4-27-1999

April 1999 - Advisory Council Minutes

Follow this and additional works at: http://digitalcommons.unl.edu/agleccomm

Part of the Other Public Affairs, Public Policy and Public Administration Commons

http://digitalcommons.unl.edu/agleccomm/107

This Article is brought to you for free and open access by the Agricultural Leadership, Education & Communication Department at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in ALEC Committee Minutes by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.
Department of Agricultural Leadership, Education and Communication

Advisory Council

Minutes from Meeting on Tuesday, April 27, 1999

Council Members Present: Ken Anderson, Tom Duis, Deanna Karmazin, Ralph Knobel, John Malin, Steve Oltmans, Walt Patterson, Kris Spath, Sandy Stockall, Dayle Williamson, Gene Wissenburg

AgLEC Members Present: Jay Barbuto, Lloyd Bell, Dick Fleming, Susan Fritz, Ozzie Gilbertson, Betty James, Jim King, Joyce Lunde, Jerry Parsons, Jim Randall, Earl Russell

Guest: Vice Chancellor Irv Omtvedt, Institute of Agriculture and Natural Resources

The spring meeting of the Advisory Council was held at the East Campus Union. Chairman Malin called the group to order at 10:00 a.m. Introductions were made.

Motion was made and seconded to approve the minutes of October 27, 1998. Motion passed.

Discussion Items

The AgLEC Outreach Task Force arranged for a 1-hour session via closed circuit ETV and NEB*SAT on Tuesday, March 30. On that program, Susan Fritz shared information and addressed questions about the undergraduate curriculum and recruitment; Jay Barbuto shared information on the masters program and leadership options; Kay Rockwell shared information on Ph.D. programs, and Earl Russell gave an overall update on department initiatives. The videotape of this program for clients is available for those who would like to see it. Fleming will show it immediately after the meeting or a copy will be sent to those interested. Other departments on campus are very interested in this idea as a way to reach their affiliates.

Russell distributed copies of AgLEC’s role and mission within IANR. An introductory paragraph has been added to clarify it. Malin commented that AgLEC had the foresight to see the need for leadership in agriculture and began offering courses, workshops, and now degree programs to fill that need. The concern is that some members of IANR Administration are questioning AgLEC’s vision and mission and asking if AgLEC activities fit with agriculture and natural resources. Russell distributed the Proclamation issued by Ken Bolen, Dean of Cooperative Extension, on November 18, 1998. The need for leadership education is the central part of this Proclamation.

The anticipated impact of the NU budget reduction/reallocation in AgLEC and other entities was discussed. A proposal is due May 10th from AgLEC to the IANR Administrative Council on how to cut $31,971 or 3.5% of AgLEC’s budget. Budget decisions will take effect on July 1, 1999.

Taxpayers do not understand why this budget situation is happening during a period of unprecedented economic growth. Ken Bolen outlined several issues in the February 26, 1999 issue of Keeping Up. Some of the issues are as follows: Enrollment is down on the four campuses of the University of Nebraska so there is a tuition shortfall. There is a marketing issue for education in Nebraska. There are too many educational institutions for the population base. Recruitment is not there for UNL (and AgLEC).

Malin commented that it seems like East Campus would be a nice, small campus and a good place to attend college. We shouldn’t allow budget cuts to reduce recruiting efforts. The leadership area is a very good area for AgLEC because leadership training is important. We have the product – but are we selling it? Malin commented that an important issue for AgLEC is to emphasize to students in other majors that they could combine leadership studies with their area of emphasis.
Bell talked about the area of training teachers in ag education. The goal is to have 15 per year. That is what is needed to meet the need of the market. Generally, recruiting activities are not recognized by administration as productive activities for faculty to be engaged in. Research, for example, is recognized as a valid activity for faculty.

Stockall said that recently money has been allocated for recruitment efforts by Cooperative Extension. In an analysis of high schools that send the greatest number of students to the College of Agricultural Sciences and Natural Resources (CASNR), the leading schools come from the urban areas – Lincoln and Omaha. For our fall meeting – What are the percentages from high schools for recruiting efforts? What is the potential for recruitment from all high schools in Nebraska?

IANR Vice Chancellor Irv Omtvedt arrived about 11:00 a.m. to talk with the group about the University system, UNL, and IANR structures. In answer to the question “What opportunities do we have for recruitment,” Omtvedt said the climate has changed and recruitment has been set as a priority by the Board of Regents.

Enrollment of 25,000 is a good number for UNL. Current enrollment is about 22,000. CASNR enrollment has not decreased as much as other colleges. Success of students who transfer into UNL is very good. Retention is high. A new Director of Admissions will be selected soon, and things should begin to happen on recruitment. UNL has dropped the ball on recruitment in the past. When President Smith was hired, a commitment was made to structure the University of Nebraska with four campuses and a strong central administration. For the last four years, the legislature has given the budget to President Smith. He then decides how much goes to each campus. Each campus receives its own budget. There is a separate line item for IANR in UNL’s budget.

Both President Smith and Chancellor Moeser would like to see Extension offices be the front door to the University of Nebraska. Duties are changing for Extension Educators. Twenty-five Listening Sessions have been completed across the State. The IANR Strategic Plan is in the process of being updated. We have four off-campus learning centers and five strategically located Research and Extension Centers. In IANR we are trying to keep our administrative costs low. We are heavy in administrative units and it takes a certain amount of overhead. Administrative System Project (ASP) will begin implementation on July 1, 1999. This is a new software system for the University’s financial management, budgeting, human resources and payroll. The benefits of the new system include: University of Nebraska will operate as one business system, faster access to new information and better information, eliminating “shadow systems,” solving the Year 2000 problems. This will change the way we do business, and we will be working toward a paperless way of doing business.

The Beadle Center has enhanced the links between City Campus and East Campus. The School of Natural Resource Sciences is the next scheduled building to be built on East Campus. The Livestock Judging Pavilion will be torn down and work will begin in 2001.

Malin asked Omtvedt a question about recruiting from within AgLEC. We have a marketing problem and need leaders in many different areas. Omtvedt responded that the door is wide open. He cautioned the group – don’t sell one program at the expense of another program. We want IANR to be internationally recognized but not at the expense of other programs. We are only as strong as our weakest link. Omtvedt is hoping that the new Director of Admissions will have some innovative ideas on recruitment. In a recent survey of Nebraska farmers and ranchers, 70 percent did not know what IANR was.
After lunch, introductions were made by the additional faculty from AgLEC who joined the group.

Fritz reported on the status of the name of the Agricultural Education major and proposed new undergraduate major in Leadership Development. At the faculty meeting on November 15, 1998, a committee was appointed to determine if our Department major should be named Leadership Education or something else. Fritz was named chair of the committee. The committee was composed of the chairs of the AgLEC program areas (Barbuto, Bell, Randall), students, Advisory Council representatives, and others. Fritz was given discretion in forming the committee. Input was gathered from several sources. Secondary agriculture teacher representatives said "no" on changing the name of the major. Currently, there are 65 students in AgLEC studying Ag education and 35 in the non-teaching option. The Ag Ed Club supports the name of the major as Agricultural Education, but say the non-teaching option describes what the major is not. Fritz submitted a written report on the committee's work in soliciting input from Department stakeholders regarding the proposed change of name for the undergraduate major from Agricultural Education to Leadership Education. In an addendum to the report, the committee notes that the "one-major" issue was changed when Dean Don Edwards stated on February 2 in a discussion of possible changes in the Ag Journalism major that he no longer advocates a single, broad-based undergraduate major for the Department. At the March faculty meeting Fritz made a motion that the Department prepare and send forward to the Coordinating Commission for Postsecondary Education a formal proposal and curriculum for a new undergraduate major to be designated Leadership Development. Agricultural Education and Agricultural Journalism would both continue as majors in the department. The motion was seconded and approved unanimously. The Leadership faculty met on Monday, April 19, and will submit a very compelling package this fall. The Advisory Council input was very valuable. They will be receiving more information and be asked for more input as we proceed.

