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November 2008 - ALEC Advisory Council Meeting Minutes

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Department of Agricultural Leadership, Education and Communication (AgLEC)
Advisory Council
Minutes from Wednesday, November 5, 2008

Council Members Present: Mary Gerdes, Deanna Karmazin, Matt Kreifels, Tom Hermance, Karen Kollars, Angela Leifeld, Laura Maricle, Gayle Starr, Bud Stolzenburg, Jim Swenson (for Roger Kuhn), Joana Story, Elaine Stuhr, Bruce Williams

AgLEC Members Present: Mark Balschweid, Jay Barbuto, Leverage Barrett, Lloyd Bell, Heather Borck, Annie Doerr, Jason Ellis, Dick Fleming, Heath Harding, Betty James, Jim King, Tom Kraft, Gina Matkin, Lisa Pennisi, Kelly Phipps, Alyssa Smola

Guests: Terry Hejny, Tony Glenn, Eric Knoll

Vice Chairman Bruce Williams called the meeting to order at 10:00 a.m. Minutes of the April 16, 2008 meeting were accepted as written. Williams introduced Mark Balschweid as the new department head in AgLEC. And, those in attendance introduced themselves around the room.

Department Update – Balschweid reported AgLEC’s enrollments are growing at the undergraduate and graduate levels with Ag Education – 51; Ag Journalism – 25; Hospitality, Restaurant & Tourism Management (HRTM) – 6; Industrial Technical Education – 5. There is no formal procedure for identifying minors, but we estimate the agricultural leadership minor is at about 100 students. Our graduate student enrollment in Leadership Studies is currently at 140 (both masters and doctoral). The fall enrollment in the College of Agricultural Sciences and Natural Resources (CASNR) is up 12.9%, leading all colleges at the University of Nebraska-Lincoln (UNL). AgLEC’s Ag Education enrollment was up 33%, which was the third highest increase in CASNR.

Smola distributed information on the AgLEC recruitment efforts and asked for suggestions about events they should be attending for recruitment efforts.

Balschweid announced that the Industrial Technology Education program at UNL moved to AgLEC as of July 1, 2008. Tom Kraft coordinates the program. Faculty are working with the Association for Communication Excellence (ACE), a national leadership development project, with Kelly Phipps as the coordinator for AgLEC. UNL has a new faculty rank called Professor of Practice. Kelly Phipps is an Assistant Professor of Practice and Tom Kraft is an Associate Professor of Practice. Dick Fleming will be receiving the 2008 Public Service to Agriculture award from the Nebraska Agribusiness Club.

On January 7, 2009, there will be an AgLEC retreat where department faculty and staff will work on crafting a vision/mission statement for AgLEC, setting research/grant priorities, and identifying an international strategic focus. An external review for AgLEC will be taking place in 2009, probably in the last quarter of the year. There will be opportunities for the Advisory Council to provide feedback during this process. And, we will be working on the development of the AgLEC brand.

Items for discussion in the Ag Leadership program include: 1) staffing issues because of the faculty retirements of Wheeler and Barrett, 2) the direction of the graduate program, and the development of community-based services. Should Ag Leadership be a formal major and/or a formal minor? The Ag Education program is dealing with issues including: 1) provisional teacher certifications and staffing with Husmann at .50 FTE in AgLEC and .50 FTE in CASNR. The Ag Journalism program also has

staffing issues as the program grows. Recruitment is essential for the HRTM and the Industrial Technical Education programs.

LEAD Program – Terry Hejny presented information on how the Nebraska LEAD (Leadership Education/Action Development) program works. Hejny has been the Director since September 2007. The mission of the LEAD program is “to prepare and motivate men and women in agriculture for more effective leadership.”

Industrial Technical Education – Tom Kraft presented the Industrial Technology Education program. It is a program in transition from the College of Education and Human Sciences (CEHS) to CASNR. The CEHS program included three certification plans including Industrial Technology Education (ITE), Trade and Industrial Education (TIE), and Technical Education (TE). Most students in the program are enrolled in ITE, a 7-12 broad area certification in communication, construction, manufacturing, and energy, power and transportation. TIE is a trades-specialized 9-12 certification, i.e., Automotive, Machine Tool, Construction, etc. And, TE is training for teaching at the Community College level or Industry training. The CASNR possibilities include ITE, ITE leadership, and a minor in ITE.

