to each other.

Does the sentence or idea make sense? What further questions do you have about the ideas within the sentiment? Is anything confusing? What are the emerging themes and ideas?

Great. You’ve got your sentences and ideas and exchanged ideas with everyone who lives in the same neighborhood as you.

Now what?

[What’s next.

Why do we care.

What’s the outcome.]



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Western Communication group drafted a summary fall 2015:



What is this document, other than a collation of what we already know about our region?

Where is it going? What's the intention?



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Two-part thesis:

1. Serves to inform policy responses and actions.
2. Demonstrates how LGUs, AES and CE support western regional states & communities sustained by agricultural and natural resources economies.
3. Is this, in fact, the case? Are we agreeable?



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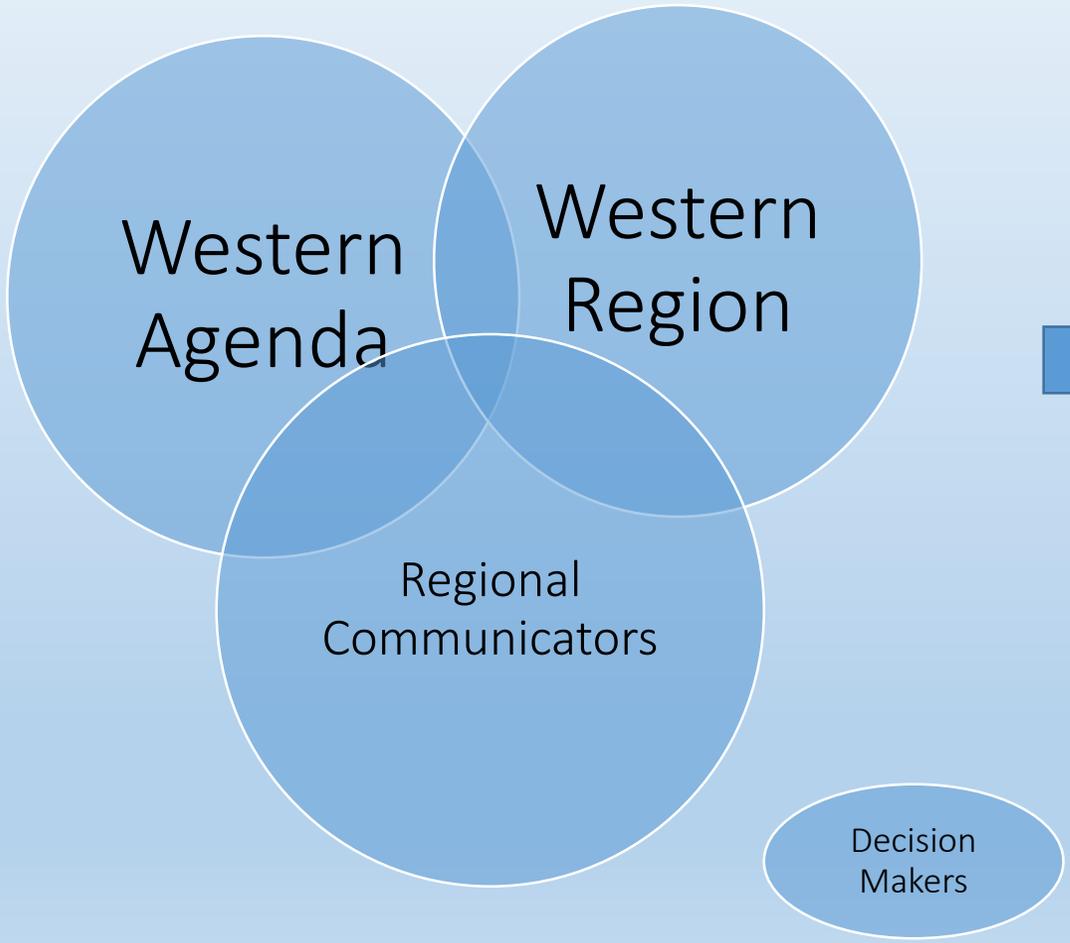
What's our port? What goods are we delivering?



