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2011

December 9, 2011 - ALEC Departmental Meeting Minutes

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December 9, 2011, ALEC Departmental Meeting East Campus Union

Attending: Mark Balschweid, Lloyd Bell, Kathy Bennetch, Karen Cannon, Dick Fleming, Mary Garbacz, Gary Goodding, Jennifer Greenlee, Janice Hamer, Heath Harding, Lisa Hastings, Lisa Jasa, Lana Johnson, Mike Kamm, Michelle Kang, Sandi Karstens, Diana Kirkendoll, David Kwaw-Mensah, Marlene Lorensen, Gina Matkin, L.J. McElravy, Dan Moser, Judy Nelson, Marcia Oetjen, Janet Owens, Pam Peters, Anita Schaepe, Jennifer Schoen, Brandon Schulte, Shawn Sheets, Roddy Spangler and Malika Yadgarova. Dan Sedor from Leadership Resources was also in attendance.

Meeting started at 9:30 a.m.

Introductions and Getting to Know Each Other

Dr. Mark Balschweid welcomed everyone and asked everyone to introduce themselves. Using information from the ALEC "Getting to Know One Another" Questionnaire, Jennifer Greenlee had the meeting participants "guess who" the three staff members she was describing. They were Helen Fagan, Roddy Spangler and Gina Matkin.

Mark reviewed the schedule for upcoming interviews for two faculty positions. Two candidates will interview for the Agricultural Leadership faculty position. Dr. Kristina Ricketts will interview on December 8 via SKYPE. Mr. Will Bird will be on campus on December 12. One candidate, Dr. Susanna Priest, will interview for the Life Sciences Communications faculty position. She will be on campus on December 14-15. The schedule for presentations was included in the December 5 "Monday Memo" and Mark encouraged all to attend the presentations. Mark asked that people provide their feedback to the Search Committees for these positions.

Mark welcomed Dr. Karen Cannon who joined ALEC on December 1. Her office is located in the Ag Communications Building (Room 108).

Mark also welcomed Brandon Schulte who became the EdMedia Director on October 31. Brandon discussed his views on EdMedia today including staffing, facilities, strengths and weaknesses and opportunities/threats. For EdMedia tomorrow, Brandon explained his vision for marketing, operations, customer service, development, culture and education (EdMedia staff who are ALEC faculty members). For the future of EdMedia, Brandon explained sustained competitive advantages (focus where EdMedia has the niche/what EdMedia does better than anyone else), strategic partnerships, customer value (customers come to EdMedia because the work done there is better than anywhere else), return focused and technology horizon. He indicated that development is a key area for EdMedia. There is a research and development budget so that EdMedia is on the forefront of technology. Brandon explained that since the meeting included faculty members, he wanted to discuss the EdMedia internship program. The interns would gain real world experience by working with the experienced EdMedia staff members. Brandon indicated that EdMedia is looking for five to seven internships in 2012. Internships being explored include two for Electronic

Media (one for Backyard Farmer and one for Market Journal), one for IT who would work with mobile applications and another who would do programming. To work on the IANR project, two interns are being considered; one for writing and the other for photography. Brandon encouraged the faculty members to direct their best students toward internships in EdMedia.

Steering Committee Process

Mark discussed the structure of the Steering Committee and explained that members will have three-year terms. Currently there are six members on the committee; thus very year, two members will rotate off, which would allow for new people. The committee size will remain at six members plus there will be the equal distribution of ALEC and EdMedia staff members. Brandon will be a standing member of the Steering Committee.

Strategic Planning Roundtables

In working through the strategic planning process, the group needs to consider/determine what ALEC be engaged in for the next five years. How does EdMedia fit into the goal? How does the academic unit fit into the goal? What are the responsibilities of administration? The Strategic Planning process lead to a key issue of what metrics should be used to measure how, as a department within IANR and UNL, Nebraskans are served by what is done in ALEC.

Mark explained that the group would now begin inserting information into the template developed following the October 7 staff member. Examples of the information to be inserted into the template include:

- What are the metrics of success?
- Is progress being made toward the goal?
- What are the milestones for each goal?
- What is the timeline for completion of the goal?

The next step is to get people involved in groups pertaining to the various short- and long-term goals. This is a departmental initiative, not just the Strategic Plan of the Steering Committee. Mark indicated that information about the goals will be included in upcoming issues of the "Monday Memo."

Mark indicated that there are six strategic planning goals that ALEC/EdMedia staff members are already working on. To maintain momentum on those goals, discussion about the actual processes and procedures, along with metrics, milestone and timelines needs to occur. He explained that staff members were to select top three that you have an interest in or perhaps information about and rotate among tables to learn more about the goals and offer input.

- Develop Skilled and Technical Sciences Prep Program
- Create and begin funding emerging technologies for curriculum support
- Update Agricultural Journalism Program to include Life Sciences
- Strengthen Recruitment and Retention
- Implement Customer Survey and Track Satisfaction
- Develop and Implement Internship Program

Mark asked that staff members consider how these goals can become operational in our department. Additionally, he asked that attendees consider the things that ALEC/EdMedia staff members should be aware of in moving forward with the goal. This is also an opportunity for the "goal owners" to identify who in the department are interested in specific goals.

At the conclusion of the Strategic Planning Roundtable exercise, Mark asked that feedback from all the groups (noted on flip charts) be sent to Mark.