March 2003 - Advisory Council Meeting
Department of Agricultural Leadership, Education and Communication
Advisory Council
Minutes from Meeting on Tuesday, March 25, 2003

Council Members Present: Tim Dorn, Tom Duis, Dave Howe, John Malin, Mike LePorte, Gayle Starr, Bud Stolzenburg, Doug Stouffer, Tom Wheeldon. Ardyce Bohlke and Sandy Stockall (by phone)

AgLEC Members Present: Jay Barbuto, Leverne Barrett, Lloyd Bell, Arlen Etling, Patricia Fairchild, Dick Fleming, Susan Fritz, Dann Husmann, Betty James, Jim King, Linda Moody, Kay Rockwell, Dee Trudeau, Dan Wheeler

Guests: DeLynn Hay, Program Leader, Cooperative Extension, and Steve Waller, Dean, College of Agricultural Sciences and Natural Resources (CASNR)

Chairman Malin called the meeting to order. Introductions were made around the room and with those on the telephone. It was moved and seconded to approve the minutes of the November 12, 2002, meeting. Motion passed.

Steve Waller and DeLynn Hay joined the group to discuss impacts of potential budget cuts on AgLEC, IANR, and UNL. Waller said that tuition will probably be increased but tax increases must also be discussed by the Legislature. It is not known yet if the University portion of budget cuts will be 5% or 10%. The cuts that have been proposed represent about 5% for the University. If cuts do go to the next level, academic units will be cut and tenured faculty will be lost. There are 12 academic units in CASNR and all 12 are vulnerable. Hay told the group that Extension Educators are vulnerable to budget cuts because they do not have tenure. AgLEC will be directly affected by budget cuts because some sections of ALEC 102 are funded by salary savings that will not be available. Also, the public generally does not understand that building funds for the university are separate and will not help the current budget situation. Waller encouraged the group to keep moving ahead saying, “We must continue to do good work.” Waller said the budget reduction process is a very open process. He encouraged everyone to e-mail the Chancellor with suggestions and questions.

King reported for the UNL Academic Senate. He predicted that the university will be a different place after this budget cutting process is complete. Faculty have not been kept informed about what budget reduction alternatives are being discussed. It is difficult to give advice without knowing what the options are. He thinks the Executive Committee of the Academic Senate should be kept more informed so they can give advice on possible budget reductions ideas to the Chancellor and upper administration. What role do faculty have? UNO and UNK have unions. The Academic Senate is looking at ways to organize collectively. There are communication problems even though Chancellor Perlman has been very good at keeping faculty, staff and students informed through e-mail messages.

Fritz said that these are tough times especially for social science departments that typically don’t have access to big dollar grants. IANR administration is requesting quality indicators for departments.

Bell reported for the Liaison Committee. They will be meeting this Friday and should have more information then. A goal for the Liaison Committee is to open up communication between administration and faculty.

Updates on the Department – Moody presented information on the Animal Science Leadership Pilot. It is funded by a USDA Challenge grant which is currently in the second and final year. Barrett reported on the HOPE project. Wheeler reported on the Neighbors Working Together project that involves ten neighborhoods around UNL and is funded by HUD. The project is housed at Whittier Junior High which is an important landmark to the neighborhood. Wheeler also reported on the Leadership Academy. Two
sessions have been held and the next one is scheduled for June 2003. A total of 27 people have
completed the sessions. A six-month follow-up is provided for each participant. Husmann reported on
the Biotechnology Workshops to be held this summer in Columbus and Grand Island. This will be the
third year for these workshops. It is a hands-on experience for participants. Barbuto reported on the
County Commissioners Leadership Research Project that Fritz and Barbuto are currently working on.
Thursday, March 27, they will be in Kearney to present a workshop. Participants will be provided
intense feedback on leadership styles based on forms completed in advance. Fritz reported on the
Seamless Education Initiative which started with the Mead High School Project. Dual credit offerings
with high schools and the university are possible. Entomology is offering a class this spring that offers
dual credit. Two major grants have been recently submitted—one to the National Science Foundation
and another to FIPSE (Fund for the Improvement of Postsecondary Education). UNL could lead the
nation in this effort, however, there will be policy challenges involved.

Fritz acknowledged these exciting initiatives in the department and the fact that faculty are moving
forward with new ideas and projects. The general attitude seems to be “we have work to do” even in this
time of budget reduction discussions.

The department display has been revamped with suggestions from the last Advisory Council meeting.
Today the focus for the display is Undergraduate Education but changes can be made for different/themes.

Bell reported on the sales course that is currently being offered in AgLEC. He is convinced that no other
department on campus could do this course. SCC-Beatrice faculty have been a tremendous help.

Lunch – Table discussions included implications of budget cuts on University, IANR and AgLEC
teaching, research and service.

