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Agricultural Leadership, Education & Communication Department

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October 12, 2012 - ALEC Department Meeting Minutes

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October 12, 2012, ALEC Departmental Meeting
East Campus Union

Attending: Cheryl Alberts, Mark Balschweid, Kathy Bennetch, Allison Bennett, Will Bird, Steve Burkey, Karen Cannon, Betty Castan, Marcia Claesson, Nic Colgrove, Jack Ehrke, Dick Fleming, Mary Garbacz, Jennifer Greenlee, Janice Hamer, Kurtis Harms, Lindsay Hastings, Mark Hendricks, Lisa Jasa, Lana Johnson, Mike Kamm, Michelle Kang, Sandi Karstens, Matt Kreifels, Charles Leslie, Gina Matkin, L. J. McElravy, Brad Mills, Anne Moore, Dan Moser, Judy Nelson, Marcia Oetjen, Janet Owens, Pam Peters, Anita Schaepe, Jennifer, Schoen, Brandon Schulte, Shawn Sheets, Vishal Singh, Roger Terry, Linda Ulrich, Adam Wagler, Jeff Wilkerson, Malika Yadgarova and Yan Zha. Also attending were Maeanne Balschweid and Bryan Kinnan.

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.

"Guess Who"
Using information from the ALEC "Getting to Know One Another" Questionnaire, Jennifer Greenlee had the meeting participants guess the four staff members she was describing – Brandon Schulte, Lloyd Bell, Karen Cannon and Pam Peters.

Introduction of New Hires
Dr. Balschweid welcomed Steve Burkey who joined EdMedia on August 13 as the Electronic Media Engineer/Production Assistant. Steve will repair and maintain all electronic media equipment and design, install and maintain IANR distance learning tele-classrooms on campus. Additionally, Steve will perform basic HD production tasks including camera operation, video/internet streaming equipment setup and operation, studio/remote production and directing, basic editing and encoding tasks.

Dr. Balschweid also introduced Gwynavere Rose Leslie – daughter of Madelon and Charles Leslie – who joined the ALEC family on September 5. Baby, Mother and Dad are healthy and recovering.

Announcement of Open Searches
Dr. Balschweid reported that there is one open faculty position in life sciences/communication program. Dr. Amy Beaudreault will interview on November 8 and Annie Specht will interview on November 20 for the Life Sciences Communications faculty position in Strategic Communications. This person will office with Karen Cannon and Roger Terry in the Ag Communications Building.

During his October 1 IANR All Hands meeting, Vice Chancellor Ronnie Green announced that there is to be a new ALEC faculty position (Community Leadership Development). This position will have a 50% FTE as the Executive Director of the Nebraska Human Resources Institute and a 50% FTE faculty appointment in Agricultural Leadership. Dr. Balschweid indicated that the position description is to be completed by the end of October with the announcement of a national search coming in November. Dr. Balschweid anticipates that interviews will occur in January 2013.

Also, announced during the All Hands meeting, one of the five priority areas as identified by IANR leadership was in the area of science literacy. Three positions in science literary have been released, but, at this time, no tenure departments have been identified. As science literary was one of the priorities as outlined in the ALEC strategic plan, Dr. Balschweid stated that he was confident one or two of the faculty appointments could be in ALEC. Dr. Balschweid explained that the tenure departments for these new faculty members will be identified based on who is attracted to the specific job announcements.

Celebrating People in the Spotlight

Dr. Balschweid thanked the people who worked to make the weeklong celebration of the 150th anniversary of the Morrill Act a success. Vice Chancellor Green was very pleased with the planning and implementation of the events. Dr. Balschweid recognized the following individuals:

- Planning team: Kurtis Harms, Dann Husmann, Mike Kamm, Sandi Karstens, Dan Moser, Brad Mills, Judy Nelson and Brandon Schulte
- Heuermann Lecture: Judy Nelson, Cheryl Alberts and Marcia Oetjen
- Video Production: Mike Kamm, Steve Burkey and Emma Likens
- News: Sandi Karstens and Dan Moser
- Web: Anita Schaepe, Lana Johnson, Adam Wagler and Allison Bennett

Dr. Balschweid recognized Mary Garbacz for her work with Dr. Rolando Flores and Food Science and Technology. As a result of her work in learning about food science and processing, she has helped facilitate Dr. Flores and the Food Science and Technology Department as strong clients for EdMedia. Dr. Balschweid continued that "Team Rolando" continues to work on 12 projects for Dr. Flores, Food Science and Technology and the Food Processing Center. Dr. Balschweid shared that following a recent meeting, Dr. Flores talked with Mary about what a terrific job EdMedia was doing and how much he appreciates Allison Bennett's entirely new concept for communicating information about Food Science and Technology and the Food Processing Center.

