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April 19, 2013 - ALEC Department Meeting Minutes

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April 19, 2013, ALEC Departmental Meeting
East Campus Union

Attending: Cheryl Alberts, Mark Balschweid, Lloyd Bell, Karen Cannon, Betty Castan, Marcia Claesson, Nic Colgrove, Emilee Dorn, Mary Garbacz, Jennifer Greenlee, Kurtis Harms, Lindsay Hastings, Dann Husmann, Lisa Jasa, Lana Johnson, Michelle Kang, Sandi Karstens, Matt Kreifels, Gina Matkin, L. J. McElravy, Brad Mills, Anne Moore, Dan Moser, Judy Nelson, Janet Owens, Brandi Ragsdale, Anita Schaepe, Jennifer Schoen, Brandon Schulte, Shawn Sheets, Roddy Spangler, Roger Terry, Adam Wagler, Judith Wolfe, Malika Yadgarova and Yan Zha. Also attending were Mark Doyle and Miranda Ducey (IANR Global Engagement) and Julie Gade (Leadership Resources).

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.

Program / IANR Global Engagement
Dr. Balschweid introduced Dr. Mark Doyle, Director of Global Engagement for the Institute of Agriculture and Natural Resources. Dr. Balschweid invited him to share his perspective on his position within UNL, IANR and ALEC.

Dr. Doyle began by noting the office started in November 2012 with an initial mission of "Strategize, Enable, and Coordinate International Activities within IANR." Since that time, he has met with university faculty and staff members, students, constituencies, etc. to re-define the mission of the office. Currently, he is working on the following goal areas:

1. Develop opportunities for more joint international activities in research, education and communication for faculty and staff
2. Attract more international students to IANR
3. Find opportunities for CASNR students and staff to study and take advantage of overseas research experiences

Dr. Doyle discussed the following:

- Nebraska is an agriculture state that produces food and many products and commodities; exports are rising on an annual basis. Nebraska's economy is becoming more international. In 2011, exports were more than $7 billion. As international markets continue to grow, Nebraskans must become more global in dealing with these markets.
- As global engagement becomes more of a necessity, Dr. Doyle questioned how IANR should position itself in the world and how faculty and staff members and students should obtain global experiences and a global education.
- Research is becoming more international every year and the number of international research publications and research centers of excellence is increasing. Some of the most prestigious research facilities in the world are now outside the United States.

- University President Milliken has identified four countries – Brazil, India, Turkey and China – as focal countries for University of Nebraska global engagement.
    - In China, IANR has an office in the State Administration of Grain. Additionally, the university has agreements with the China Institute for Water and Hydropower Research, Northwest Ag and Forestry University, China Agricultural University and HoHai University.
    - In Brazil, Dr. Doyle and other university administrators and staff recently visited over 10 universities as well as several research centers and funding agencies. Through the Brazilian Scientific Mobility Program, Brazilian students are coming to the United States to study, and United States faculty members are teaching or doing research in Brazil.
    - Chancellor Perlman recently visited the National Institute of Food Technology Entrepreneurship and Management (NIFTEM) and the Indian Institute of Crop Processing Technology (IICPT). In summer 2013, four masters' level students will be at UNL for research, and NIFTEM students will be visiting UNL.
    - In December 2012, President Milliken visited Turkey with a NU delegation and identified several opportunities for joint collaboration.
- University alumni are a vital resource, sometimes untapped, to promote international exchanges, research studies and cooperative programming.
- If the university is going to be a world leader in agriculture, IANR needs to be involved in the areas of the world that will have food security issues.
- International students have been a big part of the university for a long time, especially at the graduate and doctorate level. They bring diversity to the university community. In the United States, international undergraduates now outnumber international graduate students at most United States institutions including UNL. In 2013, UNL admitted 1,145 international undergraduates, the majority coming from China.