After lunch, the discussion continued on budget cuts and the fact that they are coming. Comments from
the Advisory Committee – The university should decide what it does well and eliminate some of the
weaker things. There is no empathy from people around the state. The perception is that higher
education has been insulated from cuts in the past and should now take its fair share of cuts. People see
lots of things they think the university could cut if they really wanted to cut them. Faculty are seen as a
privileged class. Values of the state are more conservative than the liberal thinking of the university.
People generally think it is payback time for the university. Since uniqueness of programs is important,
the leadership skills developed in AgLEC can be used by all students as they change careers throughout
their lives.

Fritz presented the Initial Recommendations of Comprehensive Review Team. Discussion.

A motion was made by Wheeldon that the AgLEC Advisory Council supports the funding of a full-time
faculty position for Ag Journalism. Stouffer seconded. Motion passed.

Fritz explained that AgLEC has had to limit sections of ALEC 102 and certain leadership classes due to
lack of funding for instructors. It is unfortunate that student demand is there but cannot be met due to
limitations of budget and faculty FTE.

Fritz thanked the Advisory Council for coming today and for all their support.

Next meeting – Tuesday, November 4, 2003 (10:00 a.m. to 3:00 p.m.). Please mark your calendars.

Adjourned 3:00 p.m.

Betty James
April 2, 2003
Agenda - AgLEC Advisory Council Meeting
March 25, 2003
10:00 a.m. - 3:00 p.m.
East Campus Union

10:00 a.m. Approval of Minutes, Introductions

10:15 a.m. Discussion with IANR Administrator(s) regarding impacts of potential budget cuts on AgLEC, IANR, University

10:45 a.m. Budget Cut Process, Procedures and Timeline
IANR Liaison Committee – Lloyd Bell
UNL Academic Senate – Jim King
AgLEC – Susan Fritz

11:05 a.m. Update on the Department
HOPE Project – Leverne Barrett
Neighbors Working Together – Dan Wheeler
Leadership Academy – Dan Wheeler
Animal Science Leadership Pilot – Linda Moody
Biotechnology Workshops – Dann Husmann
County Commissioners Leadership Research Project – Jay Barbuto
Seamless Education Initiative – Susan Fritz

11:50 a.m. Break

12:00 p.m. Lunch
Table discussions about implications of Budget Cuts on University, IANR and AgLEC Teaching, Research and Service

1:00 p.m. Reports of table discussions

1:20 p.m. Presentation of Initial Recommendations of Comprehensive Review Team
Reactions of Advisory Council Members
Reactions of AgLEC Faculty

2:10 p.m. Small group discussion about prioritizing recommendations, concerns, etc.

