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ALEC Committee Minutes

Agricultural Leadership, Education & Communication Department

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April 20, 2012 - ALEC Department Meeting Minutes

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April 20, 2012, ALEC Departmental Meeting
East Campus Union

Attending: Mark Balschweid, Lloyd Bell, Kathy Bennetch, Allison Bennett, Karen Cannon, Betty Castan, Dick Fleming, Mary Garbacz, Gary Goodding, Jennifer Greenlee, Janice Hamer, Kurtis Harms, Lindsay Hastings, Mark Hendricks, Dann Husmann, Lisa Jasa, Lana Johnson, Michelle Kang, Sandi Karstens, Diana Kirkendoll, Matt Kreifels, Gina Matkin, Brad Mills, Dan Moser, Judy Nelson, Marcia Oetjen, Janet Owens, Pam Peters, Anita Schaepe, Jennifer Schoen, Brandon Schulte, Shawn Sheets, Roddy Spangler, Roger Terry, Linda Ulrich and Malika Yadgarova. Dan Sedor and Julie Gade from Leadership Resources were also in attendance.

Meeting started at 10:00 a.m.

Introductions and Getting to Know Each Other

Dr. Mark Balschweid welcomed everyone and asked meeting attendees to introduce themselves. Using information from the ALEC "Getting to Know One Another" Questionnaire, Jennifer Greenlee had the meeting participants guess members of the department based upon interesting facts.

Announcements

Mark continued by introducing and welcoming the staff members who have joined ALEC since December 9, 2011. Charles Leslie joined EdMedia on March 26 as a system administrator. Allison Bennett is a new graphic design specialist also with EdMedia. Allison's first day of employment was April 16. Jeff Wilkerson was a Program and Video Specialist in a temporary position; however, effective April 16, he is now in a permanent position as an Electronic Media Producer within EdMedia.

Mark discussed the faculty and staff searches that are currently open:

- Associate Professor in Strategic Communications (currently redefining the position description and will re-announce it July 1)
- Software Development Specialist (programming, Liferay/Drupal conversion)
- Electronic Media Producer/Engineer (engineering background; will do streaming and some production work)

Good News since the Last Meeting

- Dick Fleming received the Master Conservationist Award sponsored by the Omaha World Herald and the Institute of Agriculture and Natural Resources.
- Currently, Kathy Bennetch is the President of the Nebraska Educational Office Professionals Association (NEOPA). Her term concludes in July 2012.
- Brad Mills is the producer for Backyard Farmer, which is celebrating 60 years in production. Mark explained that only two other shows have been in production longer – Meet the Press and the Today Show. Backyard Farmer is a nominee for a Peabody Award and a Regional Emmy award. Brad indicated that by mid-season, there should be over one million views on YouTube.
- In February 2012, Dan Moser received the Outstanding Service to Research award from Vice Chancellor of Research Prem Paul.
- During the recent CASNR Awards Banquet, Lisa Jasa was recognized as a nominee for the CASNR outstanding staff member. Lisa was nominated in her role of advising Agricultural Communicators of Tomorrow (ACT) students. Additionally, Jennifer Greenlee was recognized as a nominee for the CASNR outstanding staff member for her work in organizing the career development events during the FFA convention.

- Judy Nelson and Cheryl Alberts were recognized at the Nebraska Press Women's Convention as *ALEC in Action* received second place in four-color newsletters. Mark indicated that many people in addition to Judy and Cheryl are involved in the development and printing of the newsletter. Sandi Karstens, Dan Moser, Linda Ulrich, Gary Goodding and Diana Kirkendoll each play a role in the newsletter.
- CASNR Class Acts, entered under Judy Nelson and Cheryl Alberts, was named a winner in the "Publications regularly edited by entrant: newsletter category." The publication goes on to compete in the national communications content in September.

Mark remarked that the spring 2012 issue of *ALEC in Action* was just released. Per Judy and Cheryl's suggestion, this is the first time readers are asked to respond. The bottom left-hand corner of the front page of the newsletter includes a request for readers to "share a memory." Their responses may be published in future issues. Mark reminded the group that the department wants to establish relationships with alumni, stakeholders, advisory council members, etc.