Currently, the Office of Global Engagement is working on:

- Programming for international students to do research within IANR and working on logistics (e.g., housing), which is a service the office hopes to provide
- Hosting foreign delegations who come to campus
- Supporting UNL faculty international trips
- Assisting with development of multiple Memoranda of Understanding (MOU) between UNL and foreign institutions
- Assisting in crafting international research proposals
- Meeting with commodity boards and departments
- Receiving nominations for the IANR International Advisory Committee that will:
    - Develop a clear mission statement and office goals
    - Strategically program the office budget
    - Develop a plan for internationalizing curriculum in CASNR
    - Define high need areas in global engagement across IANR
    - Define international services to do for IANR (e.g., visas)
- Developing an IANR database for international activities:
    - Current international projects
    - International activities for faculty
    - International alumni

Dr. Doyle concluded his presentation with a summary of the long-term goals for IANR Global Engagement:

- Increase the number of IANR faculty and staff who are actively engaged in international activities
    - Reduce barriers to international engagement: cost, logistics, etc.
    - Create an incentive structure for international participation
- Increase the number of CASNR students participating in international study and research
    - Study abroad as professional development (i.e., tourism)
    - Mechanisms to overcome barriers: cost, language, etc.
- Increase the international student population in IANR
    - Finding the appropriate outlets to reach international students
    - International alumni

Program / Backyard Farmer

Dr. Balschweid introduced Brad Mills, who, since 1996, has produced Backyard Farmer, which is a seasonal regional gardening program that is now in its 61st year. Each production week, he is responsible for two educational features, writing all broadcast scripts, coordinating faculty panelists who appear on the program, coordinating special events and the remote productions of the program. Additionally, Brad has been solely responsible for launching Backyard Farmer web offerings such as podcasts and YouTube and Facebook.

YouTube:

- In 2007, Brad started uploading files and video features to YouTube.
- The Backyard Farmer YouTube channel currently has 1,170 subscribers.
- In July 2012, Backyard Farmer YouTube channel surpassed 1 million views. At the current pace, there should be 2 million views by December 31, 2013.
- In 2012, Backyard Farmer started monetization of the content, which means vendors can pay for advertising to be included in the files and features. Through this process, over $2200 was earned with the income used to purchase shirts worn on the show and pay for travel expenses for outstate faculty.

Year	Total Views	Peak Views Per Day
2007	5,709	157
2008	62,679	372
2009	115,409	579
2010	225,094	1,238
2011	326,867	1,569
2012	521,325	2,345
*2013	166,114	2,956

*as of April 15

Facebook:

- The Backyard Farmer Facebook page was started two seasons ago and now has just under 1,800 likes.

- YouTube video features are posted weekly. Periodic announcements, show pictures and other horticulture information are also posted to Facebook.
- Now, faculty panelists on the show use the Facebook user postings for questions.

iTunes U:
- The Backyard Farmer podcast is regularly in the top 10 of iTunes U downloads in the science category.
- The Backyard Farmer podcast is the most downloaded podcast offered by the University of Nebraska.

Twitter and Pinterest:
- Backyard Farmer has 369 followers on Twitter.
- Backyard Farmer has 152 followers on Pinterest.

Website (http://byf.unl.edu/):
- Program is streamed live every Thursday during the season.
- Past programs are archived.

In conclusion, Brad reiterated that this is the 61st season of Backyard Farmer. The television audience is between 15,000 and 20,000 viewers per week. It is no longer just a Nebraska audience as the Internet audience has grown exponentially in the past 5 years and is outpacing the traditional television audience by a wide margin.

Old Business / EdMedia Update
Brandon Schulte provided a financial summary for FY13 through March 2013 (comparison of the same period in 2011 to 2012):
- Revenue is up 91% to $2,153,742.
- Expenses are up 37% to $2,102,535 primarily due to increased number of staff and inclusion of administrative payroll (e.g., Mary and Janet).
- Unbilled hours reflect reported time that has yet to be billed. When this time is added with revenue, the adjusted accrued profit/loss is $272,461 profit.