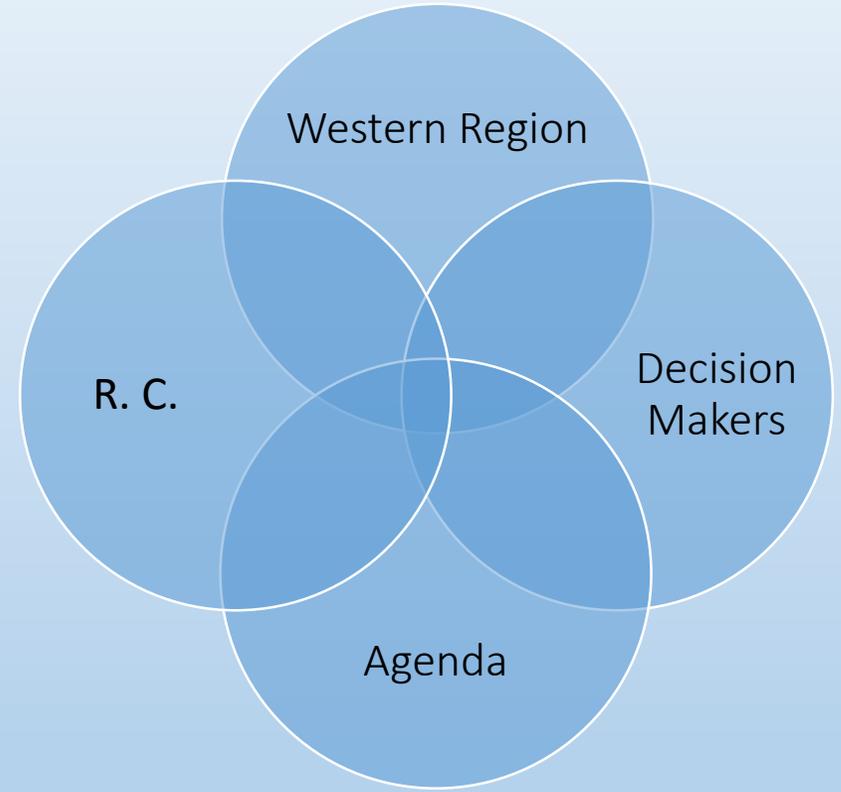
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Where we are now