Mark indicated that the agenda included a summary of grant activity in ALEC since December 9, 2012:

$ 13,282	Schulte, et al. NIFA-SARA (sustainable agriculture)
$648,136	Husmann & Cannon – USDA: Reducing e-coli Risks to Public Health (Largest USDA grant ever given to University of Nebraska-Lincoln)
$175,000	Schulte, Harms and Wilkerson – Market Journal funding from the Nebraska Soybean Board
$ 30,000	Garbacz, Kreifels & Kwaw-Mensah – CASNR (2 Ag Literacy courses)
$ 45,000	Kreifels, Agnew & Jensen (FFA Foundation) – Professional development scholarships for teachers from Nebraska Soybean, Partners for Innovation, Cenex Harvest States Foundation and Cargill
$911,418	

Strategic Planning

During the past year, the Steering Committee has spent a great deal of time developing and defining the strategic plan and now ALEC as a group is ready to move forward with the strategic goals. Mark remarked that without the hard work and dedication of the initial Steering Committee members (Lloyd Bell, Kathy Bennetch, Kurtis Harms, Sandi Karstens, Matt Kreifels, Gina Matkin and Vishal Singh), it would not be possible, at this time, to begin the work on the 17 goals to be discussed in the next few minutes. In January, Mark had asked for volunteers to step off the Steering Committee in order to begin the rotation so that new people, bringing fresh voices, could rotate on and serve for a designated period of time. Kurtis and Lloyd volunteered. On behalf of the department, Mark thanked Lloyd and Kurtis for the time they spent on the committee. He stated that Lloyd was not afraid to ask questions; he had the courage to ask to make sure the department was ready. Kurtis brought fresh ideas because he thinks outside the box. He asked "why if," could we do it this way," "why are we doing it this way," etc. Lloyd and Kurtis stepped off in January 2012.

The committee size remains with equal distribution of ALEC and EdMedia staff members. Dan Husmann and Lisa Jasa joined the committee. Brandon Schulte and Janet Owens are standing members of the committee in a similar approach with Mark and Kathy also serving as standing members.

Strategic Planning Goal Descriptions

As Mark indicated, each goal owner provided information about his/her goal and asked for staff member involvement in the goal committee. Staff members were asked to contact the goal owner for the specific goal or goals for which they have an interest and volunteer. Additionally, goal owners will

ask people to become involved. Mark remarked that progress has been made on some goals but there is always need for additional help and work. Additionally, there may be some goals that have not yet been identified but will emerge as we move forward in completing the strategic plan. Mark explained that the kick-off meetings for all goals should occur within the next two to three weeks to maintain momentum.

Goal	Goal Owner	Goal Name
1	Vishal Singh	Establish an international training and development center on Innovation Campus
2	Dan Husmann	Develop skilled and technical science preparation program
3	Mark Hendricks	Invest in EdMedia research and develop to create emerging technologies
4	Karen Cannon	Formally review the Agricultural Journalism program to include life sciences
5	Karen Cannon	Increase total ALEC students – major and minor; increase four- and six-year graduate rates
6	Matt Kreifels	Provide leadership in agriculture/natural resources/life science literacy – academic/campus
7	Will Bird	Provide leadership in agriculture/natural resources/life science literacy – outreach/off campus
8	Brandon Schulte	Increase EdMedia productivity through percent of billable hours
9	Mary Garbacz	Increase new EdMedia partnerships and new jobs/projects
10	Janet Owens	Increase overall customer satisfaction
11	Roger Terry	Develop an internship program in EdMedia
12	Dan Husmann	Increase the number of grants applied and awarded
13	Gina Matkin	Increase the number of scholarly publications and presentations
14	Gina Matkin	Formally review the Agricultural Leadership academic program
15	Mark Balschweid	Enhance ALEC's global engagement through increased number of courses/initiatives
16	Lloyd Bell	Integrate academics (**S**cience, **T**echnology, **E**ngineering, **M**athematics) into the Agricultural Education teacher preparation program
17	Kathy Bennetch	Create a new employee induction process/manual and mentoring program

NOTE: Information about specific goals attached to the meeting notes.

