



**INSTITUTE FOR  
INFECTIOUS ANIMAL DISEASES**

A Member of the Texas A&M University System

# **Institute for Infectious Animal Diseases**

## **Strategic Plan: 2019-2024**

**Revised March 1, 2021**

**Unit:**

Institute for Infectious Animal Diseases

Texas A&M AgriLife Research

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# Institute for Infectious Animal Diseases: 2019 - 2024 STRATEGIC PLAN

## Vision

To be a collaborative leader in developing knowledge-based solutions for animal agriculture.

## Mission

Delivering translational research-driven risk-based solutions and training applications to address animal diseases through a One Health systems approach.

## Purpose

To provide successful technology and capacity development solutions and foster collaborative partnerships that will enhance our industry, state, federal and international partners to enhance animal health.

## Core Values

- Passion for our work
- The expertise of our colleagues
- The power of teamwork
- Trust, honesty, and transparency
- Service

## GOAL – Develop a Translational Research Portfolio

Foster research collaborations and provide solutions to sustain animal health and mitigate the effects of animal disease on agriculture.

### Strategies

- Provide effective solutions or technology to the livestock industries and regulatory agencies/authorities to meet animal health challenges.
- Adapt and expand the market base for current solutions and technologies for international usage.
- Participate annually in national and international forums to increase scientific understanding.

### Moves and Steps:

1. Identify Texas A&M faculty and/or unit experts and engage with them in proposals that fit the IIAD mission space.
  - 1.1. Develop up to 2 proposals annually with Texas A&M Veterinary Medicine and Biomedical Sciences (VMBS) faculty.
  - 1.2. Develop up to 2 proposals annually with College of Agriculture and Life Sciences (COALS) faculty.
  - 1.3. Develop a proposal with Texas A&M AgriLife Extension Service (TAES) educators.
  - 1.4. Develop a proposal with Texas A&M Veterinary Medical Diagnostic Laboratory (TVMDL).

- 1.5. Develop a proposal with the Texas A&M AgriLife Research and Extension Centers.
2. Actively pursue opportunities to conduct research in validation studies, tool design, risk assessments, emergency management tools, etc.
  - 2.1. Conduct research for validation studies of emerging, zoonotic, and transboundary animal diseases.
  - 2.2. Build research tools for emerging, zoonotic, and transboundary animal diseases.
  - 2.3. Conduct risk assessments for emerging, zoonotic, and transboundary animal diseases.
  - 2.4. Conduct research to develop future emergency management tools.

## **GOAL – Develop and Deliver Capacity Building/Training Programs**

Foster collaborations and provide solutions in capacity development in One Health and animal agriculture.

### **Strategies**

- Provide innovative capacity development programming that incorporates a One Health approach.
- Provide capacity development training programs to protect the United States animal agriculture industry from emerging, transboundary, or zoonotic diseases.
- Incorporate best practices for monitoring and evaluation methodologies related to capacity development training programs.

### **Moves and Steps:**

1. Develop a suite of training programs in anticipation/response to stakeholder needs.
  - 1.1. Identify funding sources to national certificate programs, workshops, and exercises in Foreign Animal and Disease Response activities for the United States.
  - 1.2. Identify funding sources to maintain animal agriculture training courses to the international veterinary community.
2. Develop partnerships with stakeholders and international organizations that promote capacity building.
  - 2.1. Engage VMBS for Senior Scientist role and activities in IIAD.
  - 2.2. Engage with up to three new international partners for IIAD projects/activities.
  - 2.3. Continue to engage with international organizations (i.e., WOA, FAO, and WHO) to act as a service provider for capacity development/training programs.
3. Adapt existing training offerings to include One Health perspective.

## **GOAL: Engage in Advocacy and Awareness Campaigns**

Initiate and sustain advocacy and awareness campaigns to foster a deeper understanding of the Institute's mission and goals and cultivate active engagement with its stakeholders.

### **Strategies**

- Advocate for and facilitate opportunities for stakeholders to actively participate in Institute programs, events, and collaborations.
- Implement strategies to heighten awareness of the Institute's activities, initiatives, and contributions to animal health.

## Moves and Steps:

1. Develop stakeholder advocacy strategy.
  - 1.1. Identify stakeholders in line with strategic plan.
  - 1.2. Attend and make presentations at conferences and key meetings.
  - 1.3. Visit departments and colleges within the Texas A&M University System (TAMUS) to promote IIAD to faculty.
2. Develop marketing and communications strategy to promote IIAD (website, social media, etc.).
  - 2.1. Create and implement formalized marketing and communications plan and budget.
  - 2.2. Collaborate with industry/unit experts and/or external partners online to spread the word for future collaborations and/or funding opportunities through live events, videos, posting engagement, group discussions.
  - 2.3. Increase press releases about IIAD projects/staff/events that are externally significant.
  - 2.4. Identify ways to expand social media presence; create social media accounts (Facebook Instagram, Twitter, YouTube), integrate social media accounts and website in presentations, business cards, and other Institute materials.
  - 2.5. Identify promotional materials needed (banners, one-pagers, giveaways) and how they will be used.
  - 2.6. Identify other means of spreading awareness (meetings on/off campus, invitational speakers, exhibit booths, etc.).

## GOAL: Build Integrated Networks and Collaborations in the One Health Space

Diversify funding and staff expertise to facilitate operational sustainability of the Institute.

### Strategies

- Identify and engage with key stakeholders to establish robust partnerships aligned with the Institute's One Health strategies.
- Diversify Funding Sources: Explore and cultivate diverse funding opportunities to reduce dependency on singular funding streams and enhance financial resilience.
- Foster a culture of interdisciplinary collaboration and knowledge-sharing among researchers, specialists, and policymakers across different sectors to leverage collective expertise and drive innovative solutions in One Health challenges.

### Moves and Steps:

1. Establish MOUs and/or contracts with organizations/units in the two other areas (public and environmental health) to create opportunities/activities at the domestic and international levels.
  - 1.1. Attend One Health conferences for strategic networking.
  - 1.2. Develop large-scale One Health or animal health related biodefense proposals for donor funding.
2. Identify internationally renowned Senior Fellows to conduct research and capacity building efforts in targeted areas of importance to IIAD mission space.
  - 2.1. Select Fellows in the areas of epidemiology, diagnostics, transboundary animal diseases, economics, emergency management, and environment.
3. Expand opportunities for funding with public health donors.
4. Expand student opportunities within the Institute.

- 4.1. Conduct internships for veterinary students interested in IIAD mission space for U.S. based veterinary schools.
5. Conduct meetings with U.S. related sponsors on an annual basis to showcase IIAD's mission space.