4-28-1998

April 1998 - Advisory Council Meeting

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Department of Agricultural Leadership, Education and Communication
Advisory Council
Notes from Meeting on Tuesday, April 28, 1998

Members Present: Ken Anderson, Mark Brase, Tom Duis, Dave Howe, Don Hutchens, Jody Isenhagen, Deanna Lienemann, John Malin, Steve Oltmans, Walt Patterson, Bob Pedulla, Larry Pollart, Sandy Stockall, Bud Stolzenburg, Marshall Streit, Dayle Williamson, Gene Wissenburg

AgLEC Members Present: Jay Barbuto, Leverne Barrett, Lloyd Bell, Arlen Etling, Dick Fleming, Susan Fritz, Ozzie Gilbertson, Betty James, Jim King, Joyce Lunde, Kay Rockwell, Earl Russell

The meeting of the Advisory Council began with lunch in the Clifford Hardin Nebraska Center for Continuing Education. Earl Russell, department head, convened the group and asked those attending to introduce themselves. Jim King presented a report on behalf of the Distance Education task force at noon since he could not attend the afternoon session. After touring AgLEC’s facilities in Ag Hall, the meeting resumed at the Nebraska Center. Kay Rockwell opened the discussion with a report on the Graduate Education and Research Committee since she had a conflict later in the afternoon. The masters specialization in Distance Education proposal has been forwarded to the university Graduate Council after being approved by the AgLEC and CASNR curriculum committees, respectively.

Members of the Advisory Council were asked to give their perceptions of the AgLEC department by responding to the following questions: "What do you hear, know, or suspect that may be constructive?"
(Comments made by the Advisory Council members are in italics.)

It seems like Ag Teachers may be losing their identity with changes in the name of majors and the department. Leadership is broader than just teaching. Teaching is an important leadership role. Ag education is an ongoing option. Training and Development is the non-teaching option now. The official name of the major will be leadership. The department is committed to keeping the Ag Education option strong and highly visible. It is important to high schools, IANR, and CASNR, and we will work to make it stronger.

Groundwork is very good for undergraduates coming out of AgLEC. The core curriculum is excellent and it has been a good college experience.

ALEC 102 is a very good course. Leadership is important. I am recommending that my son do graduate education in AgLEC because it is a very good program.

Leadership workshops given by Leverne Barrett are extremely positive.

Decision making skills are going to become more and more critical. AgLEC is providing that in the leadership training.

Natural Resources Districts will need to focus on leadership and technical writing. There are 23 NRDs and the boards are getting smaller. Every legislature gives the NRDs more authority so the board members need leadership skills. NRDs will depend on local control. There is not good leadership in all the NRDs. It should be better since there are only 23 of them. Collaboration with NRDs and Extension is very good.

Ag-in-the Classroom is a success story. It was more difficult in Omaha because it was hard to crack the system. Now it is a statewide program.
Upcoming crisis – Nebraska will need people with leadership skills.

Ag Education may be dropped at the local high schools. The major may have to be dropped by AgLEC. As budget cuts come down, ag education may not be in that circle. It is also a financial consideration. When students graduate, they make less as teachers. Currently in the AgLEC program, there is an increase in the number of student teachers, and Ag Education enrollments in high schools in Nebraska and the nation are growing.

The technical writing program will move July 1 to the College of Journalism and Mass Communication. The ag journalism major may move to the College of Journalism and Mass Communication if we are unable to update the curriculum to serve broader communication needs. Changes are being proposed for the ag journalism major. Not enough people are being trained for communication jobs with ag and natural resources backgrounds.

There is a big void in ag leadership in the state. The LEAD program is a very good program and very necessary.

Many ag majors interview at NBC bank for positions. Their interpersonal skills are very good. The LEAD program is very important. The Nebraska Bankers Association has formed a group of bankers that need on-the-job training or a masters program or Ph.D. for a degree. The need is there. Bankers in rural communities get the leadership roles in the communities by default. The core curriculum from AgLEC or their own value system in a small community comes through. AgLEC graduates are very polished in the leadership role. There is a need for a minor in leadership.

Best polished professional people come from UNL. They lack some technical skills. Graduates have to start in sales for many jobs.

Leadership skills need to be built. Ag programs in the high schools in the vicinity of Lincoln have declined unless they have changed their programs.

I agree there needs to be a combination of leadership and technical skills. Classes in AgLEC changed his son from a good student to a very committed student.

Those with technical degrees need leadership skills, too.

As a December 1996 graduate with an Ag Ed degree, I was very prepared for my first job. The leadership classes were very important.

This Advisory Council is a very diverse group. If we are looking for a common thread, it is leadership skills – how to work with people. The biggest challenge for AgLEC is to get this to the right audience. Leadership is what is needed. How do you deliver that?

Focus on what you are here for – ag education, extension training or modules for outreach. Do you want to train ag ed people or train business people on a short term process? Two focuses – maybe playing on both fields.

Discussion – A national study has shown that 80% of distance education classes are taken by resident students. Air time for distance courses is a problem. There is a three-year waiting list at times. Lt. Governor Kim Robak is leading an effort for distance technology. Arnold Bateman is now working full-time on distance education for the university. Marketing of distance classes could be done through Center for Leadership Development workshops given by Elmer Miller. Workshops are offered for non-credit but...
credit classes could be marketed to those participants. Currently, Ozzie Gilbertson is working with an Ag Literacy program in the Omaha Public Schools. It was not easy to get into Omaha Public Schools but now it is working well.

Are there linkages from AgLEC with Chadron State or others? Joyce Lunde is working with Wayne State with her 805 class. Susan Fritz is teaching 102 via distance for NCTA at Curtis. Lloyd Bell is working with a vet in Norfolk who is teaching a biology course at the Northeast Community College via distance. Ag teachers can take that class and 11 are currently enrolled. The course is for those teachers who want to become qualified and receive an endorsement to teach biology. It has been discovered that there is a need for a facilitator at sites for distance courses and coordination of the courses at the local sites.

Leverne Barrett discussed the proposal for a Ph.D. specialization in Leadership Studies. This specialization would be linked to an existing Ph.D. program in Teachers College. Six departments across five colleges will be working together. We have agreement from all the departments except the Department of Vocational and Adult Education, and we are working on that currently.

Several questions were asked about the leadership development option. AgLEC's emphasis is on an academic program to prepare leaders in several areas, including distance education. AgLEC has an emphasis on outreach. Not enough marketing of distance courses has been done. We have not done a good job. AgLEC's web site has some information. There is a market out there for parts of the courses in private industry. There is talk about development of modules to market to private industry. One issue is the cost of these courses for credit. Modules could bring down the cost – instead of $300 it could be $100 for one module.

Are you in competition with the Division of Continuing Studies with their leadership workshops? Ian Poley of A*DEC is interested in putting on modules of AgLEC's leadership courses. No other college has a program in leadership education. We have seven faculty in AgLEC who teach these courses. There is nothing like it at the undergraduate or graduate level in the country among our peer departments. A question for the Advisory Council – who should the audience be? One market could be the American Society of Training and Development (ASTD), and Nebraska has a large chapter.

Are there linkages with Kearney and UNO – others in the university system? Ozzie worked with 64 teachers last summer throughout Nebraska. University of Nebraska at Kearney and at Omaha helped them register for the workshops.

There is a leadership void occurring in co-ops. A crisis is coming. People will move to change when the crisis occurs. There are currently 200-250 people needing training in leadership. They would not be interested in college credit necessarily but need to be trained in human relations and leadership. Employees are hired with technical skills but they do not have the "people skills." Training is needed for customer relations, interpersonal skills, etc. It is very difficult to find people who want to work in greater Nebraska, especially in very small rural communities.

In greater Nebraska many leadership roles in the community are assumed by people who need training. Community leadership training is a need.

Ozzie Gilbertson and Susan Fritz presented AgLEC's undergraduate program. Lloyd Bell gave an overview of the ad program.

It is a balancing act – leadership ability and technical knowledge. How much technical knowledge is needed in the program?
Should the teaching program be expanded? There are mandates from the state legislature that the teaching program be designed so students can finish in four years. Typically, it takes 4½ to 5 years. There is a commitment to undergraduate education and advising in AgLEC. The graduation rate is 98% (over a six-year time period). That graduation rate should be marketed.

There is a concern about classes taught by graduate students.

Who determines the curriculum that is taught in local schools? It is determined locally.

