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July 20, 2012 - ALEC Department Meeting Minutes

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July 20, 2012, ALEC Departmental Meeting East Campus Union

Attending: Cheryl Alberts, Mark Balschweid, Kathy Bennetch, Allison Bennett, Will Bird, Karen Cannon, Betty Castan, Nic Colgrove, Dick Fleming, Mary Garbacz, Gary Goodding, Jennifer Greenlee, Janice Hamer, Kurtis Harms, Lindsay Hastings, Mark Hendricks, Dann Husmann, Lisa Jasa, Sandi Karstens, Matt Kreifels, Charles Leslie, Emma Likens, Gina Matkin, L. J. McElravy, Anne Moore, Judy Nelson, Marcia Oetjen, Janet Owens, Pam Peters, Anita Schaepe, Brandon Schulte, Shawn Sheets, Vishal Singh, Kelli Smith, Roddy Spangler, Roger Terry, Adam Wagler, Jeff Wilkerson, Dave Wiens, Judith Wolfe, Malika Yadgarova and Yan Zha. Dr. Steve Waller, Dean of the College of Agricultural Sciences and Natural Resources, was in attendance. Also attending were Dan Sedor and Julie Gade from Leadership Resources plus Maeanne Balschweid and Anne Schulte.

Meeting started at 11:00 a.m.

Introductions and Getting to Know Each Other

Dr. Mark Balschweid welcomed everyone and asked meeting attendees to introduce themselves.

General Comments

Dean Steve Waller stated that these are challenging but remarkable and amazing times. He expressed his support for the strategic plan and congratulated the members of the department for their efforts in taking the process seriously. Dean Waller thanked the meeting attendees for their contributions to the College of Agricultural Sciences and Natural Resources and the university and indicated his appreciation of Brandon Schulte as the EdMedia director.

New Hires

Mark continued by introducing and welcoming the staff members who have joined the department since April 20, 2012. Will Bird joined the ALEC faculty as an Assistant Professor of Leadership. EdMedia has four new staff members: Yanyu Zha and Nic Colgrove, Software Development Specialists; Adam Wagler, Multimedia/Instructional Designer; and Marcia Claesson, Administrative Office Associate.

Strategic Planning

Mark discussed the strategic planning process, which started in November 2010, with the ALEC Steering Committee considering where the department was and where it wanted to go. The first step was identifying a facilitator for the strategic planning process, which resulted in hiring Leadership Resources in March 2011. They provided the structure and resources including an online survey, and, over 18 months, implemented a series of activities and meetings leading toward the development of a strategic plan. Leadership Resources met with Vice Chancellor Ronnie Green, Dean Steve Waller, Dean Elbert Dickey, Associate Vice Chancellor Susan Fritz, Assistant Vice Chancellor Alan Moeller, the ALEC Advisory Council and key departmental members to obtain information about what ALEC/EdMedia should be. The multiple meetings provided information to help formulate ALEC's direction for the next several years to come. Mark explained that everyone would receive an advance copy of the strategic planning document at the conclusion of the meeting and thanked Gary Goodding and Marcia Oetjen for their tremendous work in getting the advance copies ready for this meeting. Mark indicated that the document indicates where ALEC is and where it is headed and includes the things that are important to the relevance and sustainability of the department.

Potential

Mark introduced Dan Sedor from Leadership Resources who explained that he would talk about potential – it is simple, it is about you and the world around you and nothing can stop it. He indicated that everyone has had an impact on the department but questioned how we could do more. Dan explained that he wants to influence the meeting attendees to do one more thing within the next day. He asked that the attendees open their minds to the possibility of an additional one percent potential in doing a little bit extra. Using one percent potential within an eight-hour workday is five minutes. The group members discussed examples of the little things that can be done with the one percent in everyday life (home, work and community). Dan stated that, right now, the strategic plan is just a document. Progress has been made on many of the goals; Dan indicated that it would take an extra one percent to make the strategic plan happen. Dan encouraged everyone to commit the intellect and effort to the one percent when considering things to be done. He emphasized that the group should consider their legacy – to have it be memorable and positive – at work, at home and in the community.

Strategic Goal #1: International Training and Development Center on Innovation Campus

Vishal Singh is the owner for goal #1 and he stated that things are changing in education but many universities are not adapting to the change. ALEC needs to think beyond most distance education courses that include taking a lecture class and putting it online. Vishal explained that casual learning is taking any kind of knowledge and breaking it into bite size pieces that people can consume as they have time. It is personalized so that people can take it on their own time. Phones and mobile devices aren't going away so maybe the university should consider how to use them in education. Vishal provided information on two revolutionary educational approaches.

The Khan Academy is a not-for-profit collection of online videos on arithmetic, physics, finance, history and skills to practice with the goal of changing education for the better by providing exceptional instruction for anyone anywhere. Khan Academy helps the user learn what he/she wants at the user's pace and when the user has time. The Khan Academy's materials and resources are available completely free of charge to all users.