Dr. Balschweid offered his congratulations to the following for their recognition of their meritorious service to the University of Nebraska-Lincoln:

Gary Goodding – 15 years
Lana Johnson – 20 years
Anne Moore – 40 years
Fred Urdiales – 20 years
Yan Zha – 15 years

Dr. Balschweid asked staff members to let him know of people who are doing great things but who do not get much public recognition. He indicated there are many tremendous things happening in ALEC/EdMedia but, unfortunately, there are times he is not aware of everyone's efforts. He asked that staff members call or email him.

Old Business / Strategic Plan Goal Updates

Dr. Karen Cannon discussed the work being undertaken regarding the formal agricultural journalism program review (Goal #4). She indicated that the committee is a large group, thus smaller groups were identified to work on specific tasks then bring the information back to the entire committee. First is a name change for the program. Karen has talked with Dr. Balschweid and Dean Steve Waller about a new name for the program; Dr. Waller wants it to happen in a quick fashion. However, Karen discussed the important of doing

background research before proposing a new name because this is a significant decision. Thus, it is essential that the process be done correctly. She stressed that it is important to talk with alums, current students in the program and CASNR students not in the program.

The next area for the goal committee is determining employer needs and wants of students in communication, agriculture and natural resources. Committee members need to identify the significant knowledge, skills and abilities needed by program graduates to secure meaningful employment. Karen is working with Julie Obermeyer, CASNR Career Specialist, who is well connected with employers to obtain feedback on what they want from ALEC graduates.

Karen shared other areas for committee work include the following:

- Establish a program philosophy, mission and set of value statements
    - This is an important, longer-term goal.
    - It will help identify what ALEC promises students in the program.
- Revise current curriculum
    - Karen explained that, over the last few years, there have been many changes to the requirements. The committee will look at what is required for students now.
    - Karen indicated with more faculty members, ALEC is able to offer more classes.
    - The Ag Journalism program faculty members need to work cooperatively with the College of Journalism and Mass Communications (CoJMC) and learn how ALEC can help CoJMC students.
- Conduct an inventory / create a list of opportunities, long-term things the committee wants to denote (e.g., a new building).
    - Karen reiterated that it is important to look long term even if current ALEC staff members will not see them to fruition.
- Conduct an inventory of current EdMedia / ag journalism faculty members to learn the skill areas they have.
    - ALEC has outstanding faculty members so knowing their skills will help to maximize their involvement.
- What is ALEC's role in Nebraska and nationally regarding Ag literacy and science literacy?
- Creating a 21st century communication program
- ALEC needs to plan for jobs we don't even know about yet
- What and where are additional international opportunities for students and faculty?

Kathy Bennetch shared what the Goal #17 committee members are doing in creating a new employee process and manual. She started by emphasizing that the committee needs input from ALEC staff members. Currently, there is not an employee orientation manual or document thus, so Kathy stated it was challenging to know where to start. The committee members tried to look at the information from the perspective of a new employee as well as a long-term employee. She stated that the committee members considered what things need to be done when a person is first hired (e.g., needs an email account) to what is needed when the person arrives (e.g., parking permit). When a new staff member arrives, Kathy, Janet Owens or other staff members will go through the checklist to provide needed information. The checklist is the table of contents for the next part of the orientation manual, which will include specific parts for various staff levels (e.g., faculty, student, etc.). Items such as ALEC organizational chart, strategic plan, etc. will be included in the manual. Kathy indicated that a copy of the manual will be given to the new hire, but it will also be included on the departmental website with links to other UNL sites (e.g., benefits). The committee wants to have the manual and process completed by the end of 2013.

Janet Owens discussed Goal #10 – increasing overall customer satisfaction. Janet introduced the committee members and indicated that they have met eight times since May 2012 and have monthly meetings scheduled through December 2013. She emphasized key language in the goal description of "…track the client perceptions of the people, products and services they encountered…used to inform future practices and results will be communicated to customers, stakeholders and staff."