Jim Randall discussed the Ag Journalism program and the proposed changes. Students should be trained for careers – not just their first job. Copies of the discussion document were distributed. There should be diversification of broadcast and print journalism. Students should be learning both in the program.

Dick Fleming presented information on the Outreach Task Force and distributed the Action Plan. He said that AgLEC's overall goal is to expand and strengthen our commitment to broad-based public service. Outreach involves a broad definition to include serving vocational agriculture as well as Cooperative Extension and those outside these two traditional areas. During recent years, Extension educators across Nebraska have become affiliates of AgLEC for two-way communication and training. There also is a listserv to facilitate communication between AgLEC and affiliates.

Russell outlined other priority issues facing the AgLEC Department as follows:

- University-wide Reallocation and Restructuring - AgLEC has recently been through a restructuring.
- Renaming the Department - Should the department name change? Information on the "AgLEC Department Name Issue" is attached to these minutes.
- Renovation of AgLEC Facilities in Ag Hall - proposal is in Dale Vanderholm's office.

Subgroups were formed to help the Advisory Council provide feedback and specific recommendations:

**Undergraduate and Graduate Issues** – Tom Duis, Dave Howe, Jody Isemhagen, Deanna Lienemann, John Malin, Bob Pedulla, Walt Patterson, Larry Pollart, Marshall Streit, Gene Wissenburg

**Distance Education and Outreach** – Ken Anderson, Mark Brase, Don Hutchens, John Malin, Steve Olmans, Walt Patterson, Sandy Stockall, Bud Stolzenburg, Dayle Williamson

Absent members will be assigned to one of these groups later.

Communication possibilities before the next meeting are via an 800-number for conference calls and/or by e-mail.

Adjourned 4:45 p.m.

Submitted by Betty James
May 1, 1998
Meeting Agenda for Advisory Council
Department of Agricultural Leadership, Education and Communication
Tuesday, April 28, 1998

11:30 a.m.  Lunch in the Columbus East Room, Clifford Hardin Nebraska Center for Continuing Education, AgLEC Advisory Council and Faculty Members

12:30 p.m.  Walking tour of AgLEC's facilities, 3rd floor, Ag Hall

1:00 p.m.  Norfolk Room, Clifford Hardin Nebraska Center for Continuing Education
Introductions
Adoption of Advisory Council Operating Procedures (draft attached)
Establishing Rotating Membership Terms – 1 year, 2 year, 3 year
Election of Officers

Advisory Council Member Perceptions of the AgLEC Department – "What do you hear, know, or suspect that may be constructive?"

Overview of AgLEC Programs and Priority Issues – Earl Russell
Undergraduate Programs – Susan Fritz and Ozzie Gilbertson
Agricultural Education – Lloyd Bell
Agricultural Journalism – Jim Randall
Graduate Education and Research – Kay Rockwell
Distance Education – Jim King
Outreach – Dick Fleming

3:00 p.m.  Break

3:15 p.m.  Other Priority Issues Facing the AgLEC Department
University-wide Reallocation and Restructuring
Renaming the Department
Renovation of AgLEC Facilities in Ag Hall

3:45 p.m.  Formulation of Advisory Council Recommendations to the AgLEC Department

4:30 p.m.  Adjourn
AgLEC Advisory Council
Spring 1998

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AgLEC Advisory Council  
Spring 1998  

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Priority Issues

Members of the Department of Agricultural Leadership, Education and Communication would appreciate input from the Advisory Council on priority issues in the various program areas listed below.

Undergraduate and Graduate Issues Group

Undergraduate Programs

- What skills should a student graduating from the "Training and Development" option in AgLEC possess?
- What should the position of our department be if the College of Journalism and Mass Communications does not endorse the proposed revision of the Ag Journalism major to the Natural Resources and Agricultural Communications major?
- What role, if any, should AgLEC play regarding a major or minor in Environmental Education and/or Environmental Communications. (The determination of need is first and foremost.)
- Input is needed from the agricultural education profession on how AgLEC can assure the continuing laboratory management instruction. What should be the extent of agricultural mechanics preparation of teaching candidates? How strongly or to what degree should AgLEC pursue dual endorsement in "industrial technology."

Graduate Education and Research

- What is your reaction to the Graduate Education and Research Action Plan?

Distance Education and Outreach Issues Group

Distance Education

- Do we need to offer the Master of Science degree in Leadership Education by distance throughout Nebraska and beyond?
- If so, where should this fit among department priorities and how should it be marketed?

Outreach

- What should be the department's external audiences, educational needs, linkages and delivery methods?
- How should the department secure/mobilize human and financial resources to market and conduct programs?

If feasible, please forward recommendations to AgLEC by July 1, 1998.
AgLEC Advisory Council Meeting
Agricultural Education
Program Overview

Undergraduate Teacher Preparation Program

Agricultural Science
- Animal Science
- Plant & Soil Science
- Agricultural Economics
- Mechanized Systems Management

General Studies
- Communication
- Math
- Natural Sciences
- Humanities & Social Sciences

Leadership/Education
- Introduction
- Leadership & Experience program Planning
- Methods
- Laboratory Management
- Program Planning
- Special Education

Significant Aspects
- Increasing undergraduate enrollment
- Increasingly prescribed nature for certification
- Increased field experiences
- Opportunity for biology endorsement
- Increased usage of teaching technology
- Emphasis on leadership education
- Entire semester (16 weeks) of student teaching
- Positive and close working relationship with Teachers College

Future Directions
- Preparing at least 15 certifiable candidates each year
- Developing an endorsement for industrial technology
- Adapt program to new NDE endorsement requirements
- Expand and modify laboratory management instruction
- Increasing partnerships for delivery
- Increasing integration with "core" subjects
- Distance education
- Preparing teachers as facilitators of knowledge and information

Teacher Service/Inservice Programming
- Biology endorsement program
- Renewed thrust toward summer inservice
- Beginning teacher graduate course
- Field oriented graduate instruction offering
- NN 21 Frameworks Project
- Agricultural literacy programming
May 11, 1998

TO: Advisory Council Members, Department of Agricultural Leadership, Education and Communication (AgLEC)

Dear Colleagues:

This note and enclosed materials are a follow up to the lively and highly constructive discussion at our initial meeting of the Advisory Council on April 28th. Attendance in person from 17 of 21 members (notable among them are the two all the way from Harrison and Scottsbluff!), is a very strong statement of commitment and interest in contributing to the future development of AgLEC!

Enclosed for your information are discussion notes from the meeting taken by Betty James of our staff. Also enclosed are materials and issues for subsequent small group deliberation and recommendations to us, based on your sense of the best way to proceed to get more detailed input from you. Dick Fleming of our faculty has prepared the enclosed materials and issues raised at the meeting on which we need your specific recommendations.

Those of you who were present at our April 28th meeting volunteered to serve in one of two groups to provide such feedback. Dick will be contacting the other four of you who were unable to be with us at our meeting to determine your preference for group assignment.

In an effort to expedite this activity, Susan Fritz of our faculty will facilitate the Undergraduate and Graduate Issues group and Jim King of our faculty will facilitate the Distance Education and Outreach Issues group. They will be contacting individuals in the respective groups to determine topics and discussion times via e-mail and/or telephone conference call. If feasible, we would like to have your written recommendations on the issues by July 1. We are pleased with your interest and think this method will provide an opportunity for continuing feedback between the spring and fall meetings of the Advisory Council.

Again, we are delighted with the energetic way you have begun and we feel very fortunate to have you as an advisory member! Questions may be directed to Dick Fleming or me at the above number.

Cordially,

Earl B. Russell
Professor and Head

pc: AgLEC Faculty
April 17, 1998

Mr. Gene Wissenburg  
Newman Grove High School  
101 S. 8th, Box 370  
Newman Grove, NE 68758

Dear Gene:

We are very much looking forward to our April 28th meeting of our newly reformulated Advisory Council for our Department of Agricultural Leadership, Education and Communication (AgLEC). We will start with a lunch gathering at 11:30 a.m. and conclude by 4:30 p.m.

Enclosed for your information and reference are:

- Proposed Meeting Agenda
- New AgLEC Department Vision and Mission Statement
- Draft AgLEC Advisory Council Operating Procedures
- AgLEC Comprehensive Review Self-Study Report
- AgLEC Comprehensive Review: Report of the Review Team
- AgLEC Response to the Comprehensive Review Team Report

Also enclosed is a response card for you to reserve lunch. Please return it by Wednesday, April 22 so we can report an accurate count. If you cannot be in Lincoln but want a distance hook-up for the meeting starting at 1:00 p.m. (CDT), please e-mail or call Dick Fleming of our faculty at agcm010@unlvm.unl.edu or 402/472-8742.