Parsons reported on the Committee to Study Needed Changes in the Agricultural Journalism major. In 1996 the Comprehensive Review Team recommended to AgLEC that the Ag Journalism major be dropped from the Department and transferred to the College of Journalism and Mass Communication. Dean Don Edwards wants the major to remain in AgLEC. The committee meetings have been very productive. A report with recommendations will be made to Don Edwards and Earl Russell in May or June. The major issues are identifying a locus of responsibility because there are extremely limited personnel and financial resources in AgLEC for Ag Journalism. The committee will be making recommendations as to where that responsibility should be for Ag Journalism. Recommendations will be made on the amount of FTE needed. The major has not been promoted well in the past. Currently, students have to essentially take two majors to have a degree in Ag Journalism. Randall and Fleming have proposed a revised curriculum for discussion at the next committee meeting. They are proposing a major in agricultural journalism with choices for three journalism sequences and four options. There is strong support that this major should remain in CASNR and administered through AgLEC. It needs better support and better coordination between CASNR and the College of Journalism and Mass Communication. We should be able to attract a significant number of majors. There are opportunities for developing this program.

Barbuto reported on the approval of the Doctoral Area of Emphasis in Leadership Studies within Teachers College's Community and Human Resources doctoral program. Six different departments at UNL were involved in the creation of this new doctoral area of emphasis. Steve Eggland, chair of the Department of Vocational and Adult Education (DVAE), will continue to direct this Ph.D. program even after DVAE is dissolved this summer. Three graduate teaching assistantships at the doctoral level are available now in AgLEC. One position is filled so there are still two openings. A mailing was sent across the United States to advertise these new positions. The Advisory Council unanimously agreed that this endeavor and combination of resources by six departments at the University of Nebraska should be promoted and advertised. Malin suggested that a press release be issued on this.
Russell discussed the status of renaming the AgLEC Department. Faculty decided that we should clarify the majors and curriculum changes first. The Advisory Council will revisit the departmental name change issue in the fall if curriculum issues are clarified by then.

**Action Items/Recommendations**

Kris Spath of North Bend was recommended to replace Larry Pollart on the Advisory Council. A motion was made and seconded to accept Kris. Motion passed unanimously.

The proposal for creating a new undergraduate major in Leadership Development was discussed. A motion was made that the Advisory Council should write a letter to Dean Don Edwards supporting this new major. Discussion followed. Motion seconded and passed unanimously.

Discussion on role and mission of AgLEC within IANR. A motion was made and seconded for the Advisory Council to send a letter to Vice Chancellor Irv Omtvedt to support the role of leadership programs in the vision and mission of the AgLEC Department. Motion passed unanimously.

Discussion on impact of budget reductions on AgLEC and what the Advisory Council can advise. Strong sentiment was expressed for using the recently eliminated Instructional Design faculty position, which was to have begun on July 1, 1999, as the source of AgLEC’s budget reduction. Russell will forward that recommendation.

Malin suggested that an appraisal form be distributed at each Advisory Council meeting in the future to provide feedback to the chair and to the Department on what can be done to improve these meetings.

The Advisory Council would like to know more about AgLEC students – undergraduate and graduate. What kinds of jobs do they have? A suggestion was made that perhaps students could join us for lunch at the next meeting.

Russell distributed brochures to the Advisory Council members for possible undergraduate and graduate student recruiting purposes. It was agreed that real resources need to be put into recruitment. It has to be a mode of operation for this University and the AgLEC Department. We need to have an organized effort and a plan.

Adjourned 3:30 p.m.

Submitted by Betty James
May 10, 1999

| Please note on your calendars – |
| Next AgLEC Advisory Council meeting will be |
| Tuesday, November 9, 1999 |
| 10:00 a.m. - 3:00 p.m. |
| East Campus Union – University of Nebraska |
Advisory Council Meeting Agenda--April 27, 1999
Department of Agricultural Leadership, Education and Communication
UNL East Campus Union (room to be posted)

John Malin, Chair, Presiding--

Approval of Meeting Minutes of October 27, 1998

Discussion Items--

AgLEC videotape of TV program for clients on March 30, 1999

AgLEC's role and mission within IANR

Overall NU, UNL, IANR organization—Irv Ontvedt, Vice Chancellor
*Colleges
*Departments
*IANR (Launching the next 25 years and future directions)
--Divisions
--Research and Extension Centers
--Departments
--Centers

Anticipated impact of NU budget reduction/reallocation in AgLEC Department, other entities

Feedback on Advisory Council input as well as that from other entities on status of Agricultural Education major and proposed new undergraduate major in Leadership Development

Status report on Committee to Study Needed Changes in the Agricultural Journalism major

Final Approval of Doctoral Area of Emphasis in Leadership Studies—Recruiting Status

Status of renaming AgLEC Department

Action Items/Recommendations--

Appointment of new member Kris Spath (to replace Larry Pollart)

Input on Proposal for Creating a New Undergraduate Major in Leadership Development

Input on role and mission of AgLEC within IANR

Input on Departmental Priorities in Face of Budget Reductions

Other Actions/Advice from Advisory Council

Tour of remodeling project in AgLEC Department (15-minutes)
Spring 1999
AgLEC Advisory Council

Mr. John Malin, Chair
1403 Road 14
York, NE 68467

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

Mr. Tom Duis
Southeast Community College – Beatrice Campus
RR #2 Box 35A
Beatrice NE 68310

Mr. Don Hutchens, Executive Director
Nebraska Corn Board
301 Centennial Mall South
Lincoln, NE 68509

Ms. Deanna Karmazin
Lancaster County Coop Extension
444 Cherrycreek Rd.
Lincoln, NE 68528-1507

Kris Spath
North Bend Public Schools
PO Box 160
North Bend, NE 68649

Mr. Marshall Streit
IBP, Inc.
Dept. #60, P.O. Box 515
Dakota City, NE 68731

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

Mr. Walt Patterson, Vice-Chair
Nebraska Cooperative Council
Suite 314, Lincoln Benefit Life
134 S. 13th St.
Lincoln, NE 68508-1901

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

Mr. Mark Brase
National Bank of Commerce
1248 "O" Street
Lincoln, NE 68508

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

Mr. Tom Duis
Southeast Community College – Beatrice Campus
RR #2 Box 35A
Beatrice NE 68310

Mr. Don Hutchens, Executive Director
Nebraska Corn Board
301 Centennial Mall South
Lincoln, NE 68509

Ms. Deanna Karmazin
Lancaster County Coop Extension
444 Cherrycreek Rd.
Lincoln, NE 68528-1507

Kris Spath
North Bend Public Schools
PO Box 160
North Bend, NE 68649

Mr. Marshall Streit
IBP, Inc.
Dept. #60, P.O. Box 515
Dakota City, NE 68731

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

Mr. Tom Duis
Southeast Community College – Beatrice Campus
RR #2 Box 35A
Beatrice NE 68310

Mr. Don Hutchens, Executive Director
Nebraska Corn Board
301 Centennial Mall South
Lincoln, NE 68509

Ms. Deanna Karmazin
Lancaster County Coop Extension
444 Cherrycreek Rd.
Lincoln, NE 68528-1507

Kris Spath
North Bend Public Schools
PO Box 160
North Bend, NE 68649

Mr. Marshall Streit
IBP, Inc.
Dept. #60, P.O. Box 515
Dakota City, NE 68731

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

Mr. Tom Duis
Southeast Community College – Beatrice Campus
RR #2 Box 35A
Beatrice NE 68310

Mr. Don Hutchens, Executive Director
Nebraska Corn Board
301 Centennial Mall South
Lincoln, NE 68509

Ms. Deanna Karmazin
Lancaster County Coop Extension
444 Cherrycreek Rd.
Lincoln, NE 68528-1507

Kris Spath
North Bend Public Schools
PO Box 160
North Bend, NE 68649

Mr. Marshall Streit
IBP, Inc.
Dept. #60, P.O. Box 515
Dakota City, NE 68731

Mr. Gene Wissenburg
Newman Grove High School
101 S. 8th, Box 370
Newman Grove, NE 68758
Dr. Irvin T. Omtvedt, Vice Chancellor  
Institute of Agricultural and Natural Resources  
University of Nebraska  
202 Ag Hall  
Lincoln, NE 68583-0708

Dear Dr. Omtvedt:

On behalf of the Advisory Council for the Department of Agricultural Leadership, Education and Communication (AgLEC), we want to thank you for taking time from your busy schedule to meet with us on April 27 and explain the structures of the University of Nebraska system, UNL, and the Institute of Agriculture and Natural Resources. This discussion certainly helped provide a clearer context within which our members offer advice to the AgLEC Department on a range of issues important to IANR constituents around the State. A list of our current members is enclosed.