EdMedia Update

Brandon Schulte provided an update of progress made in the second and third quarters of this fiscal year:

- The first EdMedia Webinar series was a success. The presentations are available online.
- Presentations were made within each Extension district.
- Job objectives for 2012 were developed and rolled out for each group.
- The first customer satisfaction survey to solicit feedback was sent in December 2011.
- Renovation for the Ag Communications Building has started; initially in room 108.
- The first IANR magazine, *Growing a Healthy Future*, is nearly ready to be printed.
- EdMedia recently hired for three IT positions – programmer, multimedia designer and software development specialist.
- A decision was made to host an annual customer appreciation luncheon (each January) so EdMedia can highlight the innovative ways we can help them.
- Additional new EdMedia tagline and marketing materials were rolled out.

Brandon indicated that the priorities for the fourth quarter of FY12 are:

- Leverage the competitive advantage in the use of the HD studio (e.g., with NET and/or College of Journalism).
- Provide enhanced publications such as Zmags and Epubs and continue to produce very technical publications (e.g., research summaries).
- Establish 2012-13 service center rates.

- Consider project management solution.
- Introduce innovation – apps and Web designs.
- Develop employee recognition program to begin in FY13.
- Continue developing and maintaining partnerships.
- Explore convergence ideas – ways people can search one place on the Website whether they want audio, video, publications; there would be only one place to store all the data.
- Focus on training and development for staff members so EdMedia continues to lead the way especially in IANR.
- Continue to agile and innovative – quicker than competitors; be innovative and capitalize on opportunities when they become available.

Recruitment Update

Jennifer Schoen and Malika Yadgarova provided an update on ALEC recruiting, which they previously provided to the ALEC Advisory Council.

Current Students	Spring 2012	Fall 2011	Spring 2011	Fall 2010
Total	104	103	130	111
Ag Education Teaching	49	50	64	45
Ag Education Leadership	22	17	13	13
Ag Journalism	21	23	32	27
Industrial Technology	*	*	*	6
Hospitality, Restaurant & Tourism Management	12	13	21	20

* Industrial Technology included in Ag Education Total

Graduates	Spring 2012	Fall 2011	Spring 2011	Fall 2010	Spring 2010	Fall 2009
Total Undergraduates	18	11	14	2	12	0
Ag Education/Teaching/Leadership	9	6	11	1	9	0
Ag Journalism	1	3	2	1	2	0
Industrial Technology	4	*	*	0	0	0
Hospitality, Restaurant & Tourism Management	4	2	1	0	1	1

* Industrial Technology included in Ag Education Total

Incoming Students	Fall 2012	Fall 2011	Fall 2010	Fall 2009
Total	52	34	18	22
Ag Education/Teaching/Leadership	18	15	7	12
Ag Journalism	2	7	3	7
Hospitality, Restaurant & Tourism Management	32	12	8	2

Major Enrollment Estimates	Fall 2012	Fall 2011	Fall 2010	
Total	133	150	102	
Ag Education/Teaching/Leadership	71	81	56	
Ag Journalism	22	37	30	
Hospitality, Restaurant & Tourism Management	40	32	16	

Estimates are current students less graduates plus incoming students, AGED includes Industrial Technology students

Graduate Program	M.S.	PhD
Current Total Students	32	30
Fall 2011 Graduates	1	1

Malika explained the spring 2012 recruitment events:

- Attended the March 4 at the Big Red Road Show in Omaha: Karen Cannon was a first-time attendee; great opportunity for her to learn what recruitment was done at the event so she could consider ways to improve this recruitment effort. This was a statewide event with over 2,100 students and parents attending.
- For the March 2012 FFA Convention, Matt Kreifels requested ALEC's help with the Teach Ag Luncheon, which 19 students attended along with 16 teachers, student teachers and faculty. Another recruitment effort was a booth at the Nebraska FFA College Fair to talk with people who had an interest in ALEC programs. ALEC also participated in the first Blue and Gold Open House event that brought students to East Campus to assimilate to college life. ALEC's event was held in the Ag Communications Building with Mike Kamm, Mark Balschweid and Karen Cannon participating. FFA students videotaped their 30-second news briefs, which were sent out and now are available online.

Malika indicated that ALEC would be participating in the Nebraska Agriculture Youth Institute (July), NHRI NPower Leadership Conference (July), Big Red Letter Days (September through November) and CASNR Experience the Power of Red (November).