If you have questions about the enclosed materials or the meeting in general, feel free to e-mail me at erussell2@unl.edu or call me at 402/472-2807.

We deeply appreciate your willingness to provide us with your advice and counsel as we proceed in the exciting months and years ahead!

Cordially,

Earl B. Russell  
Professor and Head

pc: AgLEC Faculty and Staff
April 7, 1998

TO: AgLEC Faculty

Allen Blezek  Ozzie Gilbertson  Linda Moody
Jay Barbuto  Stan Haas  Kay Randall
Leverne Barrett  Sheila Kepler  Ed Vitzthum
Lloyd Bell  Jim King  Dan Wheeler
Arlen Etling  Anita Leininger  Myra Willhite
Dick Fleming  Kathleen Lodl
Susan Fritz  Joyce Lunde

FROM: Earl Russel

SUBJECT: Lunch Invitation with AgLEC’s New Advisory Council

You are invited to join members of AgLEC’s newly reformulated Advisory Council for lunch on Tuesday, April 28, 11:30 a.m. at the Clifford Hardin Center for Continuing Education. Please return the reservation form below to Betty James by Wednesday, April 22.

When lunch concludes around 12:30 p.m., the Advisory Council will be taken on a short walking tour of the AgLEC Department in Ag Hall. Then we will depart by van for the afternoon meeting in Suite 103 of the Executive Building, 521 S. 14th Street (directly west across the street from the State Capitol).

If you drive downtown for the meeting, the Cornhusker parking garage may be the most convenient location. It is about two blocks away. Feel free to participate in as much of the Advisory Council meeting that afternoon as your schedule permits. An agenda will follow soon.

We hope you will join us to get acquainted with our new Advisory Council members and to participate in discussions important to the future of the AgLEC department! A list of members is attached.

☐ I will attend lunch on Tuesday, April 28th.

☐ Sorry, I am not available for lunch on Tuesday, April 28th.

Name: __________________________________________

Return to Betty James, 300 Ag Hall 0709 by Wednesday, April 22.
Thank you!
March 31, 1998

Mr. Ken Anderson
Communications Manager
NC+ Hybrids
P.O. Box 4408
Lincoln, NE 68504

Dear Mr. Anderson:

We in the Department of Agricultural Leadership, Education and Communication (AgLEC) are delighted that you have agreed to serve on our Advisory Council! The purpose of this note is to let you know that we have scheduled the first meeting for Tuesday, April 28, 11:30 a.m. - 4:30 p.m. Details of where we will meet will be sent to you soon along with some background material on the AgLEC Department and a tentative agenda for the meeting.

We hope you will be able to join us for a face-to-face organizational meeting of the Advisory Council on April 28. If other commitments make it impractical for you to be here that day, Dick Fleming of our faculty can arrange appropriate distance hookups for you to participate from a location convenient to you. If you wish to arrange for such a hookup, please let Dick know at 402/472-8742 or send him an e-mail message at agcm010@unlvm.unl.edu so he can make necessary arrangements.

Please put this date on your calendar. If you have any questions in the meantime, feel free to give Dick or me a call at 402/472-2807.

Cordially,

Earl B. Russell
Professor and Head

pc: Dick Fleming
March 24, 1998

Mr. Tom Duis, Division Dean
Agriculture, Biotechnology, Environmental Lab, Family and Consumer Sciences
Southeast Community College – Beatrice Campus
RR #2 Box 35A
Beatrice NE 68310

Dear Mr. Duis:

Members of the Department of Agricultural Leadership, Education and Communication (AgLEC) would like to thank you for agreeing to serve as a member of our Advisory Committee. We feel this will be a mutually rewarding experience as together we build this unit to better serve Nebraskans in the next century.

Our department has a rich history. We successfully completed a department review this past year, with representatives from several universities, USDA, and UNL. We have responded to the review team recommendations and continue to implement them. Now we are establishing the Advisory Committee to help us chart the course of this unit in the next few years and beyond.

You are among a select group of individuals who represent varied constituents of our department. For example, we have included diverse AgLEC graduates, vocational agriculture teachers, extension educators and specialists, and those engaged in leadership and communication areas serving IANR clients. In addition, we also included leaders in education, business, government, and various walks of life.

We are planning one-day fall and spring Advisory Committee meetings each year, with the first meeting to be held this spring. Technologies such as telephone and television conferencing as well as the Internet will be used to facilitate participation and communication with members located throughout Nebraska. This should keep the time commitment reasonable while enhancing communication.

As is the case in most other IANR departments which have advisory councils, we will cover the cost of meals during our meetings. We are unable to cover the costs of travel and lodging.

If you have any questions about the Advisory Committee or the AgLEC department, please contact me at the address above or phone 402-472-2807. We are most pleased you will join us in charting the exciting years ahead!

Sincerely,

Earl B. Russell
Professor and Head

pc: Vice Chancellor Irv Omtvedt
AgLEC Faculty
February 23, 1998

Mr. Ken Anderson
NC+ Hybrids
P.O. Box 4408
Lincoln, NE 68504

Dear Mr. Anderson:

Members of the Department of Agricultural Leadership, Education and Communication (AgLEC) would like to invite you to serve as a member of our Advisory Committee. We feel this will be a mutually rewarding experience as together we build this unit to better serve Nebraskans in the next century.

Our department has a rich history. We successfully completed a department review this past year, with representatives from several universities, USDA, and UNL. We have responded to the review team recommendations and continue to implement them. Now we are establishing the Advisory Committee to help us chart the course of this unit in the next few years and beyond.

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As is the case in most other IANR departments which have advisory councils, we will cover the cost of meals during our meetings. We are unable to cover the costs of travel and lodging.

Please accept our invitation to serve on the Advisory Committee. Kindly complete the enclosed postal card and return it by March 9, 1998, so that we can make arrangements to convene our first meeting.

If you have any questions about the Advisory Committee or the AgLEC department, please contact me at the address above or phone 402-472-2807. We hope you will join us in charting the exciting years ahead!

Sincerely,

Earl B. Russell
Professor and Head

pc: Vice Chancellor Irv Omtvedt
AgLEC Faculty

ENCLOSURE: Postal Response Card
<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Role</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Ken Anderson</td>
<td>Communications Manager NC+ Hybrids</td>
<td>Lincoln, NE 68504</td>
</tr>
<tr>
<td>Dr. Delwyn Dearborn</td>
<td></td>
<td>Lincoln, NE 68506</td>
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<tr>
<td>Mr. Mark Gustafson</td>
<td></td>
<td>Mead, NE 68041</td>
</tr>
<tr>
<td>Dr. Jody Isenhagen</td>
<td>Superintendent</td>
<td>Crete, NE 68333-2292</td>
</tr>
<tr>
<td>Mr. Jon Malin, CEO</td>
<td>Blue Valley Co-op</td>
<td>Seward, NE 68434-9802</td>
</tr>
<tr>
<td>Mr. Larry Pollart</td>
<td>Agricultural Education Instructor</td>
<td>Harrison Public Schools, NE 69346-0123</td>
</tr>
<tr>
<td>Mr. Bud (Byron) Stolzenburg</td>
<td>Extension Educator</td>
<td>Cherry County, NE 68901-0048</td>
</tr>
<tr>
<td>Dr. Keith Togstad</td>
<td>Dean of Instruction</td>
<td>Northeast Community College</td>
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<tr>
<td>Mr. Gene Wissenburg</td>
<td>Agricultural Education Instructor</td>
<td>Newman Grove High School, NE 68758</td>
</tr>
<tr>
<td>Mr. Mark Brase</td>
<td>Vice President Ag Loans</td>
<td>Lincoln, NE 68508</td>
</tr>
<tr>
<td>Mr. Noel Erskine</td>
<td>Agricultural Education Instructor</td>
<td>DeWitt, NE 58341</td>
</tr>
<tr>
<td>Mr. Dave Howe, Editor</td>
<td></td>
<td>Lincoln, NE 68510</td>
</tr>
<tr>
<td>Mr. Ralph Knobel, President</td>
<td></td>
<td>Fairbury, NE 68352</td>
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<tr>
<td>Mr. Steve Otman, Manager</td>
<td>Papio-Missouri River NRD</td>
<td>Omaha, NE 68138</td>
</tr>
<tr>
<td>Mr. Robert Raun</td>
<td></td>
<td>Minden, NE 68959</td>
</tr>
<tr>
<td>Mr. Marshall Streit, Corporate Recruiter</td>
<td>IBP, Inc.</td>
<td>Omaha, NE 68731</td>
</tr>
<tr>
<td>Mr. Bob Weber</td>
<td></td>
<td>Dorchester, NE 68343-0152</td>
</tr>
<tr>
<td>Dr. Roberta Sward</td>
<td></td>
<td>Lincoln, NE 68510</td>
</tr>
<tr>
<td>Ms. Deanna Lienemann</td>
<td>Extension Assistant 4-H</td>
<td>Lancaster County Cooperative Extension</td>
</tr>
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<td>Mr. Walter Patterson</td>
<td>Nebraska Cooperative Council</td>
<td>Suite 314, Lincoln Benefit Life</td>
</tr>
<tr>
<td>Mr. Don Hutchens, Executive Director</td>
<td>Nebraska Corn Board</td>
<td>301 Centennial Mall South, Box 91507 Lincoln, NE 68509</td>
</tr>
<tr>
<td>Mr. Keith Glewen</td>
<td>Extension Educator</td>
<td>Ithaca, NE 68033</td>
</tr>
<tr>
<td>Mr. Mark Brase</td>
<td>Vice President Ag Loans</td>
<td>Lincoln, NE 68508</td>
</tr>
<tr>
<td>Mr. Dayle Williamson, Director</td>
<td>Natural Resources Commission</td>
<td>301 Centennial Mall South</td>
</tr>
<tr>
<td>Dr. Keith Togstad</td>
<td>Dean of Instruction</td>
<td>Nebraska Corn Board</td>
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<td>Nebraska Corn Board</td>
<td>301 Centennial Mall South, Box 91507 Lincoln, NE 68509</td>
</tr>
</tbody>
</table>
November 3, 1997