We spent a considerable amount of time at our April 27 meeting discussing the vision and mission of the AgLEC Department within IANR. Leadership programs provided for years from various units within IANR have contributed greatly to the advancement of agricultural producers, agribusiness, and rural communities throughout Nebraska. For example, employees in our company and in the statewide network of farmer cooperatives in Nebraska have benefited immensely from the leadership workshops which have been and continue to be conducted by Professors Jay Barbuto and Leverne Barrett in the AgLEC Department. Further, a proclamation signed last fall by Dean Ken Bolen of Cooperative Extension expresses a strong commitment to the role of leadership training throughout the statewide Extension system. Several members of our Advisory Council are former members of the LEAD program sponsored by IANR, and several of us have participated over the years in various leadership workshops conducted by the Center for Leadership Development.

Since our last meeting, Dr. Earl Russell indicated to me that he has sent you an updated statement of AgLEC's vision and mission that now has an added introductory paragraph regarding the focus of the AgLEC Department on serving a variety of significant client groups of the Institute of Agriculture and Natural Resources. Our Advisory Council has gone on record by a unanimous vote in strong support of the vision and mission of the AgLEC Department to provide strong programs of leadership education at undergraduate, graduate, and continuing education levels. The Department is showing great resourcefulness in connecting its resources with those of other departments on campus which have faculty engaged in leadership studies. For example, we are extremely pleased and impressed with a new doctoral area of emphasis in Leadership Studies which involves faculty from five other departments in four other colleges at UNL. We believe this is a highly significant achievement and one which should be widely known to Nebraska taxpayers. We believe taxpayers will greatly appreciate knowing that this interdisciplinary doctoral program in Leadership Studies lead by AgLEC faculty is one outstanding example of creative use of existing resources to serve the people of the state. Our Advisory Council has also urged the AgLEC Department to issue a press release on the approval of this doctoral program so that taxpayers are aware of this important success.

If it would be helpful for me to meet with you or others to discuss the importance of the AgLEC Department's leadership education programs to IANR clients, I would be most pleased to respond to your request. Again, thank you for meeting with us, and we look forward to many opportunities of working together with you and your staff in the future.

Sincerely,

John C. Malin, Chair
AgLEC Advisory Council
Assistant Manager, Farmers Co-Op Association

cc: Dean Ken Bolen
AgLEC Advisory Council Members
AgLEC Faculty Members
May 25, 1999

Dean Donald M. Edwards
College of Agricultural Sciences and Natural Resources
University of Nebraska
103 Ag Hall
Lincoln, NE 68583-0702

Dear Dean Edwards:

I write to you on behalf of the Advisory Council of the Department of Agricultural Leadership, Education and Communication (AgLEC). A list of our current members is enclosed. At the April 27, 1999, meeting of our Advisory Council, a motion was passed unanimously that we send you this letter expressing our unqualified support for a forthcoming AgLEC proposal to create a new undergraduate major in Leadership Development.

Faculty members in the AgLEC Department have kept us apprised of developments with regard to undergraduate curriculum issues in the Department since our Council was created over a year ago. A new major in Leadership Development will "round out" the current departmental majors in Agricultural Education and Agricultural Journalism, although this latter major is under study for possible substantial revision.

Our Advisory Council is extremely supportive of the AgLEC Department’s vision and mission that focus on serving clients of IANR with outstanding programs of leadership education at undergraduate, graduate, and continuing education levels. The development and ultimate approval of a new undergraduate major in Leadership Development will provide a unique opportunity for students within the College of Agricultural Sciences and Natural Resources to prepare for leadership positions in the future. These positions will increasingly require the knowledge of how to lead people individually and in groups, and how to lead organizations of growing complexity.

The current demand for leadership courses in the AgLEC Department is truly outstanding. We believe this program should be viewed as a "jewel" of the University of Nebraska! The faculty of the AgLEC Department show excellent resourcefulness in collaborating with their colleagues in a variety of other departments in the leadership area across the entire campus. We, therefore, pledge our strongest support for the approval of a new undergraduate major in the AgLEC Department in Leadership Development. Graduates of such a major will be vital to those of us concerned about the future leadership of agribusinesses and rural communities in Nebraska.

If we can provide further assistance with this significant initiative, please let us know.

Sincerely,

John C. Malin, Chair
AgLEC Advisory Council
Assistant Manager, Farmers Co-op Association

cc: Dr. Irv Omtvedt
AgLEC Advisory Council Members
AgLEC Faculty Members
April 20, 1999

FOR IMMEDIATE ATTENTION

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

Dear Gene:

Enclosed are the agenda and supporting materials for your review in advance of our AgLEC Advisory Council meeting. The meeting is scheduled for Tuesday, April 27, 1999, 10:00 a.m.-3:00 p.m. 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 East Campus Union (room to be posted). Please park in the visitor's lot north of the Clifford Hardin Center for Continuing Education. No permit is required for this lot. A map is enclosed with the area marked on it.

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, including those of budget reduction/reallocation and potential restructuring of university departments and centers.

Cordially,

Earl B. Russell
Professor and Head

Enclosures

pc: Dick Fleming
Dear Ms. Spath:

Members of the Department of Agricultural Leadership, Education and Communication (AgLEC) would like to thank you for accepting our invitation 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 two years ago, with representatives from several universities, USDA, and UNL. We have responded to the review team recommendations and continue to implement them. Our Advisory Committee was established last year 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, agricultural education teachers, extension educators and specialists, and those engaged in leadership and communication areas serving IANR clients. In addition, we also have included leaders in education, business, government, and various walks of life.

We hold one-day fall and spring Advisory Committee meetings each year. Our next meeting is Tuesday, April 27, 10:00 a.m. -3:00 p.m. An agenda is being sent to you under separate cover. 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
March 16, 1999

Dear AgLEC Advisory Council Member:

Although snow has been flying lately, we know that spring is just around the corner. Our next AgLEC Advisory Council meeting is coming up Tuesday, April 27, 10:00 a.m. - 3:00 p.m. in the East Campus Union.

Between now and our spring meeting, there is an opportunity for you to get an update on our activities via a statewide television program during the noon hour (CST) on Tuesday, March 30. This program on NEBSAT for our Cooperative Extension affiliates can be received only at local extension offices because special equipment is needed. If you would like to view the program, call your local extension office to make arrangements.

During the 60-minute program, you will have an opportunity to find out about new developments in the department as well as an update on undergraduate majors and minor, masters leadership program, the newly approved doctoral area in Leadership Studies, and other leadership options. The presenters will be Susan Fritz, Jay Barbuto, Kay Rockwell and myself. Following the presentations, there will be an opportunity to direct questions and comments to the speaker panel via phone.

If your schedule permits, we hope you can join us for this special television program. Details on our Advisory Council meeting will be forwarded in early April. Please let me know if you have any questions or advice in the meantime!

Sincerely,

Earl B. Russell
Professor and Head
March 1999

TO: University Agricultural/Extension Education Administrators

Dear Colleague:

We are writing you with great enthusiasm to announce the beginning of a new doctoral program in Leadership Studies and a call for doctoral-level teaching assistants! This program is a result of collaborations among our Department of Agricultural Leadership, Education and Communication and five other departments at the University of Nebraska-Lincoln, namely Vocational and Adult Education, Educational Administration, Management, Communications, and Community and Regional Planning.

