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April 2010 - Advisory Council Meeting Minutes

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Department of Agricultural Leadership, Education and Communication (ALEC)
ALEC Advisory Council Meeting
Minutes

April 21, 2010

Present: Kevin Anderson, Mark Balschweid, Kathy Bennetch, Amanda Bergstrom, Jason Ellis, Mary Gerdes, Tony Glenn, David Grimes, Dann Husmann, Dick Fleming, Dennis Kahl, Erick Knoll, Karen Kollars, Tom Kraft, Matt Kreifels, Michael Lechner, Cyndi Munson, Todd Neeley, Lisa Pennisi, Tom Tabor, Leigh Wakulinski, Jodi Wacker, and Bruce Williams

Kevin Anderson, Advisory Council Chair, welcomed everyone to the meeting today and introduced Dr. Balschweid.

Mark Balschweid, ALEC Head, introduced Kathy Bennetch who is the office professional now working with the Advisory Council. Betty James retired in March after working 14 years in ALEC. Balschweid announced the Advisory Council meeting this month was specifically aligned to work with the ALEC Review Team's schedule. The Advisory Council will meet with the Review Team around 3:30 p.m. in an unstructured interview. The written Self-Study report has a more complete outline of what is going on in ALEC.

Balschweid highlighted some of things happening in ALEC:

- Holling Family Award for Teaching Excellence recipients – Dr. Jason Ellis and Health Harding, Ph.D. student
- Nebraska Human Resource Institute (NHRI) moved into ALEC suites (Lindsay Hasting and her graduate assistant – Kristin Morse)
- Dr. Jason Ellis conducted a two-day workshop in Columbia on risk communications
- Dr. Gina Matkin received a $100,000 grant involving community service
- Dr. Dann Husmann received a Outstanding Academic Advisor Award
- Dr. Ellis was awarded funding for (2) UCARE Undergraduate students interested in research
- Dr. Lloyd Bell – national president, American Association for Ag Educators (AAAE), Hosting national conference in May in Omaha
- Dr. Jay Barbuto elected president-elect, Midwest Academy of Management
- Office of Proposal Development moved in ALEC suites
- Nickname AgLEC changed to ALEC – recommendation from student group for Departmental brand
- Ph.D. Graduates:
    - Dr. Donnette Noble accepted a position in Chicago
    - Kem Grambell accepted a position in Wisconsin
    - Dr. Kelly Phipps accepted a position at Rockhust University in Kansas City
    - Dr. Joanna Story accepted a position in New University of Lisbon, Portugal
- Betty James retired after 30 yrs at UNL and 14 yrs in ALEC
- Three open searches going on presently:

- NDE/ALEC – State Supervisor Nebraska Department Education and Assistant Professor of Practice in ALEC
- Tourism – Interviews pending next week – appointment by mid May
- Office Professional Staff position
  (Appendix 1)

Reorganization with Communications Information Technology (CIT)
Since 1955, this unit has been on campus as a stand alone unit as the service arm for IANR. There are roughly 55 personnel who handle all the news communication, *Backyard Farmer*, *Market Journal*, extension publications, websites, and information technology for the institute. CIT will no longer exist in its present state. Eighteen positions were cut, 10 were positions that were vacant. The remaining eight were cut due to no fault of their own. The remaining unit will come into ALEC effective July 1, 2010.

Eleven of the 37 employees have Master's degrees and have their assignments moved to the instruction of students, to teach a class, or to supervise student projects. A service center model will be used to cover all expenses. Services that were previously free will now have a cost.

The reorganization dollars will allow for two new Ag Communications faculty and the program will be enhanced from this restructuring. The two positions have been temporarily filled by a two individuals. The Science Communication section was filled by Carolyn Johnson, a science writer from the College of Journalism (2 yr appointment); Mike Ferrel, a videographer with NET and Hixson-Lied College of Fine and Performing Arts

This allows ALEC an opportunity to expose students to real-world situations and work directly with IANR's Customers.

An Organizational Chart was shared to show how the department will look as of July 1 with the new blended unit. (Appendix 1)

Ag Life Sciences Communication program has an academic component: Dr. Ellis will be responsible for this program and also Roger Terry will continue to be the director for the service center.

Dr. Balschweid continued to outline the new structure of the department. He explained he wants the Advisory Council to be aware of the new blended unit and to know there is a lot of support and investment into ALEC by IANR administration.

Program updates
Industrial Technology Education – Dr. Tom Kraft announced five students graduating and two have jobs already. The economy has impacted enrollments by students going to community college. They are coming back into education after being in construction, etc.

Coming from industry, they still need pedagogy skills to become a good teacher. Some indicated it is difficult getting into the university coming from the community college. Discussion followed.

Members of the Advisory Council shared their concern. There is a need for teachers right now. Wayne State is the only other program that offers Industrial Technology. They get 50 students and maybe 10 graduates a year. We will have a big void due to retirements. Presently, there are Nebraska 447 teachers in around 230 high schools.