Mark encouraged staff to contact Malika or Jennifer if they have any recruiting ideas.

Mark shared an Ag Literacy video message prepared by Texas A & M. At the conclusion of the video, Mark indicated that he had forwarded this powerful video to Vice Chancellor Green. To Mark, this message appears to be exactly what Vice Chancellor Green wants to get out to the year 2050 policy- and decision-makers who are students in classrooms today.

Vice Chancellor Green responded that he had an idea for a short course on Ag literacy to be developed and offered to congress members and their staffers. Many staff members are assigned to gather background for committee work and, perhaps, the staffer has no knowledge or experience in the particular field. This video would be helpful to a staffer doing background work for his/her congressman/woman who is serving on the Agriculture Committee. The Vice Chancellor indicated that this has considerable merit and needs to be considered carefully. Dr. Green would like such a course to be "Nebraska lead" with Nebraska directing such a charge in Big 10 universities. Dr. Green continued that ALEC could take a national leadership role in moving forward; developing and delivering such a program to people in Washington DC.

With no further announcements, the meeting ended at 11:49 a.m.

Short Descriptions of Strategic Planning Goals

1 – International Training and Development Center - Innovation Campus

Establish a teaching & learning/leadership/communication enterprise built upon the skill set of faculty and EdMedia staff with the recognition that ALEC can be provide "one-stop" service for the premier delivery of products and programs tailored to individual and corporate needs. Working collaboratively with the IANR Director of Global Engagement and the NU System's international development office, this center will inform and influence leadership development of collaborative teams for producing highly productive grant writing and research groups, premier mentoring in the teaching and learning process and high impact communications tools for business, non-profit and educational pursuits. This enterprise, within Innovation Campus, will utilize business and industry expertise for strategic direction.

2 - Develop Skilled and Technical Sciences Preparation Program

Develop the Skilled and Technical Sciences Teacher Preparation Program (formerly Industrial Technology) to fully articulate with community colleges utilizing the 2 + 2 model. Partner schools will include Southeast Community College, Metro Community College and Central Community College. Students will complete their first two years (and obtain an Associate's Degree) of technical skill coursework at the community college and transfer to ALEC to finish out their Baccalaureate degree with pre-professional coursework.

3 - Invest in EdMedia Research and Development to Create Emerging Technologies

A systematic effort for investing in research and development of new products and technologies will be established. Starting in 2012, investments will target the creation of new products or substantially improving existing products used in communicating to stakeholders and/or influencing the teaching and learning process. EdMedia will provide start-up funds on a competitive basis for faculty projects to develop innovative teaching tools and strategies. Based upon the creativity and ingenuity within EdMedia, UNL and IANR faculty will consider ALEC as the "go-to" place for creating and/or adopting state-of-the-art technology to stretch the possibilities for in-class and distance delivered teaching and learning opportunities.

4 - Formally Review the Agricultural Journalism Program to include Life Sciences

Agricultural and Life Sciences Communications faculty will conduct a comprehensive review of the current Agricultural Journalism Baccalaureate Degree Program. The program overhaul will consist of a complete scope and sequence examination of courses, experiences and requirements necessary in the current degree program. Through continued partnerships with NET, the College of Journalism and Mass Communications, and the College of Fine and Performing Arts ALEC graduates will be uniquely qualified in a broad base of careers and be competitive with graduates from across the country. Future faculty hires will bring critical expertise to areas such as internships and essential components of a 21st century communications program.

5 - Increase Total ALEC Students-Major and Minor and Increase 4-, 6-Year Student Graduation Rates

ALEC faculty and staff will enhance recruitment efforts in an effort to target 250 undergraduate majors and 300 undergraduate minors in the department by 2016. Recruitment efforts will focus on 1) Building strong partnerships with secondary agricultural education and skilled and technical science teachers across Nebraska; 2) Creating and formally adopting dual credit courses allowing high school students access to UNL faculty and services to create

relationships with students who are “almost UNL students”; and 3) Granting high school teachers affiliate status, thus creating stronger ties with ALEC’s best local recruiters in over 300 Nebraska high schools. High growth areas are in HRTM’s tourism program and a potential agricultural leadership degree program.

