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Nov. 12 2010 - Departmental Staff Meeting

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November 12, 2010, ALEC Departmental Staff Meeting
East Campus Union

Attending: Sarika Agarwal, Cheryl Alberts, Tyler Bachman, Mark Balschweid, Jay Barbuto, Lloyd Bell, Kathy Bennetch, Terry Bockstadter, Betty Castan, Neal Delfeld, Jason Ellis, Natalie Enochs, Dick Fleming, Mary Garbacz, Karen Gatherer, Gary Goodding, Jennifer Greenlee, Janice Hamer, Kurtis Harms, Mark Hendricks, Lisa Jasa, Mike Kamm, Michelle Kang, Sandi Karstens, Jim King, Diana Kirkendoll, Matt Kreifels, Renee Lanik, Bob Losee, Gina Matkin, Brad Mills, Anne Moore, Dan Moser, Judy Nelson, Marcia Oetjen, Janet Owens, Anita Schaepe, Vishal Singh, Roger Terry, Linda Ulrich, Rob White, Dave Wiens, Mike Wilmot and Malika Yadgarova.

Meeting started at 9:05 a.m.

Introductions and Getting to Know Each Other
Mark Balschweid welcomed everyone. Everyone introduced themselves and provided their job titles. Using information from the ALEC "Getting to Know One Another" Questionnaire, Mark Balschweid had the meeting participants guess the five staff members he was describing (Marcia Oetjen, Jim King, Bob Losee, Jennifer Greenlee and Renee Lanik).

Old Business
Roger Terry reminded everyone about the EdMedia retreat (Teamwork, Trusting and Communicating) scheduled for November 17 and 18, 2010. Staff members have completed surveys in preparation for the training. The meeting will begin at 8:00 a.m. on Wednesday and Thursday. The Wednesday session will run until 8:00 p.m. and the Thursday session will conclude at noon. Lisa Kaslon, Keith Niemann and Deanna Peterson will be the meeting facilitators. Participants should bring a pen or pencil; other materials and information will be provided.

New Business - Program Areas
Brad Mills and Kurtis Harms provided an overview of Broadcast Media, which includes video and audio production. Market Journal, started in 1999, is for agriculture producers and discusses policy, risk management, etc. so that they can make informed decisions. Backyard Farmer is the longest locally produced television program in history. The 2011 season will be its 58th! The show is about gardening and includes two segments each week. Kurtis is the host of the weekly Nebraska Ag Almanac radio program. This includes interviews with five different people each week. Brad explained that they also work with podcasts, Facebook, YouTube, webinars, etc. Facebook now has 800 fans. YouTube includes just video segments and now has 360,000 viewers. Ninety five percent of the information on ITunesU is on Backyard Farmer. The Electronic Media staff members work with clients to help them identify who and how they want to deliver their message. They also do distance education through Blackboard, podcasts and pre-recorded courses. They concluded their presentation with a short video that was originally developed to show to the ALEC Advisory Council.

Mary Garbacz, Coordinator for Strategic Discussions for Nebraska, expressed her appreciation for the courtesy appointment with ALEC. Mary worked three years – starting in 1976 – in Ag Communications so she is familiar with the work of IANR, EdMedia and ALEC. Strategic Discussions for Nebraska (SDN) was founded in 2007 and funded through the Robert and Ardis James Family Foundation. It was founded to be a qualitative research program located in the UNL College of Journalism and Mass Communications. Robert James believed that commonsense Nebraskans could discover solutions to national challenge that politicians could not. He asked that SDN travel around Nebraska to talk with individuals and groups to gather their thoughts on national issues and how they affect Nebraskans and the state. Mr. James asked that the findings be published in magazines.

SDN published *Immigration in Nebraska* in the spring of 2008 and *Nebraska's Economic Future* in the spring of 2009. In May 2009, Chancellor Perlman asked that SDN more closely align itself with the University's priorities and SDN was redesigned to focus more on teaching, research and extension as well as food, energy and water. Mary explained that a four-year plan, *Opportunities for Nebraska*, included the following publications:

August 2010 – Overview (provided to meeting attendees)
2010-2011 – Energy, Climate and Sustainability
2011-2012 – Production Agriculture
2012-2013 – Food Safety and Nutrition

In July 2010, Vice Chancellor John Owens agreed to fund 50% of the work of SDN for one year due to SDN's focus on the life sciences (food, energy and water). Also in July 2010, Gary Kebbel (new dean of the College of Journalism and Mass Communications) indicated that SDN's mission would no longer include community communication research but would instead focus solely on the *Opportunities for Nebraska* publications. Mary indicated that recently Chancellor Perlman, who serves on the SDN advisory board, e-mailed her about his concerns on funding issues and requested that she provide him with one opportunity/possibility for the future. Mary provided him with five due to the various opportunities that exist around the topics of "food, energy and water."

New Business - Autotask

Bob Losee, Coordinator of the EdMedia IT section, discussed autotask, which is a professional services automation platform to support EdMedia's business operation. Bob explained that autotask combined time tracking, project management and invoicing/billing operations in one software package. With EdMedia being a service center, there is a need to think of business needs and communication. Bob explained the various applications and uses within autotask. Bob indicated that the annual cost would be approximately $25,000, which could be recouped if all EdMedia staff members reported an extra 80 minutes of billable work time each month.

New Business – EdMedia Cost Recovery Overview

Karen Gatherer, ASSIST Business Center Manager, provided an overview of the financial position of EdMedia as of the end of September 2010. She indicated that EdMedia needs to identify other revenue sources—be entrepreneurial—and be creative. EdMedia staff members also need to remain committed to time tracking and report all billable hours. She explained that EdMedia needs to recover $2,615,000 each year, thus 4000 billable hours need to be generated each month in order for EdMedia to break even and meet its expenses. Billing continues on a monthly basis but some jobs take longer than one month to complete, thus there is a disparity between monthly income and expenses. EdMedia staff members are working on a "sales order" system whereby income "in the pipeline" can be recognized on financial reports before the actual billing as occurred. Karen has meet with all sections and is working to develop an approach that will minimize the additional work required to use the sales order system.

Committee Reports

Jennifer Greenlee provided an update on the Web Integration project. The committee (Jennifer, Lana Johnson, Marcia Oetjen, Vishal Singh and Malika Yadgarova) have been working to develop tag lines and combine the ALEC and EdMedia Web sites into a single Web site with links.

Jennifer also reported that the ALEC departmental photographs are being framed to be hung in Ag Hall, Ag Communications Building and Miller Hall.

Mike Wilmot and Malika Yadgarova are working on student recruitment. They set up the booth with materials prior to this meeting. Many students are interested in the ALEC programs. Mike indicated that he would be interested in working with Electronic Media on a recruitment DVD.

Rob White reported that the December 4 family holiday party is scheduled on the same day as the Big 12 Championship Football game. He asked for a show of hands of those people who would be interested in partying from 1:00 to 3:00 p.m. OR 3:00 to 5:00 p.m. He also reminded people of the December 16 staff pizza party.

Announcements

Bob Losee reported that the IT staff members are interested in getting shirts. They are working on designs and will need to talk with Renee or Gary Goodding about Tool box issues.

Roger Terry reminded faculty members about the November 15 deadline for eARFA submission. EdMedia is finishing the interview and hiring process for a Technology Associate and is in the process of starting another hiring process for an additional Technology Associate. The interviews have been scheduled for the System Administrator positions. The search committee for the Programmer position will begin work after the System Administrator positions are filled. He also reported that there a lot of EdMedia projects in progress.

Meeting ended at 11:03 a.m.