2:45 p.m. Report Back

3:00 p.m. Adjourn
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>City, State, Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td>AgLEC Advisory Council</td>
<td>Spring 2003</td>
<td></td>
</tr>
<tr>
<td>TOM DUIS</td>
<td>SE COMMUNITY COLLEGE RR #2 BOX 35A</td>
<td>BEATRICE, NE 68310</td>
</tr>
<tr>
<td>MARY GERDES</td>
<td>GERDES FARMS INC RFD #1 BOX 76</td>
<td>JOHNSON, NE 68376</td>
</tr>
<tr>
<td>DON HUTCHENS</td>
<td>NEBRASKA CORN BOARD 301 CENTENNIAL MALL SOUTH</td>
<td>LINCOLN, NE 68509</td>
</tr>
<tr>
<td>ANGELA LEIFELD</td>
<td>MEAD PUBLIC SCHOOLS 115 N ELM BOX 158</td>
<td>MEAD, NE 68041</td>
</tr>
<tr>
<td>JIM NEMEC</td>
<td>NEBRASKA CITY SCHOOLS 141 STEINHART PARK RD</td>
<td>LINCOLN, NE 68410</td>
</tr>
<tr>
<td>GAYLE STARR</td>
<td>DEPARTMENT OF NATURAL RESOURCES</td>
<td>LINCOLN, NE 68509</td>
</tr>
<tr>
<td>ANGELA WATTS</td>
<td>JOHN DEERE COMPANY 3702 AVENUE N</td>
<td>KEARNEY, NE 68847</td>
</tr>
<tr>
<td>JENNY REIMERS</td>
<td>AgLEC Graduate Student Assn 300 AG HALL 0709</td>
<td></td>
</tr>
<tr>
<td>TIM DORN</td>
<td>Ag Ed Club 401 ADAM ST</td>
<td>SCHUYLER, NE 68661</td>
</tr>
<tr>
<td>ARDYCE BOHLKE</td>
<td>#7 VILLAGE DR</td>
<td>HASTINGS, NE 68901</td>
</tr>
<tr>
<td>DAVID GRIMES</td>
<td>2230 NORTH FIRST ST</td>
<td>RAYMOND, NE 68428</td>
</tr>
<tr>
<td>DALE KABES</td>
<td>WELLS FARGO</td>
<td>LINCOLN, NE 68508</td>
</tr>
<tr>
<td>MIKE LEPORTE</td>
<td>KRVN 880 FARM RADIO</td>
<td>LEXINGTON, NE 68850-0880</td>
</tr>
<tr>
<td>SUSAN RODENBURG</td>
<td>3155 THIEN CIRCLE</td>
<td>LINCOLN, NE 68502</td>
</tr>
<tr>
<td>SANDRA STOCKALL</td>
<td>W CENTRAL RESEARCH AND EXTENSION CENTER</td>
<td>NORTH PLATTE, NE 69101-9495</td>
</tr>
<tr>
<td>TOM WHEELDON</td>
<td>SCHUYLER CENTRAL HIGH SCHOOL 401 ADAM ST</td>
<td>SCHUYLER, NE 68661</td>
</tr>
<tr>
<td>DOUG STOUFFER</td>
<td>Ag Communicators of Tomorrow 200 WEST IRVING ST</td>
<td>LINCOLN, NE 68521</td>
</tr>
<tr>
<td>JULIA FRENCH</td>
<td>FFA Alumni 1305 S 176TH ST</td>
<td>LINCOLN, NE 68520</td>
</tr>
<tr>
<td>TIM DORN</td>
<td>Ag Ed Club 401 ADAM ST</td>
<td>SCHUYLER, NE 68661</td>
</tr>
<tr>
<td>JACK BRODERICK</td>
<td>SEWARD PUBLIC SCHOOLS 532 NORTHERN HEIGHTS</td>
<td>SEWARD, NE 68434-1076</td>
</tr>
<tr>
<td>DAVID GRIMES</td>
<td>2230 NORTH FIRST ST</td>
<td>RAYMOND, NE 68428</td>
</tr>
<tr>
<td>DALE KABES</td>
<td>WELLS FARGO</td>
<td>LINCOLN, NE 68508</td>
</tr>
<tr>
<td>MIKE LEPORTE</td>
<td>KRVN 880 FARM RADIO</td>
<td>LEXINGTON, NE 68850-0880</td>
</tr>
<tr>
<td>SUSAN RODENBURG</td>
<td>3155 THIEN CIRCLE</td>
<td>LINCOLN, NE 68502</td>
</tr>
<tr>
<td>SANDRA STOCKALL</td>
<td>W CENTRAL RESEARCH AND EXTENSION CENTER</td>
<td>NORTH PLATTE, NE 69101-9495</td>
</tr>
<tr>
<td>TOM WHEELDON</td>
<td>SCHUYLER CENTRAL HIGH SCHOOL 401 ADAM ST</td>
<td>SCHUYLER, NE 68661</td>
</tr>
<tr>
<td>DOUG STOUFFER</td>
<td>Ag Communicators of Tomorrow 200 WEST IRVING ST</td>
<td>LINCOLN, NE 68521</td>
</tr>
</tbody>
</table>
Preliminary Report from the External Review Team

UNL Department of Agricultural Leadership, Education, and Communication

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

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

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

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

Overall Recommendations
Capture potential of Ag Journalism program.

- Change the name of the major.
- Seek working relationships with Journalism and Mass Communications.
- Trade expertise with neighboring institutions (K-State).
- Appoint a long-term champion for the program.
February 27, 2003

Tom Duis  
Southeast Community College  
RR #2 Box 35A  
Beatrice NE 68310

Dear Tom:

Faculty in the Department of Agricultural Leadership Education and Communication (AgLEC) are looking forward to the upcoming Advisory Council meeting scheduled for March 25, 2003.

The main topic of discussion will be the recommendations of the Comprehensive Review team (draft agenda enclosed). The team was on campus the last week of January and we were especially pleased that some members of the Advisory Council (John Malin, Don Hutchens, Dave Howe, Deanna Karmazin, Jenny Reimers, Jill Kruger, Julia French) were able to meet with them. Unfortunately, it will also be necessary to review the likely impact of proposed budget cuts to be announced in the coming weeks.

Please return the enclosed Response Card by March 14th, or call Betty James at 402-472-8738 to confirm your attendance. Or, you may reply by e-mail at bjames1@unl.edu.

Thank you for your continued involvement in our Advisory Council and, on behalf of the AgLEC faculty, I look forward to seeing you on Tuesday, March 25th, at the East Campus Union.

Sincerely,

Susan Fritz  
Associate Professor and Department Head

Enclosures
Department of Agricultural Leadership, Education and Communication

Advisory Council

Minutes from Meeting on Tuesday, November 4, 2003

Council Members Present: Tom Duis, David Grimes, Dave Howe, Don Hutchens, Angela Leifeld, Mike LePorte, John Malin, Jennifer Reimers, Kris Spath, Sandy Stockall, Lyndsey Volkmer.