Program Reports

Issues for the Leadership Program – 1) need resources for advising graduate students, 2) class size continually increasing due to minors and popularity of classes.

Ideas/Suggestions –

- 1) Need to think about how to help the next level of administration understand our dilemma – not in a manipulative way but if we keep taking care of things internally, they don’t ever hear from students or other constituents that there IS a problem.
- 2) A staff position to help with undergraduate advising and recruitment could help ease the load on faculty to provide more time for classes and graduate student advising.
- 3) Partner with other departments who are considered “priority areas” on grants, etc. as leadership could enhance any area and add value to a grant application. This could help bring in research money, get publications and possibly provide funding for assistantships.
- 4) Add prerequisite to some undergraduate classes (or sections) that students must either be in formal major in AgLEEC or formally be in the minor to register for the class. Then provide an easy online way to have minors register with us to help facilitate that and free up faculty time from having to meet.

BOTTOM LINE – we need more tenure track faculty lines, but using “teaching courses” as justification will not work as we can do that with adjuncts. We need to show the needs (advising, research, grants, etc.) that cannot be filled by adjuncts.

Justify new position (faculty) by adding a specific need - for example, international focus – someone with the international expertise and travel experience to help students get the needed global leadership perspective.

Lloyd Bell suggestion – new course: “Teachers as Leaders”

Issues for the Ag Education/Industrial Technology Education Programs –

- 1) Need 2.5 FTE faculty positions (share leadership position)
- 2) Formalize provisional path for teachers
- 3) Prepare new Student Teacher Centers – inservice present centers ongoing basis
- 4) Revise Nebraska Department of Education (NDE) endorsement
- 5) Transfer programs at Wayne State College/Northeast Community College (NECC)
- 6) Endorsement in ITE/Ag Education

Issues for Hospitality, Restaurant and Tourism Management (HRTM) include:

- 1) Curriculum – Students need to learn to write, develop marketing and promotional materials including brochures and web pages. Interpretation, customer service and volunteer management are also important. These things have been incorporated (except web design) into courses students will take.
- 2) Recruitment
 - An interactive web site that will link the Game and Parks Commission and the Nebraska Division of Travel and Tourism.
 - Career Days with the public schools, talk to Rich Katt from the Nebraska Department of Education, and local chambers of commerce.
 - Game and Park expos - 40,000 attend. They are held in Kearney in May and the third weekend in September at Ponca State Park.
 - Nebraska Career Education (NCE) conference in June
 - Husker Harvest Days, get a booth next to Nebraska Division of Travel and Tourism
 - Ag Education teacher workshops

Issues for Ag Journalism –

- 1) Agricultural companies and industries are changing. Cooperatives are consolidating; implement dealers are expanding areas and becoming multi-location entities.
- 2) New job opportunities are developing for students as a result of changes in various agricultural sectors. These job opportunities are at both the local level (e.g., dealer location) and the corporate level (e.g., parent company locations).
- 3) Agricultural input segments could benefit from instruction in sales. Academic programs focus on business, management, marketing, and technical topics, but nothing is available to students or industry professionals that is related to the "art and science" of sales and selling. Agricultural sales is business-to-business and relies extensively on relationship building, communications, interaction, and the "experience."
- 4) International experiences are becoming increasingly more important for students while they are in college. Industries and companies are working globally, so at minimum an international cultural

experience would benefit students upon graduation. If possible, students should consider international internships to have a more in-depth cultural experience in conjunction with a work/business experience.

The members of the Advisory Council whose terms are ending this year have been contacted, and they all have agreed to continue except for Tom Duis. Balschweid noted that Kevin Anderson has agreed to continue as chair and Bruce Williams has agreed to continue as vice chair. Starr seconded the motion. Motion passed.

It was decided that the next Advisory Council meeting will be held on Wednesday, April 15, 2009.

Balschweid thanked everyone for coming and emphasized that their input is important to AgLEC.

Adjourned 1:30 p.m.

Submitted by Betty James
November 12, 2008

Next meeting: Wednesday, April 15, 2009
9:30 a.m. Continental breakfast
10:00 a.m. Meeting
1:30 p.m. Adjourn
East Campus Union
Please mark your calendars.