



**What is the biggest concern/problem facing AAEA?**

The biggest threat to the future of AAEA is shrinking undergraduate and graduate enrolments in many agricultural economics departments in the country. This situation will be aggravated by the dramatic decline in the college-age population beginning in 2025, a phenomenon known as the “enrollment cliff”. A large decline in student populations would lead to decreasing funding support and shrinking faculty, which will have profound implications for the future of AAEA and agricultural economics departments across the country.

**What actions would you initiate to improve the situation described in your response to the previous question?**

AAEA should develop a “manual” of best practices and strategies for recruiting undergraduate and graduate students into agricultural economics departments. Many departments in the country have implemented successful strategies to boost their graduate and undergraduate student populations. Compiling the best practices and strategies into a “manual” should help all ag econ departments to boost their student populations. In addition, AAEA should launch a campaign to educate and inform college-going high school students what ag econ departments can offer to help them realize their career ambitions.

**At the end of your three-year term, what changes/new initiatives would you have helped create?**

AAEA has developed a manual of best practices and strategies for recruiting undergraduate and graduate students. Some ag econ departments have begun to implement some of the best practices included in the manual. AAEA leadership has partnered with USDA and other government agencies and has developed a strategy to inform college-going high school students of the educational opportunities that ag econ departments offer to their students.