- Committee members started by reviewing the comments from the December 2011 ALEC staff meeting break-out session. Comments included questions about when and to whom the survey is sent, "measure of success," percentage return, etc.
- Because the survey results are a tool for evaluation, Brandon Schulte met with the committee members to discuss the "customer service" equation. Brandon stressed that if a customer is unhappy, he/she is dissatisfied with EdMedia as a whole rather than a specific staff member.
- The committee members suggested that a survey sent following the completion of the job would be better than the current process whereby the survey is sent when the job is billed. The committee members created draft surveys, which were sent to Brandon and Dr. Balschweid for feedback. A process needed to be developed whereby Janet would know when a job is done. The time tracking committee – Betty Castan, Shawn Sheets, Lance Beethe and Jared Evert – worked together to suggest a process. Brandon approved the survey and process; the "job is done" survey will commence on November 1, 2012.
- In 2005, a survey was sent to all IANR staff members to learn their opinions of the work of Communications and Information Technology (now known as Educational Media). Committee members are updating that survey, which they hope will be sent out through the Vice Chancellor's office.
- As a representative of the goal #10 committee, Janet met with Brandon and Mike Riese (Extension Marketplace Coordinator) to develop a survey that would go out to customers who purchase items via the University's Marketplace site. This survey and process were developed and Mike sent out the first surveys in October.
- Committee members recognize that EdMedia does not want to inundate customers with surveys, so they discussed other ways to increase customer satisfaction such as:
    - Hosting an annual customer appreciation luncheon
    - Meeting annually with each department
    - Developing a standard estimate/proposal form
    - Maintaining communication with customers on long-term projects
    - Providing invoices to the actual customer and department head in addition to the appropriate business person
    - Obtaining funding from the Vice Chancellor or Deans Council so that the customer does not pay for consulting

Dr. Roger Terry discussed Goal #11, which has as its objective, "The agricultural and life sciences communications faculty, in conjunction with EdMedia, will establish a comprehensive internship program to expose students to the real world of business communications." Roger stated that the group has met at least four times, during which they discussed the overall objective of creating guidelines for an internship program that would benefit EdMedia and students leading to recommendations being forwarded to Dr. Balschweid and Brandon Schulte. Initially, the committee members had issues to resolve, especially to compare, contrast and define "student worker" and "internship." Roger explained that there are differences between student workers and interns that affect the organization/employer and student. The committee is looking at the involved academic issues versus business issues because they want the definitions to be correct as well

as to make sure that everyone understands the differences between student workers and interns. Roger emphasized that, for EdMedia, it is certainly okay and well received to have student workers and internships once the program is developed.

In addition to developing guidelines and recommendations, the committee worked to identify positions that might be available for internships within EdMedia. They discussed the issues that EdMedia might face (i.e., opportunity cost of supervisors who will be mentoring interns with learning outcomes). The committee also discussed funding for internship programs and the supervisory culture within EdMedia. Mike Farrell provided information about the NET internship program whereby 10 to 12 students from CoJMC and/or the College of Fine and Performing Arts develop documentaries for their programming. Roger stated that the one difference is that these internships are funded; there is a pool of money for these students. For EdMedia, in cost recovery, locating a funding source or deciding how to move forward in solving the funding issues is essential.

Because of the academic component, the student is paramount in the internship; learning outcomes are needed in the internship program. Roger explained that students must be able to relate what they are doing to their coursework. Supervisors will serve as mentors and will need to be attentive to the learning outcomes to make sure the intern is experiencing practical applications of what he/she learned or is learning. For NET, this required a cultural change; Roger suggested that something similar would occur within EdMedia.

Roger indicated that the committee recommends that there be an application process with a selection committee for future internships. Additionally, Roger explained that internships can be for academic credit or they can be noncredit. The committee recommends that they all be paid, as there are some legal ramifications if they are all unpaid.

Roger stated that the committee has the template/structure for the guidelines but now needs to complete the details, which he hopes will be finished by the end of November.

EdMedia Update

Brandon Schulte started by providing an EdMedia's financial summary (comparing same time period in 2011 to 2012):

- Revenue is up 83%
- Expenses are down 4%
- Net Profit/Loss shows that EdMedia is now 58% positive
- Unbilled hours reflect reported time that has yet to be billed. When they are added back in with revenue, the adjusted accrued profit/loss is $118,818.57 profit for the first three months of FY13. EdMedia is moving in the right direction!

Brandon indicated that for this fiscal year, some rates were changed (e.g., video production, programming, etc.) and it appears that the changes were appropriate because each functional unit is now profitable. Additionally, adding the 10% administrative mark-up in time appears to be working. In the past, the administrative salaries (Brandon and Janet Owens plus part of Mary Garbacz and Marcia Claesson) came from the safety net (one-time money), but now they are coming from the service center operating budget.

Brandon indicated that the EdMedia focus going forward is "on time, on budget." For jobs that were bid at a certain level, Brandon has asked Janet to provide monthly reports to make sure that the work is proceeding within budget.