Ardyce Bohlke (by phone)

AgLEC Members Present: Jay Barbuto, Leverne Barrett, Lloyd Bell, Patricia Fairchild, Susan Fritz, Dann Husmann, Betty James, Jim King, Linda Moody, Jan Foley, Kay Rockwell, Dan Wheeler

Guest: Don Beermann

Chairman Malin called the meeting to order at 10:00 a.m. Fritz gave an update on departmental activities. A newsletter for AgLEC is being developed and should be ready for electronic distribution by the end of the week.

Bell and Beermann led the discussion of the IANR strategic planning process and the IANR Listening Sessions. Three themes are emerging from the IANR Listening Sessions: community sustainability, water quantity and quality, and promotion of IANR as a partner.

Husmann presented the October 2003 draft of AgLEC’s strategic plan and asked for input from the Advisory Council. Everyone divided into two groups to discuss 1) establishing/maintaining AgLEC as a vital and valuable unit in IANR and 2) collaborative relationships. Then the two groups reported back to the whole group.

After lunch, Fritz presented information on Ag Journalism. Faculty positions are not being released in IANR at the current time because of budget restrictions. It is not likely that AgLEC will receive a position that is solely Ag Journalism anytime soon. Discussion.

Wheeler led the discussion of the next items of AgLEC’s strategic plan: 1) build AgLEC research, 2) focus department programs and efforts toward national prominence and recognition in target areas, 3) strengthen AgLEC Extension programs by focusing efforts, and 4) more fully capture the enrollment growth potential across the University. Again, everyone divided into two groups to brainstorm and then reported back to the large group.

Input from the day’s discussions will be reviewed by the faculty on November 14th as they finalize the AgLEC Strategic Plan. Malin and Fritz thanked the group for coming today and for the strong support given AgLEC from the Advisory Council.

Next meeting – Thursday, March 25, 2004 (10:00 a.m. to 3:00 p.m.). Please mark your calendars.

Adjourned 2:50 p.m.

Betty James

November 10, 2003
AgLEC Advisory Council
November 4, 2003
10:00 a.m. - 3:00 p.m.
East Campus Union

10:00-10:10  Introductions – John Malin
Approve Minutes

10:10-10:20  Update on the Department – Susan Fritz

10:20-10:50  IANR Listening Sessions – Don Beermann and Lloyd Bell

10:50-12:00  Establishing/maintaining AgLEC as a vital and valuable unit in IANR –
Dann Husmann
Collaborative relationships – Dann Husmann
(break into two groups, report back)

12:00 - 1:00  Lunch

1:00-1:15   Ag Journalism – Susan Fritz

1:15-2:00   Build AgLEC research – Dan Wheeler
Focus department programs and efforts toward national prominence and
recognition in target areas – Dan Wheeler

2:00-2:45   Strengthen AgLEC Extension programs by focusing efforts – Dan Wheeler
More fully capture the enrollment growth potential across the University –
Dan Wheeler