Udacity is a private educational organization, which is the outgrowth of free computer science classes offered through Stanford University. Video lectures with closed captioning in conjunction with integrated quizzes and follow-up homework promote a "learn by doing" model. Each lecture includes built-in quizzes to help students understand concepts and reinforce ideas. The user first takes a class (100% free) and then joins a community of students and instructors. Upon completing the course, students receive a certificate of completion, signed by the instructors. If the user desires, he/she can certify his/her skills online at a testing center (fee for this service). Finally, the user can have Udacity provide his/her resume to one of their partner companies; which is a no-cost service.

Massive open (free) online courses might be an opportunity within Innovation Campus. Vishal suggested that ALEC have a virtual presence rather than a building. Vishal explained that he looks at this goal as a "business startup" where a business plan is needed to obtain funding sources or investors. ALEC has to have a plan to approach investors so that ALEC can provide "one-stop" service for the delivery of products and programs tailored to individual and corporate needs.

Members of this committee are Kathy Bennetch, Helen Fagan, Mark Hendricks, Lana Johnson, Sandi Karstens, Matt Kreifels, Brandon Schulte, Roger Terry and Adam Wagler. Vishal encouraged anyone who wants to become involved in the committee to contact him.

EdMedia Update

Brandon thanked everyone who worked to accomplish what EdMedia needed to do during the transition from receiving state funding to become a self-supporting unit. Brandon indicated that he

would provide an overview of the highlights as of June 30, 2012 (2011-12 fiscal year) as the trends are moving the right direction.

- Electronic Media:
 - Transition to Jeff Wilkerson as the host and Kurtis Harms as the Executive Producer of Market Journal with programs on agricultural news from China and New York
 - Backyard Farmer surpassed 1,000,000 YouTube hits about two weeks ago and reached 15,000th "like" on Facebook, which puts the program in rare company externally and within the university
 - With course development and streaming, Mike Kamm, Jim Smith and Mark Hendricks provide a better outcome for students
 - EdMedia is the only streaming unit remaining at UNL
- Publications:
 - Continued with another banner year
 - Release of the first issue of the Growing Healthy Future magazine with excellent reviews; Brandon thanked everyone on that team
 - Continued long successes with NebGuides and Extension Circulars from many departments
 - Brought in promotional/marketing projects from Food Science, Animal Science and ALEC and continues to provide great service each unit
 - CropWatch, the campus Website with the second most hits, achieves great results in providing valuable news and information to producers when it is needed
- News:
 - Had another successful year
 - Continued to generate and distribute IANR news releases; had a record number of releases – 25 – in May 2012
 - Sandi Karstens and Dan Moser wrote all of the content in the Growing Healthy Future magazine
- IT:
 - Experienced a significant change when the Help Desk was discontinued and IS began offering these services
 - Brought in five great individuals to help with system administration, web design and programming
 - Successes that EdMedia had:
 - STEC grant Website and intranet
 - Mark Hendricks, Vishal Singh, Adam Wagler, Nic Colgrove and Ruchi Agrawal worked to complete nine apps in both iOS and Android with five or six additional apps to be developed, which shows the cutting edge of what EdMedia is able to do
 - System administration – EdMedia worked to make our computer systems more integrated, more sustainable with better construction for the future
- Warehouse:
 - Gary Nickels retired after 42 years at the university
 - Fred Urdiales continued with the support of two part-time students

Brandon indicated that the fiscal year productivity was 61%; up 23% from the end of the last fiscal year (July 2010 through June 2011). For the first six months of calendar year 2012, productivity was 70%. He expressed his appreciation to everyone for their hard work in getting the quality products to the customers. Because this is a team effort, everyone contributed to moving EdMedia in the right direction. Unit productivity was:

Electronica Media – nearly 71%
Publications – just shy of 64%
IT – just about 53%

News – about 38%
Warehouse – over 82%

Brandon explained that productivity is reflected in the finances:

- Approximately \$1.84 million in revenue
- Expenses were about \$2 million
- Covered 88.5% of the expenses

Brandon indicated that EdMedia is moving in the right direction with a 51% improvement in net expenses versus revenues when compared to the previous fiscal year. There is a lot of potential that will continue to move EdMedia forward financially, in employee development, bringing students on board and helping with academic mission. Brandon anticipates that EdMedia will have more visibility in the year to come and ALEC/EdMedia will accomplish more strategic goals and objectives. He expressed his confidence that more great things are coming.

Mark Balschweid thanked Brandon for the tremendous effort put forth by the EdMedia staff. He reported that people on campus are talking about the services offered and projects completed by EdMedia. Mark also attended the Association for Communication Excellence (ACE) conference with Brandon, Karen Cannon and Sandi Karstens and heard positive comments about many of the things EdMedia is doing.

Mark closed the meeting with his comments about the ALEC Strategic Plan 2012-2016. From this point forward, this document is a roadmap as for making decisions. He indicated that this is just a snapshot, there will be more challenges, great ideas and goals to come and he welcomes them, as ALEC/EdMedia staff members are very creative and innovative.

Mark ended the meeting at 1:12 p.m.