Hospitality, Restaurant and Tourism Management – Dr. Lisa Pennisi reported 14 students in the program with one graduating in December and one in May. She has eight incoming students. Two completed their first internships - one in Extension in Nebraska City and one at a local hotel. She has two internships this summer - one in Nebraska City and another who will be working at the winery in Denton. She has a gradate student graduating in August. The Introduction to Tourism class has 71 students. The HRTM is becoming popular around campus. In Extension, Dr. Pennisi developed eight NebGuides.

The Master Naturalist program was developed to train ecotourism and outdoor recreation providers to be guides and be knowledgeable in their fields. This program was launched this summer and is full already. There are 32 students going through this summer throughout two sessions.

Agricultural Communications – Dr. Jason Ellis outlined the students who are doing internships presently for credit. (Appendix 2)

Dr. Ellis reported he has three graduates this May. Jessalyn Schrock is looking at a career in Extension and will continue to work on her Masters in Ag Ed in Oklahoma State. Lindsay Horner, dual major (undecided at this time) and Laura Maricle, graduating in May, has accepted a summer internship in Kansas City.

Few Highlights –
Five students went to Ag Communicators of Tomorrow Conference in Texas and came home with two awards - Outstanding Student and Outstanding Chapter Award.

Seven students signed up to go to the Agricultural Media Summit this summer. About 100 students attend with over 450 professionals.

ACT is doing a club service project by volunteering at the People's City Mission along with fundraising events.

UCARE – One will be doing a readership analysis of a new publication that is coming out, S*addle up Nebraska,* for the equine industry. The other freshman is doing a project with rural newspapers, doing a qualitative study on the role of the small town newspaper and how the economic situation is impacting the newspaper.

Nine students will be participating in a study abroad in England this spring. (Appendix 2) Some of the sites include: Farm*ers Weekly*, large weekly publication; US Embassy, import export Ag trade policy, etc.; BBC, meet with some editors. Lindsay Hastings is going as a chaperon also.

Agricultural Leadership – (Faculty members presently in Review session)

Agricultural Education (Teaching Option)–Dr. Dann Husmann reported we have five student teachers at sites this spring. Openings currently were listed on the handout also. (Appendix 3) Students are interviewing presently. The openings are also listed on the handouts.

There are presently 14 students in the block classes. Three or four will student teachers in the fall and eight or nine in the spring. Schools are going to have excellent opportunities to get highly trained teachers in their school systems.

Recruitment Update – Mike Wilmot reported we have 122 students in the ALEC program in all three majors. There are 18 incoming; seven Ag Education, three Ag Journalism, plus eight in HRTM. All ALEC brochures were revised and the department purchased a new display. Mailing (2-3) are sent out as well.

Dr. Ellis asked, if we should market the department or the programs within the department. Eric Knoll indicated the students can take a class called Careers and then when they are looking at different careers on the web, that information is collected and then LPS counselors can help direct students better. This is a tremendous resource in the high schools. Working with the teachers is the best avenue to get the information to the students.

LPS is able to track names of the students within the schools that are interested in this career pathway. This is the first year do this and it is a tremendous resource. However, UNL does not have access to this data. Nebraska career connections. org is one resource.

Discussion followed concerning the newly expanded Agricultural Journalism program. Having additional FTE's will allow ALEC to expand the Ag or Life Science courses. This will put ALEC in a position to create a minor.

When Dr. Ellis came here three and ½ years ago, his goal was 50 students in five years and he is currently at 30. With these new FTEs, the goal is 100 - 120 new students.

Presentation -Nebraska Human Resources Institute
Lindsay Hastings, Director of NHRI gave a presentation regarding NHRI.

What is NHRI?

Lindsay indicated NHRI was founded in 1949 by Drs. William Hall and Donald Clifton. (Appendix 4) NHRI identifies outstanding college student leaders and pairs them with identified K-12 student leaders for a three year-period. The K-12 students stay in the program until they graduate. The NHRI mission is:

- To **Discover** individuals with an exceptional capacity to positively influence the thoughts, feelings, and behaviors of others
- To **Explore** the dimensions of human leadership and ways in which this potential can be maximized
- To **Develop** leadership potential through one-to-one relationships
- To **Direct** developed leadership toward reinvestment in others

- To **Document** positive leadership development
- To **Communicate** this information

ALEC Review
Balschweid explained the Review Team's purpose and schedule which includes a separate opportunity for the Team to meet with the Advisory Council at 3:30 p.m. today. The Review Team is here to listen and gather information about the department, about how our department functions, and what services ALEC provides. The ALEC Advisory Council members are experts in their fields and Balschweid encouraged open and honest communication with the Review Team. No ALEC faculty will attend this meeting, just the Review Team and the Advisory Council.

Next meeting – **October 27** at 9:30 a.m. (refreshments) and 10:00 a.m. (meeting & lunch)

Submitted by Kathy Bennetch