MEMORANDUM

TO: Irv Omtvedt, IANR Vice Chancellor

FROM: Earl Russeuq

SUBJECT: Proposed Membership of AgLEC Advisory Committee

During recent months, we have been developing a list of potential members of an AgLEC Advisory Committee. We would like to have you review the attached list and provide suggestions.

This list has been developed by AgLEC faculty and staff with several client groups in mind. We obviously wanted to include representatives of the clientele we serve such as AgLEC graduates, vocational agriculture teachers, extension educators and specialists, and those engaged in communications areas serving IANR clients. The agriculture teacher representatives proposed are the result of NVAA input we sought in August. In addition, we wanted to include leaders in education, business, government, and various walks of life. It is our hope that this list will provide at least 15 acceptances.

We think that this would be an ideal time to establish the new Advisory Committee since the departmental review has been completed and progress is underway to implement the recommendations. The departmental review report and our response would provide a nice overview for the Advisory Committee, as well as a basis for them to provide input for further development of this department.

During the years ahead, we want members of the Advisory Committee and AgLEC faculty to participate in an ongoing dialogue. Since the proposed membership includes individuals throughout Nebraska, we expect to have a blend of contacts and inputs through regular meetings, as well as teleconferences and the Internet.

Your comments and suggestions would be appreciated.
Dear [Advisory Committee members],

Members of the Department of Agricultural Leadership, Education and Communication (AgLEC) would like to invite you to serve as a member of our Advisory Committee. We feel this will be a mutually rewarding experience as together we build this unit to better serve Nebraskans in the next century.

Our department has a rich history. We successfully completed a department review this past year, with representatives from several universities, USDA, and UNL. We have responded to the review team recommendations and continue to implement them. Now we are establishing the Advisory Committee to help us chart the course of this unit in the next few years and beyond.

You are among a select group of individuals who represent varied constituents of our department. For example, we want to include diverse AgLEC graduates, vocational agriculture teachers, extension educators and specialists, and those engaged in leadership and communication areas serving IANR clients. In addition, we want to include leaders in education, business, government, and various walks of life.

We are planning one-day fall and spring Advisory Committee meetings each year. Technologies such as telephone and television conferencing as well as the Internet will be used to facilitate participation and communication with members located throughout Nebraska. This should keep the time commitment reasonable while enhancing communication.

As is the case in most other IANR departments which have advisory councils, we will cover the cost of meals during our meetings. We are unable to cover the costs of travel and lodging.

Please accept our invitation to serve on the Advisory Committee. Kindly complete the enclosed postal card and return by November 1, so that we can make arrangements to convene our first meeting.

If you have any questions about the Advisory Committee or the AgLEC department, please contact me at the address above or phone 402-472-2807. We hope you will join us in charting the exiting years ahead!

Sincerely,

Earl B. Russell
Professor and Head

pc: Vice Chancellor Irv Omtvedt

ENCLOSURE: Postal Response Card
☐ Yes, I agree to serve on the Advisory Committee for the UNL Department of Agricultural Leadership, Education and Communication

Check one: Preferred time of day to meet

☐ 9:00 a.m. – 2:00 p.m.
☐ 10:00 a.m. – 3:00 p.m.
☐ Noon lunch – 4:30 p.m.

Preferred day of week: ......................................................................................................................

☐ Sorry, I am unable to serve on the AgLEC Advisory Committee.

Name: ____________________________________________
(Please Print)

Please return card by _____________________________
Department of Agricultural Leadership, Education and Communication (AgLEC) Advisory Committee Proposed Members