This program represents one of the few leadership doctoral programs in the nation, and the first among our peer departments. It will be ideal for current and future leaders in communities, government agencies, and private sector organizations. It will prepare individuals interested in leadership development theory or practice via consulting or in-house practice, in a variety of academic and professional settings. We've enclosed a flyer highlighting the curriculum, which promises to be a diverse, robust, and truly interdisciplinary doctoral program.

Additionally, this new program brings opportunities for well-funded graduate student teaching assistantships. We have three Leadership Studies teaching assistantships available beginning Fall 1999. Enclosed is the graduate assistantship announcement in case you know of individuals who should consider applying.

If you know of individuals who may benefit from such a program, please share, post, or forward this material. For additional information or questions, please feel free to contact us. Thank you for your help in making this new opportunity known to those with a capacity and passion for advanced preparation in Leadership Studies!

Sincerely,

[Signatures]

[Signature]

John E. Barbuto, Jr., Director
Leadership Studies Doctoral Emphasis
Assistant Professor of Leadership
jbarbuto@unl.edu
402-472-8736

Earl B. Russell, Professor and Head
Department of Agricultural Leadership,
Education and Communication
erussell2@unl.edu
402-472-2807

pc: Dr. S. Kay Rockwell
NEW AT THE UNIVERSITY OF NEBRASKA-LINCOLN...for Fall 1999

A DOCTORAL PROGRAM IN LEADERSHIP STUDIES!

The Department of Agricultural Leadership, Education and Communication (AgLEC) is proud to announce a new Doctoral Area of Emphasis in Leadership Studies

The Degree will be Ph.D or Ed.D in Community and Human Resources with an Area of Emphasis in Leadership Studies

This program will be of great benefit to current and future leaders in communities, government agencies, and private sector organizations. It will also be ideal for preparing individuals interested in providing organizational development training via consulting or in-house practice in a variety of situations.

Students will have considerable flexibility in the design of their programs. Below is a sample of potential courses that students can incorporate into their programs. The actual program of study will be developed between the students and their advisory committee.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALEC 801</td>
<td>Theoretical Foundations of Leadership</td>
</tr>
<tr>
<td>ALEC 802</td>
<td>Developing Leadership Capacity in Organizations &amp; Communities</td>
</tr>
<tr>
<td>ALEC 806</td>
<td>Introduction to Distance Education</td>
</tr>
<tr>
<td>ALEC 832</td>
<td>Leading Agricultural Organizations and Agencies</td>
</tr>
<tr>
<td>ALEC 833</td>
<td>Planning and Implementation of Cooperative Extension Programs</td>
</tr>
<tr>
<td>ALEC 890</td>
<td>Environmental Leadership</td>
</tr>
<tr>
<td>ALEC 896</td>
<td>Independent Study in Leadership Education</td>
</tr>
<tr>
<td>ALEC 901</td>
<td>Supervision in Today's Workplace</td>
</tr>
<tr>
<td>ALEC 904</td>
<td>Seminar in Leadership Education</td>
</tr>
<tr>
<td>ALEC 910</td>
<td>Leadership in Multi-National Organizations</td>
</tr>
<tr>
<td>VAED 866</td>
<td>Dynamics of Small Groups</td>
</tr>
<tr>
<td>VAED 883</td>
<td>Foundations of Human Resource Development</td>
</tr>
<tr>
<td>MGT 960</td>
<td>Organizational Behavior</td>
</tr>
<tr>
<td>MGT 960</td>
<td>Seminar in Interpersonal Processes</td>
</tr>
<tr>
<td>MGT 983</td>
<td>Seminar in Organizational Behavior</td>
</tr>
<tr>
<td>COM 830</td>
<td>Political Communication</td>
</tr>
<tr>
<td>COM 870</td>
<td>Interpersonal Communication Theory</td>
</tr>
<tr>
<td>COM 885</td>
<td>Small Group Communication Theory</td>
</tr>
<tr>
<td>COM 886</td>
<td>Organizational Communication</td>
</tr>
<tr>
<td>CRPL 810</td>
<td>Communication Techniques for Planners</td>
</tr>
<tr>
<td>CRPL 895</td>
<td>Special Topics (as applicable)</td>
</tr>
<tr>
<td>CRPL 900</td>
<td>Professional Planning Practice</td>
</tr>
<tr>
<td>EDAD 890</td>
<td>Leadership in Education</td>
</tr>
<tr>
<td>EDAD 910</td>
<td>Foundations of Building Administration</td>
</tr>
<tr>
<td>EDAD 921</td>
<td>Administrative Issues in Post Secondary Education</td>
</tr>
<tr>
<td>VAED 995</td>
<td>Doctoral Seminar in Leadership Studies</td>
</tr>
<tr>
<td>VAED 999</td>
<td>Doctoral Dissertation in Leadership Studies</td>
</tr>
</tbody>
</table>

The program is housed in the Teachers College and applications can be obtained by contacting:

CHR Doctoral Program
Dr. Steve Eggland
Department of Vocational and Adult Education
513 E Nebraska Hall
Lincoln, NE 68588-0515
(402) 472-2552 eggland1@unl.edu

Questions may be directed to:
Dr. John Barbuto, Jr., Director, Leadership Studies Area of Emphasis
AgLEC, University of Nebraska-Lincoln
Lincoln, NE 68583-0709
(402) 472-8736 jbarbuto@unl.edu

GRADUATE TEACHING ASSISTANTS (Doctoral Level) – Leadership Studies

Half-time Graduate Assistants (3, Doctoral Level) – In the Department of Agricultural Leadership, Education and Communication (AgLEC) at the University of Nebraska-Lincoln. The department has extensive leadership study options at undergraduate, masters, and doctoral levels, led by a highly talented and distinguished group of faculty members. Approximately 750 students enroll in AgLEC leadership courses each academic year.

Requirements – Applicants should hold an M.S. degree from an accredited program and must meet other entrance requirements as specified by the graduate application and be admitted to the Graduate School at the University of Nebraska-Lincoln. The successful candidate should demonstrate a strong interest and capacity to teach leadership courses.

Job Responsibilities – Each graduate teaching assistant will teach two sections of undergraduate leadership courses each semester and/or coordinate students’ community service projects, concurrent with full-time studies leading toward a doctoral degree with a Leadership Studies area of emphasis.

Benefits – The teaching assistantship provides a full tuition waiver and a stipend of $12,000 for a nine-month appointment. Health insurance is also provided. The estimated value of the total financial package is $22,659 for the year, based on anticipated tuition rates for out-of-state students in 1999-2000. Summer assistantship support is often available in addition. The assistantship will be available to the doctoral student until completion of the degree, funds permitting, assuming satisfactory progress is maintained for graduation within three years.

Available – August 16, 1999

The University and Lincoln – The University of Nebraska-Lincoln is a Research I institution, with approximately 25,000 students enrolled. Lincoln, the state capital, is a progressive city of 200,000 with excellent schools and a relatively low cost of living among U.S. cities.

For additional information, contact:

Dr. John E. Barbuto, Jr.  
Chair, Leadership Faculty  
Department of Agricultural Leadership, Education and Communication  
300 Ag Hall  
University of Nebraska-Lincoln  
Lincoln, NE 68583-0709  
Phone (402) 472-8736  
Fax (402) 472-5863  
E-mail jbarbuto@unl.edu

Dr. S. Kay Rockwell  
Chair, Graduate Committee  
Department of Agricultural Leadership, Education and Communication  
300 Ag Hall  
University of Nebraska-Lincoln  
Lincoln, NE 68583-0709  
Phone (402) 472-3913  
Fax (402) 472-5863  
E-mail krockwell@unl.edu
Planning for New Fiscal Year

I wanted to report on several issues that we are confronted with as we develop plans to open the new fiscal year, July 1, 1999. There are several budget issues that increase our uncertainty as we prepare for the new fiscal year. We discussed the following issues with IANR unit administrators at a recent meeting of the Vice Chancellor’s Council.

