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Preliminary Report from the External Review Team

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Preliminary Report from the External Review Team

UNL Department of Agricultural
Leadership, Education, and
Communication

March 2003

Strengths

- Faculty – highly dedicated, hard working, personable, student centered, team oriented
- Strong dimensions in academic program
- High student/client satisfaction
- Extensive collaboration with other units
- Strong, capable, and positive support team
- Emerging research focus
- Significant extension programming effort
- Experiential learning activities in course work

Areas of Concern

- Departmental programmatic focus and disciplined priority setting
- Research culture and programmatic focus
- Management of graduate program
- Market positioning of academic programs
- Student credit hour generation
- Faculty leadership in Ag Journalism

Immediate and Long-term Opportunities

- Formalized partnerships with on-campus partners
- Expanded audiences for the leadership minor
- New undergraduate sales course taught from an interpersonal communication perspective
- Extension of Challenge Grant w/ AnSc
- Academic leadership for programs that are related to but not central to departmental focus
- Faculty development programming in CASNR
- Nationally recognized leadership program

Threats

- Poor budget climate
- Insufficient personnel (faculty) resources
- Competition from other programs
- Unattainable performance criteria
- Stagnation of the department
- Loss of research support
- Lack of space to grow the graduate, research, and academic programs

Overall Recommendations

The background is a solid teal color. In the lower half, there is a faint, semi-transparent illustration of two hands shaking, symbolizing agreement or partnership. The hands are rendered in a lighter shade of teal, creating a subtle watermark effect.

Establish/strengthen formal partnerships.

- CBA
- CARI
- Journalism
- Teachers College
- Industry

Implement strategic planning.

- Focus efforts for national recognition.
- Prioritize.
- Develop SAM objectives.
- Be selective in responding to opportunities.
- Set milestones to mark progress.
- Develop a contingency plan for potential losses.
- Plan programs to achieve identified outcomes and benefits to department.

Build the AgLEC research enterprise.

- Focus research efforts around priority programs.
- Better manage the graduate program.
- Achieve a better balance between graduate and undergrad program enrollments.
- Develop client-based research programs.
- Secure externally funded research grants.
- Establish nationally-recognized research programs.

Establish AgLEC as a vital and valuable unit in IANR.

- Develop a clearer understanding of the unit throughout the Institute.
- Define and promote outputs.
- Define the AgLEC brand.
- Position programs for prospective students.
- Simplify the presentation of academic programs to potential students.

More fully capture the enrollment growth potential across campus.

- Offer a campus-wide undergrad leadership minor.
- Grow the Ag Journalism major.
- Cross list courses.
- Establish leadership course work as a part of the College core.
- Partner with business and science education in high schools.

Build strong Extension programs.

- Focus Extension energy into priority program areas.
 - Teaching and learning; programming strategies
 - Leadership development
 - Distance education
- Align Extension programs with research areas.
- Seek long-term impact in Extension programs.

Capture potential of Ag Journalism program.

- Change the name of the major.
- Seek working relationships with Journalism and Mass Communications.
- Trade expertise with neighboring institutions (K-State).
- Appoint a long-term champion for the program.