<table>
<thead>
<tr>
<th>Proposed Member</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ken Anderson</td>
<td>Anderson, UNL graduate and former member of the staff of KRVN Radio of Lexington, is an alumnus of the LEAD program. Therefore, he would be a good representative for leadership, business and the mass media.</td>
</tr>
<tr>
<td>Ardycce Bohlke</td>
<td>Legislature. Chair of the education committee and other legislative duties in education and natural resources. Represents the 33rd district (Hastings area). Could be helpful in creating a Nebraska Governor’s Council on Ag Education.</td>
</tr>
<tr>
<td>Mark Brase</td>
<td>Former aid to Rep. Bill Barrett, has strong leadership skills, has had Ag. Ed. 102 and 202, familiar with department and agricultural industry, leadership program representative.</td>
</tr>
<tr>
<td>Delwyn Dearborn</td>
<td>Dearborn retired recently as state 4-H program leader for Cooperative Extension in the NU Institute of Agriculture and Natural Resources. Prior to assuming that post, he served as associate director of the NU West Central Research and Extension Center at North Platte. A former extension agent, livestock specialist and scientist, Dearborn is well acquainted with youth and adult educational programs and opportunities across Nebraska. He worked closely with AgLEC previously.</td>
</tr>
<tr>
<td>Noel Erskine</td>
<td>Erskine’s program is recognized nationally in experiential learning. He is a progressive teacher who studies and then adopts new ideas. He has served as chair of the CASNR Agricultural Education Contest. Erskine is one of the most technically competent agricultural education teachers in the state. He is a UNL graduate. His school is a teacher training site for AgLEC.</td>
</tr>
<tr>
<td>Keith Glewen</td>
<td>He is a good, objective thinker. He has background from Wisconsin, possibly former Ag Ed graduate. Good leader and extension program representative.</td>
</tr>
<tr>
<td>Proposed Member</td>
<td>Notes</td>
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<td>-----------------------------------------------------</td>
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<tr>
<td>Mark Gustafson</td>
<td>Mark is a progressive young farmer who is very active locally and nationally with the USDA and the land-grant association in seeking support from Congress. He was active in NN21 and is a member of Agriculture Builders of Nebraska.</td>
</tr>
<tr>
<td>RR2, Box 34</td>
<td></td>
</tr>
<tr>
<td>Mead, NE 68041</td>
<td></td>
</tr>
<tr>
<td>Phone: 402-624-5715</td>
<td></td>
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<tr>
<td>Dave Howe, Editor</td>
<td>Dave has extensive experience with those in agriculture and agribusiness throughout the state. He has been with the <em>Nebraska Farmer</em> a number of years and travel extensively across the state. He would be in a position to provide excellent input as well as feedback on Ag Journalism and Communications.</td>
</tr>
<tr>
<td>Nebraska Farmer</td>
<td></td>
</tr>
<tr>
<td>5625 “O” Street, #5</td>
<td></td>
</tr>
<tr>
<td>Lincoln, NE 68510</td>
<td></td>
</tr>
<tr>
<td>Phone: 402-899-9331</td>
<td></td>
</tr>
<tr>
<td>Don Hutchens</td>
<td>Don is a LEAD graduate and is a member of Ag Builders of Nebraska. He also is involved directly in production agriculture in central Nebraska. He served during the past year as chair of the Agriculture Committee of the Lincoln Chamber of Commerce, and has expressed interest in urban ag education programs. He has traveled extensively in Nebraska, the U.S. and abroad.</td>
</tr>
<tr>
<td>Executive Director</td>
<td></td>
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<tr>
<td>Nebraska Corn Board</td>
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<tr>
<td>State Office Building</td>
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<tr>
<td>301 Centennial Mall South</td>
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<tr>
<td>Box 91507</td>
<td></td>
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<tr>
<td>Lincoln, NE 68509</td>
<td></td>
</tr>
<tr>
<td>Phone: 402-471-2787</td>
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<tr>
<td>Jody Isenhagen</td>
<td>Secondary Education. She would bring a professional approach and remarkable vision. She’s a superintendent.</td>
</tr>
<tr>
<td>Superintendent</td>
<td></td>
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<tr>
<td>Crete Public Schools</td>
<td></td>
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<tr>
<td>Crete, NE 68333-2292</td>
<td></td>
</tr>
<tr>
<td>Phone: 402-471-3464</td>
<td></td>
</tr>
<tr>
<td>Ralph Knobel</td>
<td>Ralph is a farmer who has been very active politically and was a candidate for governor. He is a member of Agriculture Builders of Nebraska. He has been supportive of IANR and the University.</td>
</tr>
<tr>
<td>President, Knobel Farms, Inc.</td>
<td></td>
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<tr>
<td>RR #1, Box 116</td>
<td></td>
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<tr>
<td>Fairbury, NE 68352</td>
<td></td>
</tr>
<tr>
<td>Phone: 402-446-7394</td>
<td></td>
</tr>
<tr>
<td>Deanna K. Lienemann</td>
<td>A December 1996 UNL graduate with a B.S. degree major in agricultural education, Lienemann was recently named Extension Assistant–4-H in Lancaster County. A member of the dean’s list at UNL, she received a State FFA Degree, American FFA degree and the Nebraska State FFA Star Farmer in Production Agriculture Award. She also served as 4-H youth leader of the Blue Hill Better Herds, and student teacher at Fullerton High School.</td>
</tr>
<tr>
<td>Extension Assistant 4-H</td>
<td></td>
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<tr>
<td>Lancaster County</td>
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<tr>
<td>Cooperative Extension</td>
<td></td>
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<tr>
<td>444 Cherrycreek Rd.</td>
<td></td>
</tr>
<tr>
<td>Lincoln, NE 68528-1507</td>
<td></td>
</tr>
<tr>
<td>Phone: 402-441-7180</td>
<td></td>
</tr>
<tr>
<td>Jon Malin</td>
<td>Very positive individual who is enthusiastic about our leadership programs. He speaks to classes and also has had two AgLEC faculty do workshops for his staff. Extension program representative.</td>
</tr>
<tr>
<td>CEO</td>
<td></td>
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<tr>
<td>Blue Valley Co-Op</td>
<td></td>
</tr>
<tr>
<td>Route 2, Box 95</td>
<td></td>
</tr>
<tr>
<td>Seward, NE 68434-9802</td>
<td></td>
</tr>
<tr>
<td>Phone: 402-523-4225</td>
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<tr>
<td>Proposed Member</td>
<td>Notes</td>
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<tr>
<td>Steve Oltmans</td>
<td>Oltmans would give an urban perspective to the committee along with emphasis on the environment and soil/water. He is widely recognized in the Omaha metropolitan area as well as the state. He also is widely known regionally and nationally as a natural resources professional.</td>
</tr>
<tr>
<td>Manager</td>
<td></td>
</tr>
<tr>
<td>Papio-Missouri River NRD</td>
<td></td>
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<tr>
<td>8901 South 154th</td>
<td></td>
</tr>
<tr>
<td>Omaha, NE 68138</td>
<td></td>
</tr>
<tr>
<td>Phone: 402-444-6222</td>
<td></td>
</tr>
<tr>
<td>Walter Patterson</td>
<td>Walt graduated from UNL in agricultural journalism. After serving on the editorial staffs of agricultural magazines in the Midwest and on the Extension Editor’s staff at Michigan State University, he joined the Farm Credit Bank of Omaha in communications. He subsequently was involved in human services with responsibilities in staff development and staff recruitment. He worked for the Farm Credit Bank at Wichita before assuming his current post with the Nebraska Cooperative Council.</td>
</tr>
<tr>
<td>Nebraska Cooperative Council</td>
<td></td>
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<tr>
<td>Suite 314, Lincoln Benefit Life</td>
<td></td>
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<tr>
<td>134 S. 13th St.</td>
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<tr>
<td>Lincoln, NE 68508-1901</td>
<td></td>
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<tr>
<td>Phone: 402-475-6555</td>
<td></td>
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<tr>
<td>Larry Pollart</td>
<td>Larry is a highly professional teacher. He presents a positive image of ag education instructors. He is a graduate of Wyoming. He has taught ag education at Holdrege, as well as Harrison. He would be an excellent NVAA representative from western Nebraska.</td>
</tr>
<tr>
<td>Agricultural Education Instructor</td>
<td></td>
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<tr>
<td>Harrison Public Schools</td>
<td></td>
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<tr>
<td>240 West 3rd Street, Box 128</td>
<td></td>
</tr>
<tr>
<td>Harrison, NE 69346-0128</td>
<td></td>
</tr>
<tr>
<td>Phone: 308-668-2336</td>
<td></td>
</tr>
<tr>
<td>Robert Raun</td>
<td>Raun is a retired farmer, former member and chair of the Board of Regents, former director of the Nebraska Department of Agriculture and currently serves on the W.K. Kellogg Foundation Board of Directors. A UNL graduate, he would bring a practical, down-to-earth perspective.</td>
</tr>
<tr>
<td>Rural Route 2, Box 61</td>
<td></td>
</tr>
<tr>
<td>Minden, NE 68959</td>
<td></td>
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<tr>
<td>Phone: 402-756-0675</td>
<td></td>
</tr>
<tr>
<td>Professor Sandra Stockall</td>
<td>She is known throughout the state by Cooperative Extension staff and many citizens. One of her current projects is the Family Community Leadership program. More than 460 Nebraskans are certified graduates of the program and more than 57,000 Nebraskans have participated in Family Community Leadership programs. Has a unique perspective which would serve AgLEC well in further development of leadership education.</td>
</tr>
<tr>
<td>Extension Youth Specialist</td>
<td></td>
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<tr>
<td>University of Nebraska</td>
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<tr>
<td>West Central Research and</td>
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<tr>
<td>Extension Center</td>
<td></td>
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<tr>
<td>Route 4, Box 46A</td>
<td></td>
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<tr>
<td>North Platte, NE 69101-9495</td>
<td></td>
</tr>
<tr>
<td>Phone: 308-532-3611</td>
<td></td>
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<tr>
<td>Bud (Byron) Stolzenburg</td>
<td>Stolzenburg is one of the current AgLEC Affiliates, a group which should be represented on the Advisory Committee. He is a fine educator and has played a key role in developing two-home-study courses on beef production. Both courses are highly successful and have attracted enrollments from Nebraska and other states. Educators recognized the need for such courses. They implemented the idea successfully.</td>
</tr>
<tr>
<td>Extension Educator</td>
<td></td>
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<tr>
<td>Cherry County</td>
<td></td>
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<tr>
<td>Box 48</td>
<td></td>
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<tr>
<td>Valentine, NE 69201-0048</td>
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<tr>
<td>Phone: 402-467-2517</td>
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<tr>
<td>Proposed Member</td>
<td>Notes</td>
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<tr>
<td>Marshall Streit</td>
<td>Recruiter, graduate of AgLEC – T&amp;D option, nationally involved in interviewing college students, knows skills for entry level management positions throughout IBP, education-non-teaching program representative.</td>
</tr>
<tr>
<td>Roberta Sward</td>
<td>Roberta is retired from Cooperative Extension where she served as associate director and assistant director for home economics. Before joining the state staff, she served Cooperative Extension in Scottsbluff and Beatrice. She worked closely with the former Nebraska Council of Home Extension Clubs and could provide excellent input on working with Extension staff as well as needs of people.</td>
</tr>
<tr>
<td>Dr. Keith Togstad</td>
<td>Keith comes highly recommended from Bob Fritschen. Keith is extremely competent and personable and would make a fine addition to the advisory committee. Keith would represent teaching, instructional improvement, and multimedia in the classroom as well as distance education.</td>
</tr>
<tr>
<td>Bob Weber</td>
<td>Bob is a farmer/feeder and a member and past president of the Agricultural Builders of Nebraska. He has an extensive farming operation. His wife, Judy, is an Extension Educator in Fillmore County at Geneva. Bob is a progressive farm operator who is very active locally and at the state level.</td>
</tr>
<tr>
<td>Dayle Williamson</td>
<td>Since 1970 Dayle has served several Nebraska governors in various positions relating to Nebraska's natural resources. He has been an active state leaders over the years and recently completed a term as president of the Nebraska Agribusiness Club among other positions.</td>
</tr>
<tr>
<td>Gene Wissenburg</td>
<td>Gene has been teaching ag education for 29 years. He has served as President of the NVAA, and is highly respected by his peers. He is currently President of the NVAF. He offers a balanced ag education program. A good professional teacher!</td>
</tr>
</tbody>
</table>
Department of Agricultural Leadership, Education and Communication
Advisory Council
Minutes from Meeting on Tuesday, October 27, 1998

