

Institute of Food and Agricultural Sciences
Larry R. Arrington
Office of the Dean for Extension
Florida Cooperative Extension Service

1038 McCarty Hall D.
P.O. Box 110210
Gainesville, FL 32611-0210
Telephone: (352) 392-1761
Facsimile: (352) 846-0458
lra@ufl.edu
<http://solutionsforyourlife.ufl.edu>

May 28, 2008

MEMORANDUM

TO: Dr. Jimmy G. Cheek
FROM: Larry R. Arrington Joe Joyce
RE: Reorganization

This memo is written in response to your request for a plan to reorganize ICS, IT, and External Media and Relations. Prior to your request for a reorganization plan, a working group had been formed to consider how IFAS could be better positioned to support faculty in utilizing the web for their teaching, research, and extension programs. As further background, there was an Information Technology Task Force that submitted recommendations in 2005. Included in those recommendations were suggestions for organizational structure and staffing to support IT in IFAS. Ultimately, the deliberations of the web working group strongly influenced the recommendations on reorganization created by the budget reductions, even though that was not in their charge.

The web working Group identified seven key functions necessary to move IFAS forward on the use of the web.

1. Web-based education (e-learning)
2. Integrated marketing, PR and branding
3. Integration, organization and dissemination of all information within IFAS and UF (R,T,E)
4. Technology, innovation, and training
5. Professional development (Internal, assisting faculty with the application of technology)
6. Webpage development, maintenance and analysis
7. Communication, support and innovation

Dr. Jimmy G. Cheek
May 28, 2008
Page Two

Utilizing the priorities of the web working group, Ashley Wood, Dan Cromer and Jack Battenfield worked with us to arrive at the proposed reorganization plan. The Web Working Group supports the organization of Communications and Technology around three functional areas: (1) Web Development, (2) E-learning, Distance Education and Technical Support, and (3) External Relations and Branding. We did not arrive at an agreement as to the exact staffing under each of these areas, thus additional staff reductions beyond those implemented with the 2008-09 budget reductions are not included in this plan. We believe that the person who provides leadership for the new Communications and Technology unit should be allowed to decide on specific staff needs. It is clear there will need to be fluid and intensive communication among the staff between the three divisions. We commend Ashley, Dan, and Jack for their hard work on this.

Our bottom line recommendations are as follows.

1. IFAS Communications and Technology will need an overall leader that has the vision and authority to lead IFAS efforts.
2. IFAS Communications and Technology should be organized around three key functions: Web development; e-learning, distance education, and technology support; and external relations and branding. (See attached chart)
3. Administrative efficiencies have occurred through the recent budget cuts. Further cuts/changes in staffing should be guided by the key functions priorities. It is very likely we will have to discontinue some services to further reduce staff.
4. IFAS should implement the new organizational structure, including leadership, as soon as possible.
5. The reorganization plan should be vetted with faculty and administrators before final adoption.

Organizational Chart
Communications and Technology
(CIO)