6 – Agriculture/Natural Resources/Life Sciences Literacy – Academic/Campus

ALEC will become the lead department at UNL for the agricultural, natural resources and life sciences formal literacy efforts. Through the development of courses, initiatives and projects exposing UNL students to the complex world we live in, ALEC will provide leadership through communication and education, raising awareness of student decisions and their impact upon the world.

7 - Agriculture/Natural Resources/Life Sciences Literacy - Outreach

ALEC will become UNL and IANR’s lead department in providing informal education and instruction in agricultural, natural resources and life sciences literacy for Nebraskans. Utilizing the strengths of faculty in HRTM, agricultural education, and agricultural communications and through EdMedia’s delivery systems, ALEC will educate and inform the general public about the complex world we live in and the interrelationships surrounding food, fuel and water.

8 - Increase EdMedia Productivity Through Percent of Billable Hours (Complete Cost Recovery)

Utilizing standard business procedures, EdMedia will provide IANR faculty and constituents premier services in education and communication while achieving an average billable hour rate of 75%. EdMedia’s ability to operate as a cost recovery unit will allow expansion of EdMedia’s services to include research and development for the discovery and utilization of new technology to meet the rapidly changing information delivery system.

9 – Increase New EdMedia Partnerships and New Jobs/Projects

Through an emphasis on increasing market share through existing relationships with NET and others, EdMedia will grow current partnerships and the current number of jobs/projects each year leading to 2016 (as measured by individual partnerships). Building upon the current relationship with NET will maximize efficiencies of fixed costs and allow for greater flexibility with existing technologies and resources.

10 - Increase Overall Customer Satisfaction

In creating a culture of continual improvement, EdMedia will initiate a customer satisfaction feedback program to track the client perceptions of the people, products and services they encountered. The feedback received will be used to inform future practice and results will be communicated to customers, stakeholders and staff.

11 - Develop an Internship Program in EdMedia

The Agricultural and Life Sciences Communications faculty, in conjunction with EdMedia, will establish a comprehensive internship program to expose students to the real world business of communications. Capitalizing on EdMedia’s resources, both human and physical, and built upon the model currently used at NET, ALEC students will engage in real projects, for real customers, with real deadlines while working alongside experts within EdMedia.

12 – Increase the Number of Grants Applied for and Awarded

Faculty and staff in ALEC’s Academic Programs rely upon external funding from state and federal government agencies, private foundations, non-profit organizations and competitive grants from within UNL. In 2010 ALEC received approximately $250,000 from these funding

sources. In an effort to maintain a relevant and robust departmental research agenda, the faculty and staff within the department will generate three million dollars per year in external funding by 2016. This funding will be from grants where ALEC faculty serve as the principal investigator as well as collaborative grants in conjunction with other units in IANR and UNL.

13 – Increase the Number of Scholarly Publications and Presentations

The evidence of a vibrant, departmental research agenda is in the scholarly outputs generated. In 2010, ALEC faculty and graduate students produced 31 publications in various scholarly journals and delivered 33 research presentations at regional and/or national conferences. Increasing the number and quality of ALEC's scholarly outputs is essential for communicating the research being conducted within the department and enhances ALEC's visibility within UNL, across the state and around the country. By 2016, ALEC will publish 60 research articles in scholarly journals and deliver 60 presentations at regional and/or national conferences.

14 – Formally Review the Agricultural Leadership Academic Program

Agricultural Leadership faculty will conduct a comprehensive review of the current Agricultural Leadership Option within the Agricultural Education Baccalaureate Degree Program. The program overhaul will consist of a complete scope and sequence of courses, experiences and requirements necessary in the current degree program. Through an emphasis in such areas as interpersonal, organizational, and community leadership ALEC's program will contribute to IANR's efforts in the Institute for the Rural Future. Complimenting, but not competing with, UNL's current leadership programming, this program review process will determine if the Agricultural Leadership Option should become a stand-alone major.