Council Members Present: Mark Brase, Tom Duis, Dave Howe, Ralph Knobel, John Malin, Walt Patterson, Ralph Puls (for Steve Oltmans), Bud Stolzenburg, Marshall Streit, Dayle Williamson, Gene Wissenburg

AgLEC Members Present: Dick Fleming, Ozzie Gilbertson, Betty James, Jim King, Joyce Lunde, David McBreen, Jerry Parsons, Earl Russell

The second meeting of the Advisory Council was held at the new University of Nebraska Technology Park at 4701 Innovation Drive in Lincoln. Russell called the group to order and asked everyone to introduce themselves. A request was made for a current list of AgLEC faculty and staff to be provided to the Advisory Council members. Copies of the current AgLEC telephone list were made and distributed.

Motion was made and seconded to approve the Meeting Notes of April 28, 1998. Motion passed.

Russell announced that the two subgroups of the Advisory Council to address Undergraduate and Graduate Issues & Distance Education and Outreach Issues have held telephone conference calls to discuss issues since the April meeting. Reports were received by Russell from discussion leaders, Professors Susan Fritz and Jim King. Russell announced that Don Edwards, Dean of the College of Agricultural Sciences and Natural Resources (CASNR) at UNL, will not be able to attend today’s meeting as scheduled.

The Advisory Council Operating Procedures document was discussed and revisions made by consensus. A motion was made and seconded to adopt the Advisory Council Operating Procedures with agreed upon revisions. Motion passed.

Following the newly adopted procedures, names were drawn and numbers were assigned in a random manner for the rotation of membership terms. Results are as follows:

<table>
<thead>
<tr>
<th>One-year Term Expiring 12-31-99</th>
<th>Two-year Term Expiring 12-31-00</th>
<th>Three-year Term Expiring 12-31-01</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ardyce Bohlke</td>
<td>Ken Anderson</td>
<td>Noel Erskine</td>
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<tr>
<td>Mark Brase</td>
<td>Don Hutchens</td>
<td>Walt Patterson</td>
</tr>
<tr>
<td>Tom Duis</td>
<td>Ralph Knobel</td>
<td>Bob Pedulla</td>
</tr>
<tr>
<td>Dave Howe</td>
<td>Deanna Karmazin</td>
<td>Sandra Stockall</td>
</tr>
<tr>
<td>Jody Isernhagen</td>
<td>John Malin</td>
<td>Bob Weber</td>
</tr>
<tr>
<td>Steve Oltmans</td>
<td>Bud Stolzenburg</td>
<td>Gene Wissenburg</td>
</tr>
<tr>
<td>Dayle Williamson</td>
<td>Marshall Streit</td>
<td></td>
</tr>
</tbody>
</table>

For clarification, this first year on the Advisory Council does not count toward term length, per adopted procedures.

Election of Officers

Malin was nominated as Chair. Motion was made and seconded to elect Malin as chair. Motion passed unanimously. Patterson was nominated as Vice-Chair. Motion was made and seconded to close nominations and elect Patterson. Motion passed unanimously. Malin began his duties as Chair and led the discussion.
Parsons presented the Undergraduate Curriculum Action Plan draft. At the last AgLEC Undergraduate Curriculum meeting on October 16, 1998, the committee voted to drop Ag Journalism as a major in the Department of Agricultural Leadership, Education and Communication and move it to the College of Journalism and Mass Communications. It is the consensus of the Undergraduate Curriculum Committee that the department does not have the resources to move forward with the proposed Journalism major in AgLEC. The Ag Journalism major proposal presented by Jim Randall was rejected by the Undergraduate Curriculum Committee. The Committee recommended that AgLEC develop a third option to the Leadership Education major to be titled Environmental Communications.

Howe’s concern is that the concept of Ag Journalism will be lost if it is turned over the College of Journalism and Mass Communications. Williamson expressed that concern also and said it would be good to establish a good working relationship with the College of Journalism and Mass Communications. Russell explained that the Deans support the modification of Ag Journalism but faculty in the College of Journalism and Mass Communications are mixed in their support of it. Deans don’t decide the curriculum, it takes faculty action. Gilbertson reported that faculty in AgLEC hear from students studying Ag Journalism that they are looked down upon in the College of Journalism and Mass Communications and are graded accordingly. Advisory Council members expressed concern that if students don’t have a degree that says “Journalism” that they will not be able to get that first job. The resume will be rejected in the screening processes. Advisory Council members don’t understand what Ag Journalism should be dropped by AgLEC and then an option created for it. Gilbertson said “Politics.” Fleming commented that there has been strong pressure from accreditation entities on academic program requirements in the College of Journalism and Mass Communications. Journalism majors have a rigorous class load. The college has experienced tremendous enrollment growth over the past two decades and currently restricts enrollments in classes to its majors with few exceptions.

After lunch, King presented the Graduate Education and Research Action Plan draft and described anticipated result(s)/impact(s):

a. Graduate programs in the department will be revised to better serve the needs of more diverse audiences.
b. Departmental support for graduate students will be strengthened.
c. Distance education will be part of the graduate program delivery system as well as providing options for graduate research.
d. Courses needing revision will be revised and new courses will be developed to complement new option areas.
e. The new Ph.D. area of emphasis or specialization in Leadership Studies is expected to be in place.
f. Research on distance education and leadership will be initiated or strengthened.

Two University of Nebraska Agricultural Research Division papers have been printed from the distance education research done by Jolene Schauer, Kay Rockwell, Susan Fritz, and David Marx. Copies were distributed. The first AgLEC Research Seminar will be presented on November 6 by Jay Barbuto.

Lunde expressed two concerns — Who are our clients out there? The students enrolling in ALEC 805 have changed over the years. Students and clients are changing in the graduate area. Also, there are marketing issues. Exciting things are happening in improving teaching and learning. Professional conferences can help faculty keep up-to-date. Russell commented that redirection for faculty frequently occurs to meet the changing needs. A professional development leave program is also available for faculty. King responded that technology and active learning are new things. Changes are happening fast. There is a reduced attention span of students and a reduced interest in reading by students. Still, there are many demands on us to read numerous items. AgLEC has a good undergraduate group to help the graduate area keep in touch with all the changes.
The Distance Education and Outreach subgroup suggested that some current graduate courses could be "modularized." That is, relevant sections (to a specific audience) of our Leadership courses might be presented as workshops (outreach), or as teasers (for on campus courses), or as part of distance education programs (which might be in-service training efforts, or which could lead to full courses or which might be just modules of content). While no specific courses were suggested, much of the leadership curriculum could be included, with more depth as fitting a graduate or professional offering.

AgLEC could also present some one-week, intensive courses (for credit) either in Lincoln, or outside. This would be face-to-face offerings.

A motion was made and seconded that the Advisory Council support the Graduate Education and Research Action Plan as on course and the actions should be continued. Motion passed.

Then, the discussion returned to the Undergraduate Curriculum Action Plan draft. A motion was made and seconded that the Advisory Council endorse the AgLEC Undergraduate Curriculum Committee's proposal for the AgLEC Department to drop Ag Journalism as a major and for the department to pursue a third option in the communications area under the Leadership Education major. Motion passed.