2:45-3:00   Wrap Up – John Malin
Set spring meeting date
<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Institution</th>
<th>Address/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARY GERDES</td>
<td>GERDES FARMS INC</td>
<td>RFD #1 BOX 76, JOHNSON NE 68376</td>
</tr>
<tr>
<td>DON HUTCHENS</td>
<td>NEBRASKA CORN BOARD</td>
<td>301 CENTENNIAL MALL SOUTH, LINCOLN NE 68509</td>
</tr>
<tr>
<td>ANGELA LEIFELD</td>
<td>MEAD PUBLIC SCHOOLS</td>
<td>115 N ELM BOX 158, MEAD NE 68041</td>
</tr>
<tr>
<td>JIM NEMEC</td>
<td>NEBRASKA CITY SCHOOLS</td>
<td>141 STEINHART PARK RD, NEBRASKA CITY NE 68410</td>
</tr>
<tr>
<td>GAYLE STARR</td>
<td>DEPARTMENT OF NATURAL RESOURCES</td>
<td>301 CENTENNIAL MALL SOUTH, LINCOLN NE 68509</td>
</tr>
<tr>
<td>ANGELA WATTS</td>
<td>JOHN DEERE COMPANY</td>
<td>3702 AVENUE N, KEARNEY NE 68847</td>
</tr>
<tr>
<td>JENNY REIMERS</td>
<td>AgLEC Graduate Student Assn</td>
<td>300 AG HALL 0709</td>
</tr>
<tr>
<td>ARDYCE BOHLKE</td>
<td></td>
<td>#7 VILLAGE DR, HASTINGS NE 68901</td>
</tr>
<tr>
<td>DAVID GRIMES</td>
<td></td>
<td>2230 NORTH FIRST ST, RAYMOND NE 68428</td>
</tr>
<tr>
<td>DALE KABES</td>
<td>WELLS FARGO</td>
<td>1248 &quot;O&quot; ST, LINCOLN NE 68508</td>
</tr>
<tr>
<td>MIKE LEPORTE</td>
<td>KRVN 880 FARM RADIO</td>
<td>P O BOX 880, LEXINGTON NE 68850-0880</td>
</tr>
<tr>
<td>SUSAN RODENBURG</td>
<td></td>
<td>3155 TIHEN CIRCLE, LINCOLN NE 68502</td>
</tr>
<tr>
<td>SANDRA STOCKALL</td>
<td>W CENTRAL RESEARCH AND EXTENSION CENTER</td>
<td>ROUTE 4 BOX 46A, NORTH PLATTE NE 69101-9495</td>
</tr>
<tr>
<td>TOM WHEELDON</td>
<td>SCHUYLER CENTRAL HIGH SCHOOL</td>
<td>401 ADAM ST, SCHUYLER NE 68661</td>
</tr>
<tr>
<td>DOUG STOFFER</td>
<td>ALPHA GAMMA NU</td>
<td>3248 STARR ST, LINCOLN NE 68503</td>
</tr>
<tr>
<td>TOM DUIS</td>
<td>SE COMMUNITY COLLEGE</td>
<td>RR #2 BOX 35A, BEATRICE NE 68310</td>
</tr>
<tr>
<td>DAVE HOWE</td>
<td></td>
<td>20120 NORTH STABLE DR, EAGLE NE 68347</td>
</tr>
<tr>
<td>DEANNA KARMAZIN</td>
<td>LANCASTER COUNTY EXT</td>
<td>444 CHERRY CREEK RD, LINCOLN NE 68528-1507</td>
</tr>
<tr>
<td>JOHN MALIN</td>
<td>UNITED FARMERS COOP</td>
<td>1403 ROAD 14, YORK NE 68467</td>
</tr>
<tr>
<td>SANDRA STOCKALL</td>
<td>W CENTRAL RESEARCH AND EXTENSION CENTER</td>
<td>ROUTE 4 BOX 46A, NORTH PLATTE NE 69101-9495</td>
</tr>
<tr>
<td>BUD STOLZENBURG</td>
<td>CHERRY COUNTY EXTENSION</td>
<td>BOX 48, VALENTINE NE 69201-0048</td>
</tr>
<tr>
<td>DAVE WOLTHUIS</td>
<td>UNITED SUPPLIERS</td>
<td>3910 SOUTH 40TH ST, LINCOLN NE 68506</td>
</tr>
<tr>
<td>LYNDSEY VOLKMER</td>
<td></td>
<td>3400 DUDLEY ST, LINCOLN NE 68503</td>
</tr>
</tbody>
</table>
Several hundred Nebraskans participated in 30 listening sessions across the State of Nebraska. Three major themes emerged.

**Theme One—Economic Development for Rural Nebraska**

Issues concerning the health and well-being of rural Nebraska are the basis of this major theme. Not only were these issues frequently mentioned, they were described in ways that conveyed both pain and passion. What seemed obvious in the data was the complexity of the issue and how completely it reached into all program areas of the Institute.

Major issues identified by participants around this theme include:

**Social Issues**

1. The aging population and related retirement issues. Several people made statements similar to the following in response to the question about important issues. “Aging population with youth leaving communities.” “Retirement population as it increases, more demands on local resources will cause economic stress or benefits depending upon the readiness of the local community.”
2. Youth leaving rural Nebraska
3. Stressed families
4. Lack of community leadership
5. Food safety and nutrition
6. Health, health availability, health costs and health insurance
7. Emerging populations (immigrants, language, refugees, people of limited resources)
8. Distances: Distance to access basic services.
**Economic Issues**

1. Big business making it impossible for small town business to thrive. “Big company mergers taking over small community business (Wal-Mart, Menards, IBP, Tyson, etc.)
2. Loss of small farms to consolidation and big business
3. Poor management
4. Transfer of land and businesses
5. Lack of marketing, finances, and global economies skills and knowledge
6. Profitability
7. Competition
8. Increasing reliance on technology and associated problems with rural access
9. Jobs opportunities for youth as well as for displaced farmers and ranchers
10. Off farm/ranch employment.

**Regulatory/Governmental Issues**

1. Unfriendly governmental regulations and farm programs that don’t seem to work. “Livestock growth versus DEQ rationale.”
2. Zoning
3. Tax issues and budget cuts—local, state and university

**Environmental Issues**

1. Environmental issues and regulations. This is especially true in the area of hog confinement and feedlots. Examples of some comments include: “Hog confinements—as a resident within one mile proximity, I know the effects.” “Hog confinements and neighbors wanting to move to a rural setting are not compatible.”
2. Land planning
3. Drought and other outside issues such as war and bio-terrorism.

