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## April 15, 2009 - Advisory Council Meeting Minutes

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**Department of Agricultural Leadership, Education and Communication (AgLEC)**  
**Advisory Council**  
**Minutes from Wednesday, April 15, 2009**

**Council Members Present:** Kevin Anderson, Angela Armagost, Tom Hermance, Dennis Kahl, Eric Knoll, Angela Leifeld, Mike LePorte, Todd Neeley, Joana Story, Elaine Stuhr, Tom Tabor, Bruce Williams

**AgLEC Members Present:** Mark Balschweid, Jay Barbuto, Lloyd Bell, Jason Ellis, Dick Fleming, Betty James, Jim King, Tom Kraft, Gina Matkin, Lisa Pennisi, Kelly Phipps

**Guests:** Laura Maricle, Lyndsay Horner, Jessalyn Schrock, Ryan Hassebrock, Kathy Bennetch

Chairman Kevin Williams called the meeting to order at 10:00 a.m. Dick Fleming introduced the new advisory council members – Angela Armagost, Eric Knoll, Michael Lechner, and Todd Neeley.

Mark Balschweid introduced himself and asked the rest of the attendees to introduce themselves. Then Balschweid gave an overview of the schedule for the day.

*Department Update*

Balschweid reported we have many accomplishments to be proud of including:

Joana Story received the Hollings Family Award for Teaching Excellence

Gina Matkin has been nominated for the CASNR Week Outstanding Teaching Award (to be presented at the banquet on April 19<sup>th</sup>)

Amy Boren (a Ph.D. graduate of our department) has been hired in IANR as a new faculty member assigned to Costa Rica

Kelly Phipps has a paper accepted for the 2009 Academy of Management conference, and it is a Best Accepted Paper

We will be hosting the North Central AAAE Research Conference this fall, September 27-29, and anticipate 200 attending

Lloyd Bell will be the 2009-10 national president of AAAE

Lisa Pennisi, Kelly Phipps, and Jason Ellis have recently submitted grants to be funded.

A Leadership Consulting Group has been formalized in AgLEC with ongoing consulting activities with Lincoln Public Schools, proposed activities with Beatrice State Developmental Center and the Nebraska Association of County Officials (NACO). We are also exploring consulting activities with the Center for Rural Affairs.

Opportunities/challenges in AgLEC include the University of Nebraska-Lincoln (UNL) budget. UNL needs to cut \$24 million (which includes \$6 million from IANR). All departments in the Institute of Agriculture and Natural Resources (IANR) were asked to develop proposed budget

cuts of 6%, 9%, and 12%. The uncertainties with the UNL budget include the Nebraska State Forecasting Board, the Unicameral, and Federal Stimulus dollars. Chancellor Perlman prefers vertical cuts for UNL for the budget cuts that need to be made. IANR has invested quite a bit in AgLEC over the last few years with our new programs and a national search for a department head.

### *Program Updates*

*Ag Education* – Lloyd Bell reported for Ag Education by providing a handout with an overview of spring semester 2009. In addition to classes on campus, we have four student teachers. There are eight schools that have current openings for teachers. A coordinated program will be designed to utilize retired ag education teachers as supervisors for new teachers during the 2009-2010 school year. Thirteen schools have openings for Industrial Technology teachers. And, for the 2009-2010, there will be eight student teachers in ag education and seven student teachers in industrial technology.

*Ag Leadership* – Gina Matkin reported for the ag leadership program. We currently have 21 students majoring in the leadership option. We estimated we have 165 students minoring in leadership. It is difficult to measure because students do not have to apply for a minor until they graduate. Internships are ongoing. Carla McKillim, who is graduating and had an internship with Pioneer will be going to Brazil to continue working on new internships. Dee Trudeau, who graduated with a Ph.D. from AgLEC, will be here on Friday, April 17<sup>th</sup>, to make a presentation with several of her undergraduate students from Virginia Tech. They have 365 students in that leadership program.

*Ag Journalism* – Jason Ellis reported enrollment continues to grow. The word is getting out on city and east campus about the ag journalism program. Three students will be graduating in May. Last summer we had seven internships, and will have three this summer. The ACT club activities are going well.