Fleming presented the Action Plan draft for Strengthening and Expanding Outreach. He said one objective has been met because the Advisory Council has been formed and has met twice. All faculty have the responsibility to do outreach. Before 1995 AgLEC did not have objectives for outreach activities. Fleming discussed the objectives in the Outreach Action Plan and asked for questions or comments. Williamson said county government employees need leadership training. Some counties are wasting money (taxpayers' money) on consultants because they don't know what they want. Privatization doesn't always save money. Malin asked about the long term survivability of Cooperative Extension. Stolzenburg thinks it will take a different form. Distance advising could be a component of it. 4-H and youth development will be around for a long time. As tax dollars become less available, cuts will be made. Wissenburg talked about Ag Education classes and wondered how long those programs will be there. Leadership is very important to the Ag Education programs in the high schools. Patterson said training and development people are potential clientele, but companies cut back quickly on those programs when budgets are tight. Russell called attention to the Nebraska Network 21 activities on Reinventing Natural Resources and Agricultural Education for its legislative and long-term outreach potential.

A motion was made and seconded for the Advisory Council to support the Outreach Action Plan. Motion passed.

AgLEC Department Name Issue

Russell told the group that Dean Don Edwards wanted to speak to the Advisory Council on the issue. He recently told AgLEC faculty it may be time for the College of Agriculture Sciences and Natural Resources (CASNR) to change its name. It raises concerns with increasingly diverse clients and it is possible that "agriculture" should be taken out of the college name. Williamson reported the consensus of the recent conference call held by the Distance Education and Outreach subgroup that a name change for AgLEC would be good to keep up with the changing times. How does AgLEC pull in those who do want an emphasis in agriculture if the department name changes to "Leadership Education" or something else? One way would be to recruit to the options (i.e., Agricultural Education, Training and Development, Environmental Communications) more than the major.

Malin commented that our jobs are to lead and make changes in the community. It was done with agriculture in the past but probably will not be done that way in the future. Duis asked if the name changes to not include agriculture, will there be curriculum changes? If a student doesn't want to take agriculture courses and gets
into Leadership Education and has to take Ag courses, students will be upset. Russell said there are already many curriculum changes. Other areas such as leadership and distance education have already been built up and Ag has been minimized or is nonexistent in most AgLEC courses. Other comments and questions—Potential new students may want leadership and may not want the examples to be in agriculture. Is the name change to entice students into the program? The name “agriculture” can be an advantage or disadvantage at times. What will make it different from business administration? Russell said they have relatively few leadership courses. They have management courses. Gilbertson mentioned AgLEC’s Minor in Leadership and Communication. Brochures were distributed about it.

After the discussion, Malin asked the group to give individual responses about a name change for the AgLEC Department. They are listed below:

<table>
<thead>
<tr>
<th>Advisory Council Members</th>
<th>AgLEC Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Howe – Would like to see agriculture remain in the department’s name. I think you should visit with students and clients about this issue.</td>
<td>Gilbertson – Ag &amp; Leadership Education</td>
</tr>
<tr>
<td>Patterson – Ag Leadership, Development and Education. Train students so they don’t have to take ag classes.</td>
<td>Fleming – Leadership Studies</td>
</tr>
<tr>
<td>Stolzenburg – I think you should take pride in having one of the longest names. The name should support your vision and mission statements which are excellent.</td>
<td>James – I think we should have a short name for the department. My son is taking classes at UNL right now. He is interested in leadership skills but not agriculture.</td>
</tr>
<tr>
<td>Wissenburg – Leadership &amp; Ag Education</td>
<td>Russel – Leadership Studies. The word Education in the name could cause problems in Teachers College.</td>
</tr>
<tr>
<td>Duis – I am biased and think ag should be in the name. I also see the need to be forward looking.</td>
<td></td>
</tr>
<tr>
<td>Pula – Make sure students have good advisors so they will know what kind of courses they are taking.</td>
<td></td>
</tr>
<tr>
<td>Williamson – Leadership Studies.</td>
<td></td>
</tr>
<tr>
<td>Malin – Leadership Studies. Emphasis should be highlighted.</td>
<td></td>
</tr>
</tbody>
</table>

Russell thanked the group for the good discussion. He explained that a departmental name change is a long process. If it happens, it begins with a faculty vote and has to eventually go to the Board of Regents.

Russell described the planned renovation of the AgLEC offices. The first phase should begin this fall with the reception area and central corridor.

In a response to a question, Council members said the teleconference calls for subgroups between Advisory Council meetings worked well.

Malin announced that the next meeting is scheduled for Tuesday, April 27, 1999, 10:00 a.m.-3:00 p.m., place to be determined.

Adjourned 2:50 p.m.

Submitted by Betty James
October 30, 1998
Meeting Agenda for Advisory Council
Department of Agricultural Leadership, Education and Communication
Tuesday, October 27, 1998

University of Nebraska Technology Park
4701 Innovation Drive
Lincoln, Nebraska

10:00 a.m. Call to Order
Introductions
Approval of Meeting Notes of April 28, 1998 (copy attached)
Overview of the Day

10:15 a.m. Adoption of Advisory Council Operating Procedures (draft attached)
Establishing Rotating Membership Terms – 1 year, 2 year, 3 year
Election of Officers

10:45 a.m. Member Input on AgLEC’s Action Plans for 1998-2003
  – Undergraduate Curriculum (copy attached)
  – Graduate Education and Research (copy attached)

Noon Lunch

12:30 p.m. Comments from Dean Don Edwards, College of
Agricultural Sciences and Natural Resources
  – Status of the College
  – Future Directions and Issues
  – Discussion

1:15 p.m. Member Input on AgLEC’s Action Plans for 1998-2003 (cont.)
  – Strengthening and Expanding Outreach (copy attached)

2:00 p.m. AgLEC Department Name Issue (see attached material)

2:30 p.m. Specific Recommendations from Members

3:00 p.m. Adjourn

Note: Proposed Next Meeting – Tuesday, April 27, 1999,
10:00 a.m. to 3:00 p.m.
Fall 1998
AgLEC Advisory Council

Mr. John Malin, Chair
President, Blue Valley Co-Op
Route 2, Box 95
Seward, NE 68434-9802

Mr. Walt Patterson, Vice-Chair
Nebraska Cooperative Council
Suite 314, Lincoln Benefit Life
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Mr. Ken Anderson
NC+ Hybrids
P. O. Box 4408
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Senator Andryce Bohlke
State Capitol – District #33
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October 28, 1998
Fall 1998
AgLEC Advisory Council

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Mr. Gene Wissenburg
Newman Grove High School
101 S. 8th, Box 370
Newman Grove, NE 68758
Advisory Council Operating Procedures
Department of Agricultural Leadership, Education and Communication
University of Nebraska - Lincoln
Adopted October 27, 1998

The name of this group shall be the University of Nebraska Department of Agricultural Leadership, Education and Communication (AgLEC) Advisory Council, hereafter referred to as the Council.

The purpose of the Council will be to assist AgLEC faculty in achieving continuous improvement in all aspects of the Department. The Council will advise the faculty on matters pertaining to programs and curricula. The Council will limit its activities to advising, assisting and advocating on matters that directly concern improving the quality of educational programs offered by AgLEC.

The Council shall consist of a minimum of 15 representatives of the major program areas of the Department. Charter members of the Council shall serve at least a two-year term. At the end of year two, one-third of the Council members will rotate off the Council each year. A three-year term of membership will be established for these members after year four of the Council. Council members will be recommended by the Council in consultation with AgLEC faculty.

The term of membership shall be on a calendar year basis.

The Executive Committee will confer with members who fail to participate in two consecutive meetings to see if they wish to continue.

At least one AgLEC faculty member shall attend each meeting of the Council. AgLEC faculty members shall not be considered Council members.

The Council shall meet at least two times per calendar year -- once in the spring semester and once in the fall semester. Special meetings of the Council may be called by the Executive Committee.

Written notice of each meeting shall be mailed to each Council member at least three weeks in advance of the meeting. This notice shall include a tentative agenda developed by the Executive Committee, with input from Council members and AgLEC faculty.

The officers of the Council shall include a Chair and Vice-chair. These officers along with the AgLEC Department Head shall constitute the Executive Committee. These officers shall be elected at the fall meeting of the Council and shall serve a one-year term, and may be re-elected within the membership cycle. Officers shall be elected by a majority vote of the members of the Council present.
The chair shall preside at all meetings of the Council and serve as chair of the Executive Committee.

The Vice-chair shall preside over meetings when the chair is absent and carry out other responsibilities of the chair in his/her absence.

