Create Expanded Space for ALEC

You can help build the foundation for our future. Please join us as we endeavor to reach higher and serve students like never before.

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For additional project details, visit give.am/ALECgrandvision.

Ask your human resources department whether your employer will match your Grand Vision contribution or select “My employer will match my gift” to search the database when making an online gift. You could double, triple or quadruple the size of your gift.

You can make an online contribution to the AgriLife Complex addition at give.am/supportalec.

Expanding Agricultural Leadership, Education, and Communications
A Grand Vision

The Texas A&M Department of Agricultural Leadership, Education, and Communications (ALEC) exists to serve students, the community, and the world through outstanding education, research, and service. Graduates are uniquely equipped for leadership, education, communication, and training roles in the broad fields of agricultural sciences and human performance. Our faculty is committed to providing the best educational experience for students through a variety of formats, including domestic study away trips, study abroad courses, international research, and engaging classroom activities.

The College of Agriculture and Life Sciences has begun the process of constructing a fourth building as part of the AgriLife Complex. We’ve experienced a steady increase in enrollment since 2009, and to accommodate the expansion and initiatives of our programs, ALEC is raising funds to add one floor to this building that will be devoted solely to our department. Through this expansion, we will gain 12,800 additional square feet. Our goal is to be able to move in within two to three years. Without additional state funding, however, outside support for this space is essential.

This project will put ALEC on the map as the premier department of its kind within the United States. It will provide a world-class education for all students and equip them with the tools and practice required to impact the world, all while maintaining small class sizes and one-on-one access to faculty.

This expanded space will give faculty the room and resources to engage in meaningful research and teaching that will enhance academic programs and strategic initiatives. It will also provide the resources required for faculty and administrators to collaborate and develop solutions for domestic and international issues.
High Impact Laboratory

True leadership cannot be taught entirely in a classroom setting. Students require hands-on simulations to understand abstract concepts of leadership. This laboratory would contain space for physical group activities, leadership training sessions for students and community groups, and research and data collection activities.

Curriculum Development, Evaluation & Accountability Suite

Curriculum standards change. As new research about teaching and learning reveals changes in student preferences and effective strategies, our future educators need dedicated space and technology to develop and assess student-centered teaching materials and delivery tools. The Curriculum Development space will include technology for developing and testing teaching materials and a demonstration area for recording and practicing lessons.

The Evaluation & Accountability unit provides resources for agencies, organizations, and specific programs in need of these services. With the addition of this dedicated space, the unit will add in-house training sessions, research, data collection and analysis, planning, and consulting activities.

Executive Training and Simulation Room

This space will be professional space dedicated to meetings, trainings, seminars and global outreach efforts. The room will be equipped with state-of-the-art technology for efficient and seamless communication with faculty, staff, stakeholders and industry leaders around the world. The room is designed to hold approximately 36 people at any given time.

Media Engagement Studio

The Media Engagement Studio will use research and high-impact activities to help students address challenges facing agricultural communicators and journalists, including improving our understanding of consumer perceptions, behaviors, and decisions related to agriculture, food, and natural resources and identifying factors that interest, motivate, and engage consumers.

The studio will include a media engagement component with studio space and recording equipment. It will also feature a workspace for human engagement and interaction where researchers can hold focus groups, collect data for market research and brainstorm projects.

Media Engagement Studio Control Room

Controlling the Media Engagement Studio’s capabilities without disturbing the focus groups, research or other activities in the space is critical to the facility’s success. The Control Room will manage video, audio, and lighting for the Studio. Professional-quality audio, video, and instructional enhancement activities will also be more efficient in this combined facility.

Evaluation Data Center

Evaluating the impact of our academic, research, extension and engagement efforts is critical when designing and developing successful programs and initiatives that benefit those we serve. Housed with computers, scanners and other data collection technologies, the Evaluation Data Center will be dedicated to this task. Department staff will have access to these workstations in order to collect and process information to aid in ongoing program development.
InfoGraphic and Visualization Laboratory

Visual communications is core in how we connect to and interpret information in our daily lives. Dedicated to the development of infographics, animations and graphic visualizations, the InfoGraphic and Visualization Lab will provide faculty and students with the technology to create digital design for the world around them.

Market Research Laboratory

Along with the Media Engagement Studio, this facility will allow for the entry, analysis, and interpretation of market research information about consumers, their preferences, and their level of engagement with the food they purchase, the choices they make and this understanding of agriculture, the environment, and their world. The facility will allow researchers to take advantage of the most advanced capabilities while collaborating with each other on a variety of projects and programs.