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October 26, 2011 - ALEC Advisory Council Meeting Minutes

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Agricultural Leadership, Education and Communication
Advisory Council Minutes
October 26, 2011

Dr. Balschweid introduced Vice Chancellor Ronnie Green who discussed the state of the Institute of Agriculture & Natural Resources and the direction it is heading relative to UNL. Points from Dr. Green's conversation included:

- The leadership here at UNL is fully committed to the land-grant missions in teaching, research and outreach (extension).

- The University is committed to agriculture. The intent is to be the leader in the areas of fuel, water, rural communities, long term sustainability of the agriculture and food system, and to be the entity that leads that charge.

- Federal funds for agricultural research and extension are not going up in the long term. These funds probably will decline and will require a shift to other sources of funding.

- Innovation Campus is an opportunity to partner with the private sector and to leverage ALEC's expertise and faculty to meet the challenges that are ahead.

- As a department, ALEC opportunities are going to lie in the life sciences.

- The Institute for the Rural Future is the greatest opportunity for ALEC. Leadership is going to be critical. Leadership to develop communities was the single thing most requested at listening sessions across the state. Youth development, literacy and tourism also are key elements.

- STEM: Science, Technology, Engineering and Mathematics - One challenge is science education in rural areas. There is an opportunity on the curriculum side and the communication side to energize Nebraska's young about science

- IANR will hire 60 new faculty in the next 3-4 years.

- Opportunities exist in several key countries that want to broaden their scope in international programs. IANR is recruiting nationally to find a new director of global engagement for IANR.

Dr. Balschweid asked those attending to break into program areas and to discuss staffing needs for those programs. What are the strategic priorities? Are there priorities not being addressed? What are the strategic priorities relative to ALEC curriculum? Extension? Research?

The group broke into program areas. Each program area outlined their priorities below:

Agricultural Communications – Dr. Roger Terry

- Lack of faculty in the Agricultural Journalism area.
- Classes are being covered by several instructors throughout communications and the College of Journalism and Mass Communications.
- Goal is to have 50 to 100 students in the Agricultural Journalism program.
- Have the right kind of curriculum and right kind of faculty doing the recruiting and a program that is well-grounded.
- Foundational courses well defined.
- New positions need excellent research experience.
- Faculty member assigned to the Institute of Rural Futures.
- Opportunities to communicate ALEC's message to the public and private groups.
- Involved with Agricultural literacy.
- More internships so students are given opportunities to go from the classroom to their job.
- Writing fundamentals of basic communication and the core issues of Agricultural Journalism across the board for students who don't know how to write a basic press release.
- Five or six faculty members in the areas of research, Agricultural Literacy, advocacy, internships, communicating, strategic communications. Need an Agricultural Journalism minor. Opportunity to provide assistance in the Agricultural Literacy area particularly in the papers, oral communication presentations and teaching students to deliver the Agricultural message proudly.

Agricultural Education – Matt Kreifels

- Great science and preparation programs for Nebraska's teachers was discussed.
- How can ALEC best prepare and integrate state-wide career preparation and career awareness into ALEC Agricultural programs not just for those who are prepared as teachers but also how to spread that into a system that can be utilized by current teachers in the field?
- Need more supervisors of student teachers.

- Addition of Skilled Technical Science (STS) or the Industrial Technology program into the department forces ALEC faculty to get creative fulfilling the needs of supervising student teachers, but also preparing both Agricultural teachers and STS teachers.

- Need to expand the programs in Nebraska. Over 13,000 students are participating in ALEC's Agricultural Education programs in high schools statewide. How can faculty best use that opportunity to not only introduce them to the University, but also to ALEC? How can faculty expand the program statewide as well?

Tourism – Dr. Michelle Kang

- Could find a lot of common goals between Dr. Green's remarks and tourism field in Nebraska.

- Using locally produced food in Nebraska does relate to tourism. There is potential everywhere.

- Connect between agricultural resources and tourism.

- How can ALEC as an education institution participate in the planning of Nebraska tourism?

- Need updated information and research about the farmers' perception or ideas and opinions towards developing their business connecting to tourism.

- Tourism and hospitality program: how can faculty support ALEC students? How can faculty support the industry and business training of ALEC students? A business oriented curriculum might be very helpful to develop Nebraska tourism-supporting farmers and other people who are related to the resources in Nebraska.

- Tourism literacy- tourism information with agriculture content. Faculty can train students who can contribute – to connect land, resources and people.

Agricultural Education Industrial Technology Option – Skilled and Technical Sciences – Dr. Dann Husmann

- The College of Education and Human Sciences eliminated the Industrial Technology Teaching Program in the spring of 2010. ALEC brought it over to CASNR.