- **Tuition shortfall** – Enrollment at the University of Nebraska has been declining in recent years. As we have fewer students, we have less tuition revenue. It is our understanding that Central Administration plans to make campus budget adjustments as we begin the new fiscal year July 1, 1999. The campuses will be required to reduce their budgets to reflect the tuition shortfall.

- **UNL unfunded mandates** – Chancellor James Moeser has reported that there are several needs of the University that are currently unfunded. The University is considering several additional expenses as we begin the new fiscal year. These budget items include the following: Internet 2, campus wiring and technology updates; Kiewit Institute faculty positions; diversity program; merit-based scholarship deficit; medical benefits for graduate assistants; and faculty/staff tuition benefits for dependents.

- **Potential salary shortfall** – The Legislature is considering the University of Nebraska budget request along with the recommendations of Gov. Mike Johanns. The University of Nebraska Board of Regents requested funding support for a 4.625 percent average annual faculty and a 4.75 percent average annual staff salary increase for the next biennium.

  - Gov. Johanns recommended a 3.8 percent salary increase for University of Nebraska faculty and staff, but did not fully fund this proposed increase with state funds. His budget recommendation assumed that tuition would pay a portion of the salary increase.

  - We do not know what the Legislature will do regarding the University of Nebraska Board of Regents budget request. The preliminary budget of the Appropriations Committee is more favorable to the University of Nebraska than the Governor’s recommendations.

  - If the Legislature should not fully fund the Board of Regents’ salary increase recommendations, we could have another budget challenge. If the Board of Regents should grant a salary increase greater than the funding provided by the Legislature and tuition, it would be necessary for the campuses to make a budget reduction elsewhere to pay for the salary increase shortfall.

  - In addition, there are other items the Board of Regents requested that might have to be funded through reallocation like new buildings coming on line, deferred maintenance, vet student contracts, and operating if the Legislature is unable to provide sufficient funding.

We will share additional information when the budget picture is more clear. However, due to these budget uncertainties it will be necessary to take a very cautious approach in filling vacant positions.

Kenneth R. Boilen
VISION AND MISSION STATEMENT
Department of Agricultural Leadership, Education and Communication
University of Nebraska-Lincoln

The AgLEC Department serves clients of the Institute of Agriculture and Natural Resources, especially those involved in agriculture, natural resources, the environment, and youth and community development. Our particular vision and mission are as follows:

Our vision –

Excellence in leadership education.

Adopted February 20, 1998

Our mission –

We foster excellence in leadership education and human capital development in a changing state, national and global environment. We nurture communities of lifelong learning through the scholarship of teaching, research, and outreach.

Adopted March 20, 1998
It is particularly fitting that an organization that owes its very existence to the agricultural community of the State of Nebraska would celebrate its 25th anniversary by going to the people of the State and asking for their input to shape future priorities. We have visited nineteen sites around the State and conducted 23 listening sessions gaining input from about 600 people. The format of the sessions has included a short presentation followed by an open forum of suggestions, questions, and interaction.

What have we heard?

Nebraska’s Economy: Concern with the overall agricultural economy, particularly grain and livestock prices. Must compete in the global market. Concern with farm and ranch consolidation and “outside” funding leading to “outside” control.

The Livestock Industry: The trends in concentration, vertical integration, balancing supply with the domestic and international demand, and related environmental issues are concerns.

Water Quantity and Quality: These issues continue as high priorities. A particular concern is the quantity of water available for irrigation.

Nebraska’s Population: The population is shifting from rural to urban areas; especially Lincoln and Omaha. With an aging population on farms and ranches, how can people begin farming and start new farms and ranches? The population is becoming more diverse — 1/3 of Scottsbluff school students now are Hispanic. Farm and ranch consolidation means fewer people in rural areas.

Communities: Need quality jobs in communities throughout the State to hold young people who have education and skills. Leadership is critical. Concern with the loss of viability of rural communities. The LEAD and other leadership programs get high marks. Need a better understanding of the rural/urban interface as it applies to large and small communities.

Families: Increased concern regarding the status of families from what we heard in 1994. Schools, services, family finances, nutrition, parents holding multiple jobs, lack of basic parenting and survival skills in young families, and schools given family responsibilities are among the issues.

Education: Support for a greater effort to recruit students from throughout the State to attend CASNR and UNL. A clear belief that the University in general and CASNR specifically offer an excellent education. Would like to see stronger linkages to the K-12 and community college system to include a focus on agricultural and scientific literacy.
Lifelong Learning: Wanted and needed. Bring the University programs outstate. Use the technical equipment already available. Collaborate with other higher education institutions around the State. Strong support for Extension programs as an essential source of non-credit programs. Need to assess the role and contributions of Extension Educators to provide a connection to the total University.

Research: Support for both basic and applied research. Request for more research in the rural social sciences to focus on quality of life issues and community survivability; in the agricultural sciences to insure that the agricultural community has access to the highest quality, unbiased information and the ability to evaluate products and information from the private sector; and in environmental sciences on the interface between agriculture and environmental concerns.

Lack of Control: A lot of uncertainty with increased complexity including global economics, regulations, change in rural landscapes, outside capital going into farms, ranches and livestock operations. Information helps reduce uncertainty. We have heard a call for information to help individuals, communities, and the State make better decisions regarding policies ranging from rules and regulations to legislation.

413: The Listening Session participants expressed the view that the 413 concepts will continue as public concerns. There was a consistent concern expressed regarding property taxes and their impact on agriculture.

IANR: Appreciation for the opportunity to have input. IANR is generally working on critical issues and problems — need to cover immediate problems and also keep some research long term. IANR is the number one source of unbiased information. Be serious about problem solving teams working across disciplines. Need more communication, decision makers should know more about what IANR is doing. Concerned in regard to change in how IANR’s budget is determined. Look to IANR and the University for vision and leadership.

What happens now? -

The next step is to look at all the input and develop priorities for making adjustments to the IANR strategic plan. This will be followed by the development and implementation of action plans. Agriculture and the needs of the people of Nebraska have changed over the last five years and will continue to change over the next five years. Clearly, IANR must also change if it is to continue to serve Nebraska.

Edna L. McBreen
Associate Vice Chancellor
Institute of Agriculture and Natural Resources
(402) 472-2871
EMCBBREEN1@UNL.EDU

Glen Vollmar
IANR Special Projects Coordinator,
Office of the Vice Chancellor
Interim Director,
Center for Sustainable Agriculture
(402) 472-2871
GVOLLMAR1@UNL.EDU
Department of Agricultural Leadership, Education and Communication
Advisory Council
Minutes from Meeting on Tuesday, November 9, 1999

Council Members Present: Ardyce Bohlke, Tom Duis, Noel Erskine, Dave Howe, Don Hutchens, Deanna Karmazin, Ralph Knobel, John Malin, Walt Patterson, Kris Spath, John Ulmer, Dayle Williamson, Gene Wissenburg

AgLEC Members Present: Jay Barbuto, Lloyd Bell, Dick Fleming, Susan Fritz, Betty James, Jim King, Jerry Parsons, Jim Randall, Earl Russell

Guest: Steve Waller, Associate Dean, College of Agricultural Sciences and Natural Resources
Student Guests: Jen Eich, Kristyn Harms, Matt Rasmussen, Jolene Schauer

Chairman Malin called the meeting to order. Introductions were made around the room, including Bohlke on the telephone. Patterson made a motion and Wissenburg seconded it to approve the minutes of April 27, 1999. Motion passed.

John Ulmer of Medicine Valley High School was recommended to replace Bob Pedulla on the Advisory Council. A motion was made by Knobel and seconded by Karmazin to accept Ulmer. Motion passed.

Members broke into three small groups with AgLEC faculty serving as facilitators to discuss developments or issues in their business/organization and how AgLEC can be helpful. Reports were given by each group as described below:

Wilhite reported for group #1 -- The issues discussed included redirection of resources in communities, developing local leadership, how leadership is structured, locations for distance learning, communications skills. The composition of the legislature is changing as rural Nebraska is changing. Two seats will be lost in the legislature because of the change in population. Economics of agriculture, impacts on communities, centralization/consolidation of agriculture, population trends and impacts on leadership training, leaders from remote sites. Leadership issues – developing leaders, working with community leaders, managing from remote sites, independent thinkers.