Opportunities in the areas of entrepreneurship, value added products and tourism were mentioned. One person put it that educational programs should concentrate on human resources and how people make decisions.

**Theme Two—Water**
Three clustered areas were discussed.

**Conservation**

1. Water availability including ground water depletion, public drinking water supplies, water for industrial/commercial uses.
2. Water availability impacts many other facets of local economies—Lake McConaughy example relative to the importance of the lake to local economic activity.

**Water Quality**

1. Levels of phosphorous
2. Levels of nitrogen
3. Water quality affects both urban and rural Nebraskans
4. Balance between agricultural production uses and environmentally friendly standards was a common concern

**Water policy, education and related issues**

1. More education for the general public on water issues
2. Water resource management education is needed
3. Knowledge of ground water rules and regulations is poor
4. Alternative crops or production practices that conserve water are needed

**Theme 3—Who and What is IANR**

**Name and Image**

1. Multiple names for the same thing: Extension, Extension Service, CED, Cooperative Extension, Extension office
   a. People: Ag Agents, Ag specialists, faculty, specialists, extension educators, extension agents, etc.
   b. Places: East Campus, Ag college, center/district office, R & E Centers
   c. Acronyms: CED, ARD, CASNR, IANR, NFS, NSA, ARDC, etc

**How to access people, places and information on know what is available**

1. “Not aware of all these programs prior to presentation”
2. Need to educate public on what resources are available
3. Relevant, but not well known
4. Access points
   a. Phone book
   b. Web Site
   c. Office location
One of the questions that generated lots of discussion was:

What are the most significant issues on the horizon that will affect you, your family, your business, or your community?

1. Economic Concerns
   a. Farm Bill
   b. Governmental regulations
2. Environment
3. Family Issues
   a. Impact of economic stress on families and children
   b. Impact of both parents working out side of home, single parent families, etc.
   c. Positive support for adolescents
   d. Managing with reduced financial resources
4. Health
   a. Health care costs
   b. Increasing insurance costs
   c. Overweight sedentary population
   d. Doctors leaving small communities
5. Immigrants
   a. Helping people adjust, communicate and work together
6. Jobs
   a. Jobs for young people
7. Outside influences
8. Profitability
   a. Global competition
9. Budget reductions
10. Quality of life
11. Rural/Urban
12. Confinement feedlot issues
13. Is Agriculture going to survive
14. Value Added production
15. Technology and its role in all of the above
### MATRIX FOR EVALUATING THE QUALITY OF OUTREACH ACTIVITIES