- Dr. Husmann and two advisory council members met with members of Southeast Community College to develop the 2 + 2 program which should be online in Fall 2012. Eric Knoll, advisory council member, reviewed the agreement and found challenges within the proposal, specifically on the teacher preparation program of getting graduates ready to enter the classroom to be able to teach the content of those courses and skilled technical sciences. Concentration is on the 120-hour program.
- On the curriculum side, 2 + 2 program students must complete a two-year Applied Science degree from Southeast Community College. The student numbers are 3-4 times those mentioned earlier for Agricultural Education but in skilled and technical sciences. The programs are in Class A schools and also in middle schools. With the help of Eric Knoll, Tony Glenn and

Glen Williams efforts are to regenerate and revive a curriculum that's going to meet the business and industry needs of leaders across the state of Nebraska for employment opportunities. Faculty really need to make the curriculum active, renovate it and make it applicable to the Science, Technology, Engineering, Mathematics (STEM) fields.

Agricultural Leadership – Dr. Gina Matkin

- Introduced Heath Harding, lecturer. Since Dr. Barbuto, Dr. King and Dr. Ellis have left UNL faculty had to re-configure the graduate assistant's responsibilities to help with some of the load. Therefore, the doctoral graduate assistants are now advising undergraduate students and doing some other administrative tasks. Marianne Lorensen joined ALEC last year. She is coordinating the undergraduate minor which now totals over 220 students. Judith Wolfe is ALEC's graduate student association representative in the leadership area on the Advisory Council.

- Presently searching for a new assistant professor with expertise in leadership and youth leadership development in an Agricultural context. ALEC has some outstanding candidates and are in the process of screening which ones to interview.

- Faculty first looked at the areas in rural futures. Hospitality, Restaurant, Tourism Management (HRTM) and Leadership are really wound closely together. All the HRTM students minor in Leadership. Dr. Kang and Dr. Matkin have been talking about doing some leadership projects together that combine tourism and leadership.

- Connecting to community needs was the main discussion. How do faculty produce students who connect to the community, who understand community needs? How do faculty get them involved in an early stage in their education? Faculty do a really good job with getting students involved in service learning, getting them out in the community, but don't necessarily connect them to community leaders.

- Other discussion focused on the curriculum to clarify the career path. The name of the program was discussed. It's an Agricultural Education degree with a leadership option. It's not visible; they don't know ALEC has a degree that will give them experience in leadership. They think everything is science based and don't see the social side of it.

- Community Development - A new faculty position in Community Development would be a key faculty position to help connect with the community. Someone who really understands the process of change and can help people, and help guide people through those difficult change issues.

- System thinking – Every issue in a community is connected to a multitude of other issues. Civic engagement is a great way to get ALEC students attached and get them experienced, but not just civic engagement, but going out volunteering and doing civic engagement.

Recruitment – Malika Yadgarova reported the fall numbers: Agricultural Education Teaching 50, Agricultural Education Leadership 17, Agricultural Journalism 23, and HRTM 13. The HRTM leadership minor total 225+. In the spring ALEC will be attending the Big Red Roadshow in Omaha and the Nebraska FFA Career Show which are the biggest recruitment activities of the year. The Teach

Agriculture Luncheon turned out very well this year. Kurtis Harms, Ed Media, helped with the Nebraska Agricultural Youth Institute (NAYI) with about 60+. The Power of Red is November 12. ALEC is partnering with EdMedia to create a cohesive look for promotional items, brochures and innovative ways to recruit students including videos and CD's.

Dr. Balschweid shared a written report showing some of the personnel changes and a new open position in Strategic Communications for the Agricultural Journalism program. Another weekly internal communication, called the Monday Memo, highlights good news, grants that get funded, etc. If you wish to be added to the e-mail list, please let Kathy know.

In September the second edition of the *ALEC in Action* newsletter was produced. The plan is to produce two or three issues each year to help the Advisory Council members stay up to date on ALEC. In the first two issues, a member of the Advisory Council was showcased. This newsletter will help ALEC stakeholders and constituents see the good things that are happening in ALEC.

Dr. Balschweid introduced Mary Garbacz. Mary is the Coordinator for the Strategic Discussions for Nebraska – an annual publication that centers on issues that are important to Nebraskans. She previously held a position in the College of Journalism and Mass Communications and just recently moved to ALEC serving as a project estimator as well as teaching courses in EdMedia.

Dr. Fleming announced he had checked with those whose terms were ending and they all agreed to continue. He will follow up on Dr. Husmann's suggestion to include someone in the Skilled and Technical Sciences from Southeast Community College. The next Advisory Council meeting will be April 11. Dr. Balschweid thanked the Advisory Council members for their involvement. Kevin Anderson, chair, thanked the faculty and staff for all they do for the department.

The meeting was adjourned at 1:45 p.m.

Next meeting – April 11, 2012