Bell reported for group #2 – Cultural diversity, foreign language proficiency needed. Duis reported on interns from Southeast Community College that served as mid-management liaisons to the workers because they were proficient in Spanish. Other issues – community needs, undergraduate leadership, augment leadership skills to schools with degree/FFA (total human development), interpersonal leadership skills, diminishing opportunities for leadership, fill the gap of leadership need. Consider renaming high school ag education programs to College Prep for CASNR or College Prep for Higher Education in Agriculture.

King reported for group #3 – Governor Johanns announced the Work Force Initiative today. AgLEC could be involved in job training. Issues include retraining needs for producers/displaced farmers, entrepreneurship, rural communities, and adult education programs. The AgLEC Department could work in communities, partner with other groups or groups on campus. There are diversity, socio-economic issues, cultural differences, and motivation issues.

Review of role and mission of AgLEC within IANR – AgLEC faculty adopted a new vision and mission on October 15, 1999, based in part on Advisory Council discussions last spring. Comments were invited
from the Advisory Council. Williamson said they are very well done. The Advisory Council will be asked later in the meeting for guiding language for faculty to develop action plans for 2000-2005.

Update on Governor's Task Force on Agricultural and Natural Resources Education – Bell reported that the Governor's Task Force on Agricultural and Natural Resources Education will have its initial meeting on December 3, 1999. Governor Johanns is very supportive of this task force.

Status and Direction of AgLEC Research

Agricultural Education Frameworks – Bell distributed the notebooks that were developed from this project. Leadership education is unique to agriculture, and it has a usefulness beyond agriculture. This notebook was generated by 100 people, mostly high school agriculture teachers.

Distance Education Policy – King distributed a handout describing AgLEC’s Agricultural Research Division (ARD) Distance Education Policy and discussed the papers that have been written. Model distance education policies will be identified and shared with Nebraska higher education institutions in spring 2000.

Leadership and Follower Behavior – Fritz reported on the ARD project on Predictors of Leader and Follower Behavior and Impact of Leadership Development. The outcomes so far have been several manuscript publications and conference presentations. Also, recent developments have included a new .25 FTE research appointment for Fritz. Fritz was also encouraged to add an addendum to the ARD project involving community leadership and work in collaboration with the Center for Rural Revitalization. They have received partial funding to work with the Department of Sociology on a project to study neighborhoods around the UNL city campus.

Input on IANR Strategic Plan and Draft AgLEC Action Plans for 2000-2005 – Russell asked the advice of Advisory Council members on which IANR Program Priority Areas AgLEC should concentrate on. Discussion followed. Malin asked members to number their sheets with their top priorities. The sheets were collected for use in preparing AgLEC’s Action Plans. Highest rated priorities by the Advisory Council members were “Children/Youth/Individuals/Families” (in particular “Leadership Programs” and “Youth and Family Development”) and “A Changing Rural Nebraska/Transitioning Agriculture/Viable Nebraska Communities” (in particular “Community Development”).

Approval of New Faculty Positions in Ag Education and 4-H Youth Development – Russell announced that when these two positions were approved by the IANR Administrative Council, they were the only two positions approved that day from a list of about 20 requests. The Advisory Council has been very helpful to AgLEC and is well respected by the Administrative Council. This Ag Education faculty position approval is a major positive development for AgLEC, and the 4-H position involves a 25 percent teaching appointment in AgLEC.

Lunch – Jen Eich, Kristyn Harms, Matt Rasmussen, and Jolene Schauer joined the group for lunch. Also, Jim Randall, Janet Poley and her guest, Valery Chumakov from Russia, were in attendance.

AgLEC Student Panel – After lunch, the panel of students described their experiences in AgLEC and answered questions for the Advisory Council members. Student perspectives covered undergraduate, masters, and doctoral levels.
CASNR Organization and Programs – Steve Waller presented information about CASNR. He described the new Zero Interest Rate Loan Program that has recently been announced. They are very excited about this program. He also provided a handout on the updated programs and degrees in CASNR. CASNR relies on continued feedback from outside groups as to what students should be studying. Ways in which courses are taught have changed. Minors are a nice way for students to capture knowledge. He indicated that AgLEC is a very progressive unit in terms of academic programs. Another handout distributed by Waller is “Ensuring Your Future – A Guide for Student Success in Career Placement.” CASNR will pay the graduate’s registration fee for one year with the Career Services Center for any CASNR graduate who completed the ‘Ensuring Your Future’ program, actively sought employment and did not receive at least one employment offer relevant to their academic program within the first six months following graduation. AgLEC is flexible and helpful to students. Internships are important to students’ success. Waller asked the Advisory Council members to let him know of any opportunities for internships with their businesses. January 1 we will have a new Director of Admissions. For 2½ years, UNL has not had a good recruitment program. CASNR is the only college that has a Student Ambassador program and a Placement Office. The College of Arts and Sciences has recently started a Student Ambassador program. All units are developing plans for recruitment strategies. We need to put together a protocol. Waller urged everyone to call the CASNR office with names of potential students and/or to arrange a campus tour. Waller expressed thanks to the Advisory Council for their input.

Linda Moody reported on the Recruiting, Retention and Placement committee that she serves on. She distributed a handout entitled “Academic Major Action Plan.” Recruitment is the responsibility of every faculty member. No additional resources are going to be made available for recruitment activities. State FFA officers were recently used to help recruit as they traveled on their speaking assignments.

AgLEC should advertise the fact that we are a small department that has the personal touch. Faculty know and care about students. We have a high percentage of women in our programs. In 1994 CASNR developed a core program with a communication option. ALEC 102 – Interpersonal Skills for Leadership is an important part of this option.

Recruiting Status of the Doctoral Area of Emphasis in Leadership Studies – Barbuto reported that the brochure is ready for printing. Professionals will be contacted across the United States and Graduate Record Examination (GRE) lists will be used for recruitment. Community and Human Resources (CHR) doctoral program materials have been updated to include the Leadership Studies Emphasis. There will be increased job opportunities for graduates with a Ph.D. with a leadership emphasis. Leadership consulting is a very high demand area right now. Howe suggested that AgLEC link up with the military on this for their leadership needs.

Anticipated impact of NU budget reduction/reallocation in AgLEC Department, other entities – President Smith is reallocating university resources for system-led priorities which will amount to $20 million over 3-4 years. Also, Chancellor Moeser has unfunded mandates, and he is taking money from units to fund these mandates. There are pressures on Vice Chancellor Omtvedt and the Deans to reduce administrative units. IANR had about 38 administrative units throughout the state last year. In the last six months, Directors of three IANR centers have decided to merge together effective January 1, 2000. They are the Center for Leadership Development, the Center for Sustainable Ag Systems, and the Center for Rural Community Revitalization and Development. Also, the Departments of Agronomy and Horticulture are planning and holding discussions to become integrated as one department. A proposal is also under discussion and development for a School of Social Sciences. How will these changes affect constituents? Will they be served better? AgLEC students and former students indicate they like AgLEC because it is a
small department and faculty respond to student needs. Knobel indicated Ag Builders should put this issue of NU budget reduction/reallocation on their next agenda.

Status Report by Committee to Study Needed Changes in the Agricultural Journalism Major – This major was reviewed at the CASNR Curriculum Committee meeting last Friday. Suggestions were made to strengthen the proposal. We should have closure yet this semester. The input from the Advisory Council has been very helpful and is very much appreciated.

Status of Renaming the AgLEC Department – At the October 1999 faculty meeting it was decided by consensus not to change the name of the Department. Wissenburg made a motion that the Advisory Council recommend that the name of the Department of Agricultural Leadership, Education and Communication remain as it is now. Second. Discussion. Motion passed.

Nominations of Replacement Advisory Council Members – A motion was made and seconded that Kris Spath be on a term that expires 12-31-00 and that Marshall Streit’s replacement’s term will expire 12-31-01. Discussion. Motion passed. Nomination forms were collected from members. Knobel made a motion that Russell and his staff will make contacts and selections for new members of the Advisory Council. Spath seconded. Discussion. Motion passed.

