VDPAM Operational Plan 2013–2018

(Updated and Approved 11-11-2015)

Vision:

The vision of VDPAM is to support the continual improvement of food animal agriculture and food supply veterinary medicine to benefit Iowa and the world.

Mission:

Serving Animal Agriculture by:

- Continually improving the curriculum and methods of teaching in the preeminent Food Supply Veterinary Medical Program.
- Providing timely, accurate, high-quality and comprehensive clinical and diagnostic services.
- Being globally recognized leaders in implementation of disease control practices, diagnostic services, enhanced food safety processes, and animal welfare programs.
- Continually improving food and fiber animal production by whole system analysis through acknowledgment of the interactions of disease, diet, environment, animal behavior, animal welfare, and humans.
- Leading evidence-based research initiatives in food animal diseases, animal behavior, animal welfare, food safety, risk assessment and modeling and transferring knowledge obtained between academia, practitioners, producers, and the public.
- Fostering a sustainable, proactive environment for service, teaching, outreach, and research.
- Establishing interdisciplinary teams to support One Health Medicine and address the complex animal health, public health, animal welfare, and production efficiency challenges.
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Be a global Leader in One Health Medicine

- **Team-led processes to identify, develop and respond to “One Health” issues involving food animal production medicine**
- **Individual(s) identified to seek and participate in “One Health” discussions where research priorities, resource allocation or public policy is discussed.**
- **Individual(s) identified to lead efforts for evidence-based, whole-system decisions affecting animal production, health, welfare and the environment through implementation of innovative technologies and data management.**
- **Individual(s) identified to lead efforts in Population Ecology, Bioinformatics and Mathematical Modeling.**

Be recognized as opinion leaders in clinical and diagnostic medicine

- Market the VDPAM novelty as a national and international asset.
- Develop and fund an active VDPAM marketing and advocacy position.
- Support applied research and prudent implementation of knowledge in food animal behavior, welfare, medicine and surgery.
- Establish international opportunities (China, Brazil, others) that support domestic food animal production.
- Develop a systemic approach to acquire and evaluate diagnosis-intervention-outcome data in an evidence-based setting to benchmark productivity metrics with health or disease status.

Be a leader in research that has economic impact on the state and national animal agriculture

- Hire additional poultry, beef, swine and dairy faculty with research focus to grow Iowa animal agriculture.
- Expand the certificate and graduate programs in VDPAM.
- Invest in or align with a cost effective food-animal research facility.
- Hire a molecular epidemiologist.
- **Hire a specialist in mycoplasmology.**
- Support the stakeholder-led “Strengthening Iowa’s Animal Agriculture” initiative.
- Expand food animal infectious disease ecology research.
- Develop a Health Information Management System for VDL and syndromic data.

Be recognized for our contributions to veterinary curriculum development and teaching

- Actively market and facilitate continued financial support for the growth of the Swine Medicine Education Center and investigate development of additional species-based food animal centers.
- Document and leverage the benefits of recent innovations in delivery of curriculum and summer internship programs.
- Collaborate by providing swine production medicine and curriculum expertise with a Swine Veterinary Consortium in China and elsewhere as opportunities emerge.

Be a magnet for the best and brightest faculty, staff and students, by creating a workplace in which each and every employee and student can thrive professionally

- Build a state-of-the-art Veterinary Diagnostic Lab that addresses space, biosafety and biocontainment needs.
- Expand available graduate programs and spaces to accommodate students.
- Strategically evaluate College and the Department future sustainability with decreasing demand for veterinarians, increasing supply of veterinary medical education, and potential of reduced enrollment and/or student quality.
- **Add more VDPAM IT program development support.**