<table>
<thead>
<tr>
<th>DIMENSION</th>
<th>COMPONENTS</th>
<th>SAMPLE QUESTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Significance</strong></td>
<td><strong>Project Goals</strong></td>
<td>Were objectives of the project clear and appropriate to the context and to available resources?</td>
</tr>
<tr>
<td><strong>Target Audience</strong></td>
<td></td>
<td>What groups or individuals were most affected by the issue?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Were the affected groups reached?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Who benefitted?</td>
</tr>
<tr>
<td><strong>Issue/Opportunity to Be Addressed</strong></td>
<td></td>
<td>What was the issue, opportunity, concern, and how was it defined by the stakeholders?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Was the problem important; i.e., how serious was the problem and what social, economic, and human consequences could have resulted from not addressing the problem?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>What was the issue's magnitude; i.e., what were the size, trends, future directions, and geographic distribution of the problem?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>How visible or prominent was the issue; i.e., to what extent was the public aware of the problem?</td>
</tr>
<tr>
<td><strong>Consistency with University and Unit Missions</strong></td>
<td></td>
<td>To what extent did the project address the university's mission of teaching, research, and service?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>To what extent was the project consistent with the unit's mission or with the university's interdisciplinary mission?</td>
</tr>
<tr>
<td><strong>Resources</strong></td>
<td></td>
<td>Were adequate resources available?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>To what extent did the outreach initiative draw on multiple resources, both human and financial, within and outside the university?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>To what extent were project resources able to leverage other resources?</td>
</tr>
<tr>
<td><strong>Contextualization</strong></td>
<td><strong>Appropriateness of Expertise</strong></td>
<td>To what extent did the project fit with the individual's and the unit's available expertise and research and outreach priorities?</td>
</tr>
<tr>
<td><strong>Degree of Collaboration</strong></td>
<td></td>
<td>What types of partnerships and collaborations were established?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>What contribution did the collaboration make to capacity building?</td>
</tr>
<tr>
<td><strong>Sensitivity to Diversity</strong></td>
<td></td>
<td>Did the faculty and students involved in the project demonstrate sensitivity to diverse audiences and stakeholders?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>How were the variety of learning styles of the target audience recognized and accommodated?</td>
</tr>
<tr>
<td><strong>Methodological Approach</strong></td>
<td></td>
<td>Was the outreach initiative staged for logical development with a sequential perspective; i.e., did it conduct needs assessment, prepare the field, and have a planned ending?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Did the project utilize an appropriate methodology?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Did the project have a comprehensive and informative evaluation plan?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Was there an appropriate perspective underlying the design i.e., developmental, participatory?</td>
</tr>
<tr>
<td>DIMENSION</td>
<td>COMPONENTS</td>
<td>SAMPLE QUESTIONS</td>
</tr>
<tr>
<td>-----------</td>
<td>------------</td>
<td>------------------</td>
</tr>
</tbody>
</table>
| Scholarly Characteristics & Contributions | Knowledge Generation, Application, Dissemination, & Preservation | - To what extent was appropriate, up-to-date knowledge used?  
- What knowledge base for addressing the issue resided in the community or with the constituents?  
- To what extent was there an awareness of replicable models, experts and/or writing related to the issue and approach to be taken?  
- Did the project make a unique contribution in addressing the issue?  
- To what extent was there innovation in the application of disciplinary knowledge and methodology to the particular context of the project?  
- Did the outreach activities generate new knowledge or represent a potential new interpretation or application for use in specific settings?  
- Did outcomes and interpretations constitute an original contribution to the field?  
- Were there any unanticipated developments during the course of the project or outcomes of the work creatively interpreted so as to add to the knowledge base?  
- Is the information available for possible replication and dissemination?  
- Is the outreach activity generating new research questions? What effect did the initiative have on scholarship? On community knowledge?  
- In what ways is the scholarship being recognized and rewarded? |
| External & Internal Impacts | Impact on Issue | - Were the project’s goals and objectives met?  
- What impact did the project have on the intended targets, beneficiaries, problem/issue?  
- Could that impact be documented?  
- How was that impact defined by the stakeholders?  
- Is the activity making an impact on public policy or the improvement of practice? |
| Sustainability & Capacity Built | | - Did the project develop mechanisms for sustainability and ultimately university detachment?  
- What capacity was built by the project; e.g., financial, technological, leadership, planning, technical, and professional?  
- Did the project result in additional resources being leveraged for future development—for the unit or university, or for the community or stakeholders?  
- To what extent was the project innovative and creative rather than routine? |
| Mutual Connections/ Benefits Between University & Community | | - Was mutual understanding established between the university and the community?  
- Was there two-way flow of communication?  
- Did mutual satisfaction derive from the project?  
- To what extent is the project expanding access to the university by extending outreach in time, distance and place, format and approach? |
| Impact on the University | | - Has the project offered new opportunities for student learning and graduate student support?  
- Has the project led to innovations in curriculum offerings?  
- Has the project increased multi- or inter-disciplinary collaborations within the university?  
- Has the project informed other university mission dimensions; e.g., teaching, research, or service?  
- Did the project assist the unit’s or faculty member’s progress in developing outreach potential and in using that potential to improve the institution’s operations and visibility? |
<table>
<thead>
<tr>
<th>AgLEC Goals</th>
<th>Partnership(s)</th>
<th>Question(s)</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Build the AgLEC research enterprise.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Two thrusts: leadership and teaching and learning.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i. Tie student research to department needs and mission (03-08).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Mix of basic and applied research with practical application to Nebraska citizens.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Develop long-term, grant funded, community-based leadership programs combining research and Extension.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i. Have AgLEC faculty review Federal grant proposals for networking and improved proposal writing (03-08).</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### AgLEC Goals

<table>
<thead>
<tr>
<th>AgLEC Goals</th>
<th>Question(s)</th>
<th>Indicators</th>
<th>Technical Assistance Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Build the AgLEC research enterprise.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Two thrusts: leadership and teaching and learning.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i. Tie student research to department needs and mission (03-08).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Mix of basic and applied research with practical application to Nebraska citizens.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Develop long-term, grant funded, community-based leadership programs combining research and Extension.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i. Have AgLEC faculty review Federal grant proposals for networking and improved proposal writing (03-08).</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. Implement strategic planning by focusing department programs and efforts toward national prominence and recognition in target areas.