Election of Officers for 2000 – Knobel made a motion to re-elect our very effective Chair John Malin and Vice Chair Walt Patterson for another term. Ulmer seconded. Motion passed unanimously and enthusiastically!

Other items, concerns, or advice
Knobel asked “How can AgLEC have an impact?” and “What about students who need our services who are not our majors or minors?” AgLEC should consider offering a course or two in the art of selling. Fritz explained that AgLEC did try to get ALEC 306 – Presentation Sales approved but Ag Economics objected. Knobel made a motion that AgLEC should pursue this course approval with the department head of Ag Economics and Dean Don Edwards. Second. Discussion. Ulmer said the word “sales” should be in the title of the course so students can easily find it. Nearly every student in CASNR should take it. The Advisory Council supports a sales class. Motion passed.

The proposal for the new undergraduate major to be designated Leadership Development is still a few weeks away from going to the CASNR Curriculum Committee. It is on track for moving forward. Russell distributed a proposal for an AgLEC Minor in Environmental Communications which is under discussion as a collaborative effort with the School of Natural Resource Sciences.

Next meeting – April 25, 2000 (10:00 a.m.-3:00 p.m.) Please mark your calendars.

Adjourned 3:00 p.m.

Submitted by Betty James
November 11, 1999
Advisory Council Meeting Agenda
Department of Agricultural Leadership, Education and Communication
UNL East Campus Union (room to be posted)
November 9, 1999

John Malin, Chair, Presiding

10:00 a.m. Call to order
Approval of Meeting Minutes of April 27, 1999

Action Items/Recommendations –
Appointment of new member John Ulmer (to replace Bob Pedulla)
Update from members – Developments or issues in your business/organization and how AgLEC can be helpful (55 minutes).
Review of role and mission of AgLEC within IANR (6 minutes)
Update on Governor’s Task Force on Agricultural and Natural Resources Education (8 minutes)
Status and Direction of AgLEC Research (15 minutes)
- Agricultural Education Frameworks
- Distance Education Policy
- Leadership and Follower Behavior
Input on IANR Strategic Plan and Draft AgLEC Action Plans for 2000-2005 (22 minutes)
Doctoral Area of Emphasis in Leadership Studies – Recruiting Status (7 minutes)

Noon Lunch
1:00 p.m. Discussion/Information Items –

AgLEC Student Panel (15 minutes)

CASNR Organization and Programs – Steve Waller, Associate Dean (45 minutes)

Approval of New Faculty Positions in Ag Education and 4-H Youth Development (5 minutes)

Anticipated impact of NU budget reduction/reallocation in AgLEC Department, other entities (11 minutes)

Status report by Committee to Study Needed Changes in the Agricultural Journalism major (6 minutes)

Status of renaming the AgLEC Department (3 minutes)

Nominations of replacement Advisory Council Members (10 minutes)

Election of officers for 2000 (7 minutes)

Other items, concerns, or advice (18 minutes, if needed)

Next Meeting Date – April 25, 2000, 10:00 a.m. to 3:00 p.m.

Tour of remodeled AgLEC Department
## Meeting Evaluation

**AgLEC Advisory Council – November 9, 1999**

Based upon your own feelings and observations, how would you rate this meeting on the following?

<table>
<thead>
<tr>
<th>1. To what extent were objectives clearly stated?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Completely</strong></td>
</tr>
<tr>
<td><strong>Unclear</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. To what extent was the knowledge of participants utilized?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Not at All</strong></td>
</tr>
<tr>
<td><strong>Utilized</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3. To what extent was decision making shared by participants?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dominated by One</strong></td>
</tr>
<tr>
<td><strong>Shared</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4. To what extent was the meeting an overall success?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Not at All</strong></td>
</tr>
<tr>
<td><strong>Overall</strong></td>
</tr>
</tbody>
</table>

**Comments/Suggestions for next meeting:**

Please return by December 10, 1999, to Betty James in the enclosed envelope.

Department of Agricultural Leadership, Education and Communication  
300 Ag Hall  
University of Nebraska  
Lincoln, NE 68583-0709
A very productive meeting. Enjoyed the student input. I thought we grouped the issues better than sometimes in the past.

Small groups worked well! Good discussion of future issues. I guess the success of the meeting is really based on how valuable our advice is to you.

Good meeting. Update on Leadership Studies particularly recruiting for advanced degrees.

I liked the group interaction (small group work).

I like the timeline and the decisive attitude of the chair.

Very good job of keeping on task and moving agenda items on in a timely manner.

1. To what extent were objectives clearly stated? 4.5
2. To what extent was the knowledge of participants utilized? 4.4
3. To what extent was decision making shared by participants? 4.8
4. To what extent was the meeting an overall success? 4.6
AgLEC Advisory Council
Fall 1999

Mr. Ken Anderson
Communications Manager
NC+ Hybrids
P.O. Box 4408
Lincoln, NE 68504
402-467-2517

Mr. Tom Duis
Division Dean
Southeast Community College – Beatrice Campus
RR #2 Box 35A
Beatrice, NE 68310
402-228-3468 x258

Mr. Don Hutchens
Executive Director
Nebraska Corn Board
301 Centennial Mall South
Box 91507
Lincoln, NE 68509
402-471-2787

Mr. Ralph Knobel
President
Knobel Farms, Inc.
RR #1, Box 116
Fairbury, NE 68352
402-446-7394

Mr. Mark Brase
Vice President Ag Loans
National Bank of Commerce
1248 "O" Street
Lincoln, NE 68508
402-434-4122

Mr. Tom Duis
Division Dean
Southeast Community College – Beatrice Campus
RR #2 Box 35A
Beatrice, NE 68310
402-228-3468 x258

Mr. Noel Erskine
Computer Technology Instructor
Norris High School
RR 1, Box 93A
Firth, NE 68358-9732
402-791-0000

Mr. Dave Howe
Editor
Nebraska Farmer
5625 "O" Street, #5
Lincoln, NE 68510
402-489-9331
dhowe@farmprogress.com

Mr. Don Hutchens
Executive Director
Nebraska Corn Board
301 Centennial Mall South
Box 91507
Lincoln, NE 68509
402-471-2787

Mr. John Malin
Assistant Manager
Farmers Co-Op Association
1403 Road 14
York, NE 68467
402-362-6691

Ms. Deanna Karmazin
Extension Assistant 4-H
Lancaster County Extension
444 Cherry Creek Rd.
Lincoln, NE 68528-1507
402-441-6768
DKARMAZIN2@unl.edu

Ms. Kris Spath
Agricultural Education Instructor
North Bend Public Schools
PO Box 160
North Bend, NE 68649
402-652-3268

Mr. Steve Ottmans
Manager
Papio-Missouri River NRD
8901 South 154th
Omaha, NE 68138
402-444-6222
ottmans@nrcdec.nrc.state.ne.us

Mr. Dayle Williamson
Director
Natural Resources Commission
301 Centennial Mall South
Lincoln, NE 68509
402-471-3927
daylew@nrcdec.nrc.state.ne.us

Mr. Walt Patterson
4505 South 67th Street
Lincoln, NE 68516
402-486-4505

Mr. Bud (Byron) Stolzenburg
Extension Educator
Cherry County
Box 48
Valentine, NE 69201-0048
402-467-2517
BSTOLZENBURG1@unl.edu

Mr. John Ulmer
Agricultural Education Instructor
Medicine Valley High School
P. O. Box 9
Curtis, NE 69025
308-367-4106
julmer@esu15.esu15.k12.ne.us

Mr. Gaye Wissenburg
Agricultural Education Instructor
Newman Grove High School
101 S. 6th, Box 370
Newman Grove, NE 68758
402-447-6294
gwissenb@pluggers.esu6.k12.ne.us

Mr. Bob Weber
Rural Route #2
Dorchester, NE 68343-0152
402-946-3241
AgLEC Advisory Council – November 9, 1999