For productivity, Brandon explained that there are two percentages – base rate (time reported) and billed rate (with the additional 10%) The base percentage for the entire unit is 73%, which is at target with the budgeted 65% productivity. With the billed rate (includes 10%), productivity is at 85.5%. In November 2011, Brandon received his first productivity report; at that time, productivity was at 58% so the unit is up approximately 13%. As of June 30, 2012 (end of fiscal year), productivity was at 62% so, in the first three months of this fiscal year, EdMedia has seen an 11% increase in productivity. Brandon thanked the EdMedia staff for their hard work and dedication.

For customer service, Brandon reported that he is looking for trends and consistency in survey responses. For question #1 (What is your overall satisfaction with your final EdMedia product?) and question #2 (How likely are you to refer a colleague to use EdMedia's services?), there is fluctuation each month but the overall rating is slowly going up.

Brandon mentioned that in addition to Steve Burkey, EdMedia has three new students – Karthi Kishore (IT), Kristina Jackson (News) and Simon Okumu (Warehouse) – who started since the beginning of the fiscal year. Brandon indicated that Electronic Media and IT have capacity for additional staff members. He is looking at two new staff positions – producer and programmer. Plus, EdMedia advertised for a graphic designer intern.

Brandon and Mark Hendricks attended the eXtension conference where they highlighted the apps being developed. Brandon indicated that EdMedia is ahead of the curve in app development. Brandon and/or Mark were contacted by Michigan State, South Dakota, North Dakota, Delaware and Vermont about app development plus Dan Cotton (eXtension) and the State of Nebraska contacted EdMedia about doing some work for them.

Anita Schaepe and Yan Zha attended a Google Analytics conference and got information on the customer side as well as on the programming side to stay relevant.

Brandon, along with five to nine other EdMedia staff members, will attend the Extension Fall Conference next week. In addition to having a booth, several EdMedia staff members will be conference presenters.

Brandon indicated that recent happenings include:

- Husker Harvest Days – Jeff Wilkerson and Kurtis Harms attended for Market Journal.
- Drought Resources Website – Several EdMedia staff members were involved in the design, content and editing of the Website. Brandon indicated that there have been nearly 14,000 page views over the past few months.
- Heuermann Lectures, Morrill Act Celebration and Backyard Farmer 60th Anniversary Celebration all took place the last week of September 2012.
    - News personnel hosted a Media Forum.
    - An editorial about the Morrill Act appeared in the *Omaha World Herald*.
    - Backyard Farmer viewers can now contribute to the Backyard Farmer fund set up with University Foundation.
- Adam Wagler and Nic Colgrove are working on a marketing game, which will help teach farmers how to better market their grains and crops. They hope to give a demonstration at Extension Fall Conference.
- Managing Bed Bugs is a Zmag that EdMedia edited and designed.
- Agriculture.com picked up an article from the CropWatch Website.

Computer Drive Update
Bryan Kinnan, IS Client Services Support Specialist, discussed the new computer drive setup. He indicated that each user should have at least four drives:

Y: - Personal Drive
I: - IANR Drive
M: - Department Drive
S: - Local Department Drive

The Y:\ drive continues to serve as a personal drive (staff and students) that can only be seen by the individual and cannot be shared between individuals.

The I:\ drive is now the sharing drive for the Institute. This allows departments to share between each other. It should not be used for long-term storage.

Bryan explained that the M:\ drive is now for the parent department to which each user reports (i.e., ARD, CASNR, etc.). This drive can be used to share documents between staff members, but should not be used for long-term storage.

The S:\ drive is now the local departmental drive that can be seen by all users who are in that specific department. This drive should be used for long-term storage.

Users who have split appointments between departments have their department drives cascaded (i.e., M:\, N:\ or S:\, T:\).

Bryan indicated that for PCs, this mapping is done automatically. For Macs, the drives need to be mapped manually. He or other IS staff can help with this process.

Announcements
Dr. Balschweid reminded attendees of these upcoming meetings:

- The ALEC Advisory Committee is meeting from 10:00 a.m. to 2:00 p.m. on October 31, 2012.
- The next departmental meeting is scheduled for 10:00 to 11:30 a.m. on November 30, 2012. Dr. Chuck Hibberd, Dean and Director of Extension, will speak at this meeting.

Because of the departmental photo at 11:30 a.m., Dr. Balschweid indicated that the operating guidelines, recruitment update, ALEC gift fund and social committee agenda items would be discussed at the next meeting. Jennifer Greenlee will announce the “Guess Who” answers in the upcoming issue of the *Monday Memo*.

Meeting adjourned.