Where we need to be

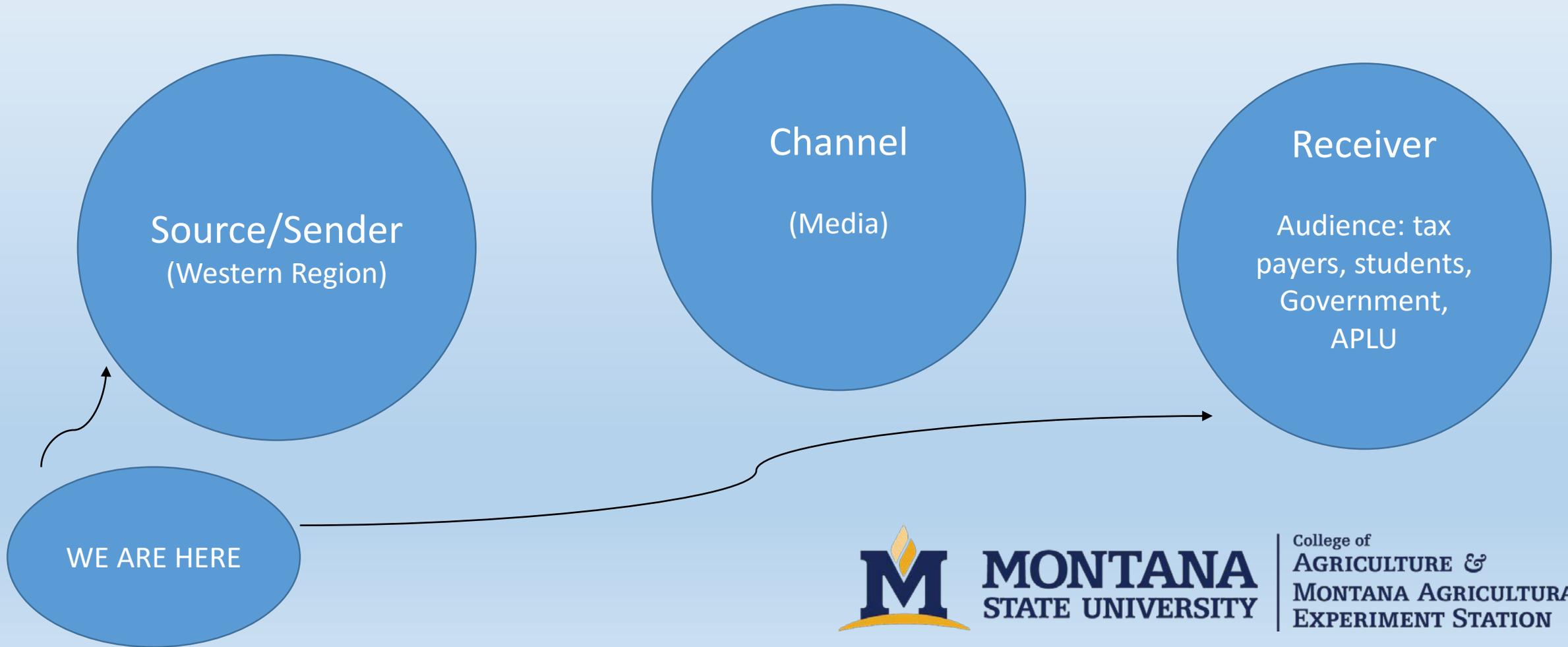


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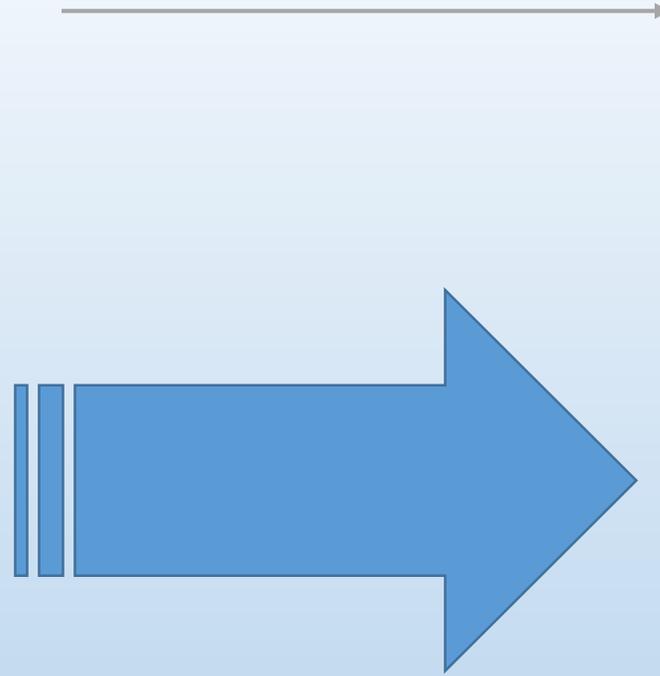
How do we get there?

What's the issue, what are the impacts, what's the value?



Audience

- Government officials
 - media
 - Voters
 - consumers
- college & leadership students
 - taxpayers
- People who are impacted by the work we're doing



Barriers

- Noise
- Competition
- Must relate to common experiences between the source and destination
- Agenda is a set of issues affecting a singular place
- Competing for time, attention and money



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Communication tools available to communicate the western agenda:

Videos / Social Media Campaigns / News Stories / Hashtags / Media Collation / Website / Print Collateral / Targeted Pieces / Impact Statements /

We have all the tools at our fingertips, though the desired “end-goal” of demonstrating and lobbying our collective value to decision makers is vague. Thus, there are challenges.

Next Steps

In the interest of limited resources and funding:

Leverage what we're already doing at each of our universities for a streamlined effort and effect on impact.

Suggestion:

- Webpage that is a collation of the Western Region; videos, impact statements, news stories – multimodal center for “Western Agenda”
- Social media campaign with the hashtag #WesternAgenda
- Connect specific researchers and institutions to specific studies and impacts



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Our challenge checklist :

Articulate the end-goal of the Western Agenda (somewhat completed)

Identify stakeholders who will be our defector messengers (legislators, governors, congressmen)

What the groups, meetings, people and places where conversations surrounding and issues within the Western Agenda might be applicable? How can we funnel this agenda so that it stimulates conversation?

Create a western region agenda communications task-force (somewhat already organized) who touches base quarterly throughout the academic year.

This task force will implement the messages and communication products – already leveraging what each university is producing (collating a steady stream)

At the following regional meeting next summer – update and discuss



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Send us on our way!



But remember:

These things take time.

Slow progress will be made.

The west is not a stranger to doing things individually and organically, so the process may shift and change.

We have a great start!



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