Ardyce Bohlke (by phone 402-462-9259)
Tom Duis
Noel Erskine
Dave Howe
Don Hutchens
Deanna Karmazin
Ralph Knobel
John Malin
Walt Patterson
Kris Spath
John Ulmer
Dayle Williamson
Gene Wissenburg

Jay Barbuto
Leverne Barrett
Lloyd Bell
Dick Fleming
Susan Fritz
Jack Furgason
Betty James
Jim King
Linda Moody
Janet Poley & Valery Chumakov (guest)
Jim Randall
Earl Russell
Steve Waller

Jen Eich
Jolene Schauer
Jason Grotelueschen
Kristyn Harms
Matt Rasmussen

30 for lunch
AgLEC Advisory Council
Rotation of Membership and Nominating Form

One-year Term
Expiration 12-31-99

Ardyce Bohlke
Mark Brase
Tom Duis
Dave Howe
Jody Isemhagen
Steve Oltmans
Dayle Williamson
Marshall Streit (resigned due to job change - middle of 2-year term)

Two-year Term
Expiration 12-31-00

Ken Anderson
Don Hutchens
Ralph Knobel
Deanna Karmazin
John Malin
Bud Stolzenburg

Three-year Term
Expiration 12-31-01

Noel Erskine
Walt Patterson
Sandra Stockall
John Ulmer (replacing Bob Pedulla)
Bob Weber
Gene Wissenburg

Category for Kris Spath needs to be determined.

Signed ____________________________

If you are unable to bring your nominating form to the November 9 meeting, please return it by Friday, November 12, 1999, to:

Betty James
300 Ag Hall – UNL
Lincoln, NE 68583-0709
IANR PROGRAM PRIORITY AREAS

- Competitive Nebraska Agriculture/Agribusiness
  Production Technologies
  Sustainable Crop and Livestock Systems
  Functional Genomics/Plant and Animal Molecular Biology
  Domestic/Global Marketing
  Precision Agriculture

- Managing Nebraska's Natural Resources/Environment
  Water Resources
  Livestock/Solid Waste Management
  Managing Soil and Rangeland Resources
  Enhancing Rural and Urban Landscapes
  GIS/Natural Resources Database
  Global Climate/Environmental Change
  Woodland, Wildlife, and Fisheries and other Aquatic Resources

- Value-Added/Entrepreneurship
  Develop Food and Industrial Products
  Assist New and Established Businesses
  Genetic Improvement Crops and Livestock

- Nutrition/Health/Food Safety
  E-Coli and other Pathogens Research and Education
  Community Nutrition and Education
  Preventative Health and Wellness

- Children/Youth/Individuals/Families
  Leadership Programs
  Youth and Family Development

- A Changing Rural Nebraska/Transitioning Agriculture/Viable Nebraska Communities
  Community Development
  Economic Development
  Rural/Urban/Acreage Interface
  Assisting New Farmers and Ranchers
  Policy Issues Impacting Agriculture, Agribusiness, Natural Resources, Human Resources, and Communities

(OVER)
IANR OPERATING PRIORITY AREAS

• Student Recruiting
• Student Retention
• IANR Structural Changes/Budget Issues/Program Balance
  Social Sciences
  Support Staff Salaries/Benefits
• Partnerships/Linkages/Collaboration and Teamwork (P-16 and others)
• Increasing External Funding
• Extended Education (Credit and Informal Learning)
• Diversity and Gender Equity
• Professional Development (Administrators, Faculty, and Staff)
• Enhancing Communications/Connect with Rural and Urban Nebraskans
• Globalization of IANR Programs
• Agricultural and Scientific Literacy
VISION AND MISSION
Department of Agricultural Leadership, Education and Communication
University of Nebraska-Lincoln

Our vision –

Excellence in serving the needs of agriculture and natural resources in leadership, education and communication.

Our mission –

We foster human capacity in leadership, education, and communication through innovative teaching, research, and outreach. We prepare effective teachers and leaders and create new knowledge to meet the needs of individuals and communities.

Adopted October 15, 1999
November 4, 1999

TO: AgLEC Advisory Council Members

RE: Preparations for November 9, 1999, AgLEC Advisory Council Meeting,
10:00 a.m. - 3:00 p.m. – UNL East Campus Union

This note is to follow up on my October 29 letter which included the agenda for our November 9 meeting. We look forward to your input on a number of critical issues that are important to our constituents and to our Department.

Enclosed are the following materials which we would like you to review and, in some cases, complete in advance of our meeting:


2. 1999-2008 IANR Strategic Plan Priority Areas (please be prepared to advise us on the IANR priorities to which we can contribute most).

3. Rotation of membership terms and nominating form for replacement of members (outgoing members may place their names in the nomination pool if willing to continue service for three years).

Please call if you have questions about any of these materials in the meantime. Otherwise, we will look forward to seeing you on Tuesday!

Cordially,

Earl B. Russell
Professor and Head

pc: AgLEC Faculty
October 21, 1999

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

Dear Gene:

Enclosed is the agenda for your review in advance of our AgLEC Advisory Council meeting. The meeting is scheduled for Tuesday, November 9, 1999, 10:00 a.m.-3:00 p.m. 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 East Campus Union (room to be posted). Please park in the visitor's lot north of the Clifford Hardin Center for Continuing Education. No permit is required for this lot. A map is enclosed with the area marked on it.

We are very much looking forward to your advice on a wide range of issues as indicated on the agenda. We will send you our draft AgLEC Action Plans for 2000-2005 and some other background materials about a week before the meeting.

See (or hear) you on November 9! Please return the enclosed Response Card by Wednesday, November 3, or call Betty James at 402-472-2807 to confirm your attendance.

Cordially,

Earl B. Russell
Professor and Head

Enclosures

pc: Dick Fleming
October 21, 1999

TO: 
  Jay Barbuto  Jack Furgason  Janet Poley
  Leverne Barrett  Ozzie Gilbertson  Jim Randall
  Lloyd Bell  Jim King  Kay Rockwell
  Allen Blezek  Kathleen Lodl  Jack Schinstock
  Jim Danielson  Joyce Lunde  Ed Vitzthum
  Arlen Etling  Linda Moody  Dan Wheeler
  Dick Fleming  Gwen Nugent  Myra Wilhite
  Susan Fritz  Jerry Parsons

FROM: Earl Russell

SUBJECT: AgLEC's Next Advisory Council Meeting on November 9

You are invited and urged to participate in our next AgLEC Advisory Council meeting, including lunch, on Tuesday, November 9, 10:00 a.m. - 3:00 p.m. in the East Campus Union (rooms to be posted). An agenda and list of members are enclosed. Please return the reservation form below to Betty James by Wednesday, November 3. Lunch will be from noon to 1:00 p.m.

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!

☐ I will attend lunch on Tuesday, November 9th.

☐ Sorry, I am not available for lunch on November 9th.

Name: ____________________________________________

Return to Betty James, 300 Ag Hall 0709 by Wednesday, November 3.

Thank you!
October 1, 1999

Mr. John Ulmer  
Agricultural Education Instructor  
Medicine Valley High School  
P. O. Box 9  
Curtis, NE 69025

Dear John:

Members of the Department of Agricultural Leadership, Education and Communication (AgLEC) would like to thank you for accepting our invitation to serve as a member of our Advisory Committee, replacing the position vacated by Bob Pedulla of Scottsbluff. You were recommended to us by the Nebraska Agricultural Educators Association Board of Directors at their September meeting. 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 nearly three years ago, with representatives from several universities, USDA, and UNL. We have responded to the review team recommendations and continue to implement them. Our Advisory Committee was established in spring 1998 to help us chart the course of this unit in the next few years and beyond. A list of members is enclosed.

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

We hold one-day fall and spring Advisory Committee meetings each year. Our next meeting is Tuesday, November 9, 10:00 a.m. - 3:00 p.m. at UNL. An agenda will be sent to you under separate cover. 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  
Associate Vice Chancellor Edna McBreen  
AgLEC Faculty  
Don Burke, NAEA President  
Steve Vanderbeek, Principal, Medicine Valley High School