A member of the AgLEC staff shall serve as the recording secretary. The recording secretary shall keep a written record of all meetings, including attendance, file minutes of each meeting in a three-ring binder, send minutes of each meeting to Council members within four weeks after each meeting, and shall be a non-voting ex officio member.
AgLEC Department Name Issue

The Department of Agricultural Leadership, Education and Communication (AgLEC) name was a compromise reached in the 1992 merger of the former Departments of Agricultural Communications and Agricultural Education. As our Comprehensive Review materials sent previously to Advisory Council members show, leadership as an area of focus in the current AgLEC department has emerged very strongly. In fact, the Review Team recommended that this area become the major focus of the department, with strong emphases to be maintained in Agricultural and Natural Resources Teacher Education, Training and Development, Distance Education, etc.

AgLEC faculty have already voted to change the name of our undergraduate major to Leadership Education, with highly visible options in Ag Education and Training and Development. Faculty have also gained final campus approval to rename our masters program Leadership Education, and a proposal is under development to create a new Ph.D. Specialization in Leadership Studies in collaboration with five other departments in four other colleges on the UNL campus. Also, discussions are quite far along to rename the Ag Journalism major to Natural Resources and Agricultural Communications, to prepare leaders for the broad career fields encompassing communications for increasingly diverse IANR clients.

Word was received from the Dean of Graduate Studies on May 8 that the proposed masters specialization in Distance Education has been approved at the campus level, clearing the way for us to help prepare leaders of distance education programs within our Leadership Education graduate program! You will recall that this proposal was pending when Kay Rockwell reported on graduate education in AgLEC on April 28.

Most if not all AgLEC faculty members and several IANR and campus administrators feel that the time has come to shorten and focus the department's name. Names which have been discussed most frequently in recent months are "Leadership Education," "Leadership Studies," or just "Leadership." This issue has surfaced recently in discussions about campus wide reallocation and restructuring. Some feel it would be more logical for units outside of AgLEC with a leadership mission to be merged with AgLEC if "agriculture" were not a part of the department's name. Student, faculty, and administrators from various parts of the campus often question why "agriculture" is still used in our department's name. Whatever we choose is likely to cause some controversy among some of our clients and among units on campus which often respond from a turf protection stance. However, we need to make a studied decision and move ahead with a proposal and discussion.

Please review our vision and mission statements (another copy is attached for your convenience) and our list of clients. Please consider what an appropriate name for our rapidly changing department should be. Should it be one of the options above which have surfaced already, or some other name? We would really appreciate your recommendation on this issue at our October 27 meeting.

Respectfully submitted by Earl Russell
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Broadcasting  Journalism  Psychology
Classics  Management  Real Estate
Economics  Marketing  Sociology
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University of Nebraska Lincoln
Division of Continuing Studies Department of Distance Education

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8/28/98
November 30, 1998

Dear AgLEC Advisory Council Members:

Enclosed for your information is a draft copy of minutes of our October 27, 1998, meeting of the Advisory Council. Please review this draft while the meeting is fresh on your minds and note areas where we need to make corrections or additions at our April 27, 1999, meeting.

Also, enclosed is an updated list of members and our adopted “Advisory Council Operating Procedures.” All of our AgLEC faculty and staff present at the meeting were extraordinarily impressed with the careful reading and attention you gave to the draft copy of the procedures, and with the careful refinements you made in them to help assure clarity in the future.

Finally, enclosed are copies of AgLEC’s 1998-2003 Action Plans which were adopted by our faculty on November 13, 1998. We very much appreciate your input on the prior drafts of these documents and your strong support that we proceed with these significant plans and priorities for the future.

I wish to also take this means to congratulate John Malin on his election as Chair of our Advisory Council, and Walt Patterson on his election as Vice Chair. We have a very strong leadership team as we proceed! Feel free to be in touch with John, Walt, Dick Fleming, or me with any ideas, suggestions, or concerns which we need to take into account and be prepared to address at our April 27, 1999, meeting.

We feel extraordinarily fortunate to have each of you as a member of our Advisory Council. We will be able to accomplish much in the months and years ahead!

Cordially,

Earl B. Russell
Professor and Head

Enclosures

cc: AgLEC Faculty and Staff
Ken Bolen
Don Edwards
Edna McBreen
Alan Moeller
Darrell Nelson
Irv Omtvedt
Glen Vollmar
November 3, 1998

John C. Malin, Chair  
AgLEC Advisory Council  
Blue Valley Co-Op  
Route 2, Box 95  
Seward, NE 68434-9613

Dear John:

Congratulations on your election as Chair of the Advisory Council for  
Department of Agricultural Leadership, Education and Communication  
(AgLEC)! We appreciate the fine way in which you led our meeting following  
your election last week.

Our faculty are impressed with your deep desire to understand our Department  
and help guide us as we undergo a number of transitions to better serve our  
growing client population. We felt our discussions were helpful to us and  
especially timely as we deal with a number of issues of long-term significance  
our clients and our Department.

You and Walt Patterson will make a great leadership team for our Advisory  
Council. We very much look forward to working with you and Walt in the  
months and years ahead!

Sincerely,

Earl B. Russell  
Professor and Head

cc: Walt Patterson  
AgLEC Faculty
October 21, 1998

TO: AgLEC Faculty
   Allen Blezek  Stan Haas  Jim Randall
   Jay Barbuto  Sheila Kepler  Kay Rockwell
   Lloyd Bell  Jim King  Ed Vitzthum
   Arlen Etling  Kathleen Lodl  Dan Wheeler
   Dick Fleming  Joyce Lunde  Myra Wilhite
   Susan Fritz  David McBreen
   Ozzie Gilbertson  Linda Moody

FROM: Earl Russell

SUBJECT: AgLEC’s Next Advisory Council Meeting on October 27

You are invited and urged to participate in our next AgLEC Advisory Council meeting including lunch with the members on Tuesday, October 27, 10:00 a.m. - 3:00 p.m. An agenda, map to the meeting site at UNL’s new Technology Development Center, and discussion documents are enclosed. Please return the reservation form below to Betty James by 9:00 a.m. on Monday, October 26.

We hope you will join us to hear our Advisory Council members and to participate in discussions important to the future of the AgLEC department! An updated list of members is also enclosed.

☐ I will attend lunch on Tuesday, October 27th.

☐ Sorry, I am not available on Tuesday, October 27th.

Name: ___________________________________________

Return to Betty James, 300 Ag Hall 0709 by 9:00 a.m.
Monday, October 26
Thank you!
October 20, 1998

FOR IMMEDIATE ATTENTION

Senator Ardyce Bohlke
State Capitol -- District #33
PO Box 94604
Lincoln, NE 68509-4604

Dear Senator Bohlke:

Enclosed are the agenda and supporting materials for your review in advance of our 10:00 a.m. Tuesday, October 27, 1998, meeting of our AgLEC Advisory Council. Again, if you can’t be here physically but can participate by telephone hook-up, please call Dick Fleming at 402-472-8742 to arrange it.

We will meet at the new University of Nebraska Technology Park located at 4701 Innovation Drive, Lincoln. A map is enclosed.

See (or hear) you on Tuesday! Please return the enclosed Response Card immediately or call Betty James at 402-472-8738 to confirm your attendance. We need a rapid response for a meal count!

We are very much looking forward to your advice on a wide range of issues.

Cordially,

Earl B. Russell
Professor and Head

pc: Dick Fleming
September 30, 1998

Mr. Ken Anderson  
Communications Manager  
NC+ Hybrids  
P.O. Box 4408  
Lincoln, NE 68504

Dear Ken:

We have scheduled the second meeting of the Advisory Council for the Department of Agricultural Leadership, Education and Communication for Tuesday, October 27, 10:00 a.m. - 3:00 p.m. We will be meeting at the University of Nebraska Technology Park located at 4701 Innovation Drive, Lincoln. A map is enclosed for your convenience. An agenda for the meeting will be sent soon.

We hope you will be able to join us for this important meeting of the Advisory Council on October 27. If other commitments make it impractical for you to be here that day, Dick Fleming of our faculty can arrange appropriate distance hookups for you to participate from a location convenient to you. If you wish to arrange for such a hookup, please let Dick know at 402/472-8742 or send him an e-mail message at agcm010@unlvm.unl.edu so he can make necessary arrangements.

Please put this date on your calendar. If you have any questions in the meantime, feel free to give Dick or me a call at 402/472-2807.

Cordially,

Earl B. Russell  
Professor and Head

Enclosure – map  
pc: Dick Fleming