*Hospitality, Restaurant, & Tourism Management (HRTM)* – Pennisi reported 16 students are currently in the tourism track of the HRTM program. Students are applying for internships and preparing to start a club. We will have a UCARE student. This is a program supporting undergraduate students and their interests in exploring research with a faculty member.

*Industrial Tech* – Balschweid reported for Tom Kraft, who is the faculty member. There are currently 20 students in this program, and five student teachers. This program is new in AgLEC as of July 1, 2008. Three students graduated from this program in December.

*Recruitment Update* – Gina Matkin provided a recruitment update in the form of a handout.

*Strategic Plan* – Balschweid distributed a draft version of AgLEC's strategic plan. This is still changing, and the hope is to have it completed by the end of summer. Balschweid asked everyone to divide into groups of interest (Agricultural Journalism, Leadership, Agricultural Education) and give feedback on things that should be in this document.

Lunch

*Reports from Groups*

Agricultural Journalism – reported by Jason Ellis

1. For the journalism curriculum, investigate the possibility of including an International Communications sequence or emphasis. This focus would provide students an opportunity to understand how communication works in a global economy; a network for developing international links or connections for stories or leads; and other experiences that are distinguishable from the current domestic approach to agricultural journalism. In developing such an approach, this potentially could generate international communications career opportunities.
2. Programs the ALEC department is affiliated with, such as LEAD and Nebraska FFA, already extensively participate in international activities. It would be advantageous for the department to utilize the existing contacts these programs have internationally to help further its work with global engagement.
3. Agricultural Journalism students interested in international work would benefit from an international trip (10 days to two weeks) that not only includes cultural experiences, but also is focused on investigation of agriculture. The College of Journalism and Mass Communications does similar excursions related to social issues, etc. An agricultural journalism program of similar nature could be used to provide content to U.S.-based media. Such a program could be supported by sponsorships from these media partners.
4. Primarily, international activities have been one way: U.S. students and faculty going abroad to work and study internationally. Developing two-way exchange of ideas and people would enhance current programming. Partnering with sister institutions in content and/or geographic areas of interest would provide a mechanism through which courses could be team taught, student exchange programs could be developed, and other academic endeavors could be pursued.
5. Major agricultural corporations and member organizations also have contact and offices/divisions in various countries and regions worldwide. Similar to the contacts of programs discussed earlier, ALEC could utilize such contacts to develop or enhance its global engagement activities. These contacts possibly could serve as in-country liaisons, allowing the department to broaden its network and engagement.

General Issues from Leadership Focus Team – reported by Gina Matkin

- ▶ We need to be intentional about preparing Generation Y to communicate with older generations in appropriate and professional ways. There is a sense that this generation is so different and that they see themselves as unique but sometimes are unwilling to adapt their communication style to other ways to make them more marketable in the workplace (which is

full of people from all different generations!).

- ▶ Balancing meeting what students "want" with what they "need" to be good professionals.
- ▶ Technology issues – using new technologies appropriately but helping students understand both appropriate and inappropriate modes of communication (texting, social networking sites, etc.).
- ▶ Relationship skills are essential!
- ▶ Removing self-imposed limitations from students.
- ▶ Global skills – be open, be aware of different customs and practices. Be respectful!
- ▶ Try to develop more ties/collaborations with Extension.
- ▶ Working collaborations with organizations such as Cargill and others to promote international opportunities for our students.
- ▶ Volunteer opportunities at VOCA and other places that support opportunities for students.

Agricultural Education – reported by Lloyd Bell

*AgLEC Brand* – Jason Ellis introduced students from the capstone course for Ag Journalism (ALEC 480). These are students who will graduate this year or next. Laura Maricle, Lyndsay Horner, and Jessalyn Schrock with assistance from Ryan Hassebrock. Their presentation was very well done and informative. See attached. They like the websites of similar departments to AgLEC at Oklahoma State University and Kansas State University, and suggest we use them as a model for our departmental website.

*Date for Next Meeting* – It was decided the next meeting will be

**Wednesday, October 28, 2009**

**10:00 a.m. - 2:00 p.m. (Refreshments will be available beginning at 9:30 a.m.)**

**East Campus Union**

Balschweid thanked everyone for their time in attending this meeting, and encouraged everyone to send us their ideas and suggestions.

Adjourned 1:45 p.m.

Submitted by Betty James

May 1, 2009