   a. Launch a leadership initiative for agricultural education teachers in Nebraska, Iowa, and Kansas (03-05).
<table>
<thead>
<tr>
<th>AgLEC Goals</th>
<th>Question(s)</th>
<th>Indicators</th>
<th>Technical Assistance Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Implement strategic planning by focusing department programs and efforts toward national prominence and recognition in target areas.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Launch a leadership initiative for agricultural education teachers in Nebraska, Iowa, and Kansas (03-05).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AgLEC Goals</td>
<td>Partnership(s)</td>
<td>Question(s)</td>
<td>Use</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------</td>
<td>----------------</td>
<td>-------------</td>
<td>-----</td>
</tr>
<tr>
<td>1. Extend current collaboration relationships into more formal and feasible.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Strengthen associations with major leadership programs {Nebraska LEAD alumni, community-based leadership programs, NE &amp; Nat’l FFA} (03-08).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Expand Leadership Academy recruitment (03-06).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Capitalize on the Leadership Academy as an integrated Extension and ARD effort (03-06).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AgLEC Goals</td>
<td>Question(s)</td>
<td>Indicators</td>
<td>Technical Assistance Needed</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------</td>
<td>-------------</td>
<td>------------</td>
<td>----------------------------</td>
</tr>
<tr>
<td>1. Extend current collaboration relationships into more formal and feasible.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Strengthen associations with major leadership programs: {Nebraska LEAD alumni, community-based leadership programs, NE &amp; Nat’l FFA} (03-08).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Expand Leadership Academy recruitment (03-06).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Capitalize on the Leadership Academy as an integrated Extension and ARD effort (03-06).</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
November 10, 2003

Mr. Craig Frederick
Director, Agricultural Education
Nebraska Department of Education
301 Centennial Mall South
Box 94987
Lincoln, NE 68509-4987

Dear Craig:

The agricultural education faculty of the Department of Agricultural Leadership, Education and Communication (AgLEC) have nominated you to serve out a term (through December 2004) on the AgLEC Advisory Council. We feel this service will be a mutually rewarding experience as together we continue to build this unit to better serve Nebraskans.

In serving on the council, you would be among a select group of individuals who represent varied constituents of our department. For example, our Advisory Council includes AgLEC graduates, agriculture teachers, extension educators and specialists, and those engaged in leadership and communication areas serving IANR clients. We also have included leaders in education, business, government, and various walks of life.

The Advisory Council meets one day in the fall and spring of each year. Meetings are held at the UNL East Campus Union from 10:00 a.m. to 3:00 p.m. Agendas and reminders are sent approximately one month in advance of the meetings. As is the case in most IANR departments that have advisory councils, we will cover the cost of meals during our meetings.

We hope you accept our invitation to serve on the AgLEC Advisory Council and hope to hear from you by December 1.

Sincerely,

Susan Fritz
Associate Professor and Head

c: Dick Fleming
October 6, 2003

Doug Stouffer  
Ag Communicators of Tomorrow  
Alpha Gamma Nu  
3248 Starr St  
Lincoln, NE 68503

Dear Doug:

Enclosed is a draft agenda for the upcoming Advisory Council meeting scheduled for November 4. We will be asking for your advice on several items including input on our Strategic Plan.

Please return the enclosed Response Form by October 21, or call Betty James at 402-472-8738 to confirm your attendance so we will have an accurate count for lunch.

Thank you for your participation in our Advisory Council and, we look forward to seeing you on Tuesday, November 4.

Sincerely,

Susan Fritz  
Associate Professor and Department Head

Enclosures
October 6, 2003

Lyndsey Volkmer
Ag Ed Club
3400 Dudley St
Lincoln, NE 68503

Dear Lyndsey:

Members of the Department of Agricultural Leadership, Education and Communication (AgLEC) would like you to serve as a member of our Advisory Council. Your term will expire with the election of the next president of the Ag Ed Club. We feel this will be a mutually rewarding experience as together we continue to build this unit to better serve Nebraskans.

The Advisory Council meets one day in the fall and spring each year, and our next meeting is scheduled for Tuesday, November 4. Enclosed is a draft agenda. We will be asking for your advice on several items including input on our Strategic Plan. It will be held at the East Campus Union from 10:00 a.m. to 3:00 p.m.

Please return the enclosed Response Form by October 21, or call Betty James at 472-8738 to confirm your attendance so we will have an accurate count for lunch.

If you have any questions about the Advisory Council or the AgLEC department, please contact me at the address above or phone 472-9559. We look forward to having you join us!

Sincerely,

Susan Fritz
Associate Professor and Department Head

Enclosures
October 6, 2003

Ardyce Bohlke
#7 Village Drive
Hastings, NE 68901

Dear Ardyce:

Enclosed is a draft agenda for the upcoming Advisory Council meeting scheduled for November 4. We will be asking for your advice on several items including input on our Strategic Plan.

We will meet at the East Campus Union (room to be posted). Parking should be available in the #10 lots north of the Union. Come to our meeting room and you may obtain the required visiting parking permit from Betty James. A map is enclosed for your use.

Please return the enclosed Response Form by October 21, or call Betty James at 402-472-8738 to confirm your attendance so we will have an accurate count for lunch.

Thank you for your participation in our Advisory Council and, we look forward to seeing you on Tuesday, November 4.

Sincerely,

Susan Fritz
Associate Professor and Department Head

Enclosures