15 – Enhance ALEC's Global Engagement Through Increased Number of Courses/Initiatives

To align with IANR and UNL initiatives for enhancing the university's global presence and to provide ALEC students with greater opportunities to participate in international experiences, the department will increase the number of courses, initiatives, projects and exchanges that are grounded in a global context. In 2010, ALEC offered two opportunities for students in an international context; by 2016 faculty and staff will increase the number of opportunities to eight. Targeted high growth areas are in HRTM's tourism emphasis and agricultural leadership at both the undergraduate and graduate level.

16 - Integrate Academics (Science, Technology, Engineering, Mathematics) into the Agricultural Education Teacher Preparation Program

Across the national landscape, agricultural education has been challenged to greater academic rigor through the integration of academic subject matter (specifically science, technology, engineering and mathematics). ALEC's Agricultural Education teacher preparation program will enhance the program of study through a greater emphasis of academics in the required courses selected and through integrating core academic subjects within the pre-professional courses and the student teaching experience.

17 – Create a New Employee Induction Process/Manual and Mentoring Program

Currently no process exists within ALEC/EdMedia for onboarding new faculty and staff nor is there a formal mentoring program. Through current and best practices, faculty and staff will develop a new employee manual to articulate the policies and procedures new employees need to know. In addition, a formal mentoring plan will be established to assist in the assimilation of new faculty and staff into the department.

ALEC Strategic Planning Goals by Time to Completion

Short Range (within 12 months)

2. Develop Skilled and Technical Sciences Preparation Program
3. Invest in EdMedia Research and Development to Create Emerging Technologies
5. Increase Total ALEC Students-Major and Minor and Increase 4-, 6-Year Graduation Rates
8. Increase EdMedia Productivity Through Percent of Billable Hours (Complete Cost Recovery)
9. Increase New EdMedia Partnerships and New Jobs/Projects
10. Increase Overall Customer Satisfaction
11. Develop an Internship Program in EdMedia
14. Formally Review the Agricultural Leadership Academic Program

Medium Range (within 12-24 months)

4. Formally Review the Agricultural Journalism Program to include Life Sciences
6. Agriculture/Natural Resources/Life Sciences Literacy - Academic/Campus
7. Agriculture/Natural Resources/Life Sciences Literacy - Outreach
12. Increase the Number of Grants Applied for and Awarded
13. Increase the Number of Scholarly Publications and Presentations
16. Integrate Academics (**S**cience, **T**echnology, **E**ngineering, **M**athematics) into the Agricultural Education Teacher Preparation Program
17. Create a New Employee Induction Process/Manual and Mentoring Program

Long Range (within 2-5 years)

1. International Training and Development Center - Innovation Campus
15. Enhance ALEC's Global Engagement Through Increased Number of Courses/Initiatives

April 17, 2012

Key Metrics for the ALEC Strategic Goals

Metric	Current 2011	5-Yr Goal 2016
EdMedia		
Percentage of billable hours/FTE	36%	75%
Number of new partnerships/funding sources (5% per year)	396*	25%
Number of new jobs/projects (10% per year)	1316*	50%
Customer satisfaction – implementation and track	TBD	TBD
Investment in research and development	0	$30,000
Develop and implement internship (begin in 2012 and grow 4 students/year	0	20 students
Academic Programs		
Grants – dollars (F10-11) applied and awarded	$1,734,886 $248,000	$3,000,000
Publications – number of refereed/non-refereed articles published and total presentations given (invited, refereed, general, etc.)#	31 Pubs 33 Presentation	60 Pubs 60 Presentation
Number of total students (major and minor)	130 Major^ ?? Minor	250 Major 300 Minor
Agricultural Literacy engagement – number of courses/initiatives/projects	0	10
Student retention – 4 and 6 year rates	?	85%
Global engagement – number of courses, initiatives, projects, exchanges, etc.	2	8

Unit	Number of Partnerships/ Funding Sources*	Number of Jobs
Electronic Media	127	235
IT	93	202
News	12	283
Publications	159	561
Warehouse	5	35
Total (FY2010-11)	**396**	**1316**

*From FY10-11 data

1. Used payment information (e.g., invoice, cost center); of these funding sources, less than 10 (all grants) were "new" in FY11

data collected from faculty curriculum vitae

^ data provided from April 2011 ALEC Recruitment Update (Agricultural Education Teaching-64, Agricultural Education Leadership-13, Agricultural Journalism-32, HRTM-21)