

Company To Facilitate National Project On Land Grant Future

WASHINGTON, D.C. — Mark Stanley & Company has been selected as outside consultants for a nationwide strategic planning program to determine the future direction of agricultural and natural resources activities of America's 72 land grant universities.

This year-long outreach effort will involve input from dozens of policy makers, academicians, and users of food and agricultural services that are provided by the

nation's land grant institutions. "This is a results-oriented program," according to John H. Ramsey, president of Mark Stanley & Company. "We plan to dialogue with persons from all segments of the Land Grant Universities' constituent base, then develop a measurable action agenda that can be fully implemented in the near future."

Ramsey will be assisted by veteran agricultural consulting professional Paul S. Weller, Jr., and

noted conference facilitator Dr. Dabney G. Park. Both are senior partners in Mark Stanley & Company.

The joint long-range planning activity is a project of the Board on Agriculture of the National Association of State Universities and Land Grant Colleges (NASULGC) through a grant from the W. K. Kellogg Foundation. It will place major emphasis upon research from state agricultural experiment stations, outreach

activities of the cooperative extension service, and land grant academic and international programs.

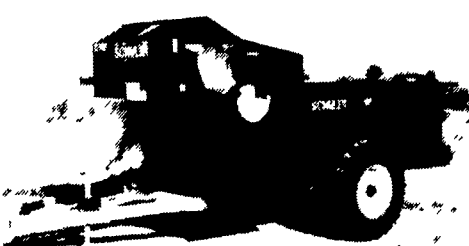
The goal of the project is to evaluate and chart a future direction for research, education, and communications services provided by the 130-year-old land grant university system.

Mark Stanley & Company and the NASULGC faculty will coordinate the joint futuring activity with several complementary pro-

grams already under way, several of which are funded by the W. K. Kellogg Foundation.

"This will provide an unparalleled opportunity to gather information, compare results, and develop a joint action plan," according to Ramsey. Mark Stanley & Company will organize and facilitate two national conferences and a series of regional listening sessions, beginning in January, as part of this strategic planning project.


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