EdMedia total productivity is 65.1% (year to date). Brandon provided a breakdown of productivity per EdMedia area:
- Electronic Media – 75.7%
- IT – 67.4%
- Publications – 62.2%
- Warehouse – 78.9%
- News – 37.7%

Brandon showed examples of work recently completed by EdMedia:
- Engler Entrepreneurship Display at FFA Convention
- Broadband Webinars
- UNL Event and Conference Planning
    - Taking over from CARI on May 1
    - New website (eventplanning.unl.edu)

    - Brochure
- Marketing AgriTourism Zmag
- Body Condition Scoring Beef Cows
- Lake McConaughy Visitor/Water Interpretive Center

Old Business / Leadership/Professional Development
Dr. Balschweid explained that he has been considering various options for providing leadership development for the entire department and he recently made the decision to utilize Leadership Resources and their Effective Personal Productivity process as the strategy to enhance leadership within ALEC. He reiterated his vision of providing leadership development for everyone in ALEC who desires to grow personally and professionally.

At this point, Dr. Balschweid is not able to fund everyone in the department, but this spring 10 people will go through the process, and an additional 10 people will go through the process starting in the fall. He will continue to look for other funding resources until everyone has had the opportunity to experience this process.

The Effective Personal Productivity process is for all levels of employees, offering a combination of personal leadership development, productivity, and communication enhancement, as well as empowerment skills and time management through prioritizing, goal setting, and working on what matters most to the employee. It is not a workshop or product; it a process designed to produce gradual behavior changes that can lead to a consistent increase in performance.

Dr. Balschweid introduced Julie Gade, Leadership Resources, who discussed the upcoming professional development activity. This initial process will begin on May 15, 2013, with the first two-hour meeting starting at 10:00 a.m. Julie explained there are nine two-hour meetings intended to help individuals focus on areas that they want to improve in, and to provide the mentoring and accountability to make that happen. The process topics include:

1. The Nature of Productivity
2. Goal Achievement through Time Management
3. Increasing Productivity through Controlling Priorities
4. Improving Productivity through Communication
5. Empowering the Team
6. Increasing the Productivity of the Team

For the three months following the conclusion of the meetings, the participants will meet for one hour once per month for accountability, adjustment and support. Thus, it becomes a six-month process.

Each participant will receive a binder of reference material along with a set of CDs with duplicate content. Participants can expect one to two hours of homework each week. Supporting the participants in this process will be a mentor (picked by the participant) and a Leadership Resources coach.

Dr. Balschweid emphasized he has nothing to do with the process. Mentors, coaches and Leadership Resources staff members will not check in with him or provide him with information about the participants or the process.

Additionally, Dr. Balschweid explained that Brandon approved this activity for professional development for EdMedia personnel. Thus, this time counts toward billable hour targets. Dr. Balschweid encouraged EdMedia staff members to talk with Brandon or Janet to understand how to report their time.

Strategic Plan Goal Update: Postponed until the next meeting

New Business / Social Committee
Mary Garbacz encouraged everyone to attend the April 26 ALEC Departmental Picnic that will be at the Bethany Park Shelter from 5:30 to 8:30 p.m. Family members, significant others and children are invited to attend.

Dr. Balschweid reminded the group that the emeriti faculty social is today at 2:00 p.m. in the East Union. In addition, Dr. Balschweid will meet with the group to learn if there are ways the department faculty and staff members might be able to work with emeriti or if there are things the emeriti want to do with in the department (e.g., teaching classes, working with graduate students).

New Business / Recruitment Update
Malika Yadgarova reported that faculty members are invited to meet with students and their parents at the Graduate Salute ALEC Reception from 2:30 to 3:30 p.m. on May 3 in the East Union. After the RSVP deadline, faculty members will receive an email indicating the number of people attending.

New Business / Announcements
Dr. Balschweid indicated that generally staff meetings start with "Get to Know You" where Jennifer Greenlee provides survey answers about specific people and the meeting attendees guess the names of the persons Jennifer is referencing. Jennifer has used information on all people who submitted the survey information. Jennifer will send out a new survey at the beginning of the fall semester. Dr. Balschweid expressed his hope that people participate because it is an enjoyable activity to help ALEC faculty and staff learn about each other.

Dr. Balschweid provided an update on Dr. Dick Fleming. In February, Dr. Fleming had a serious fall and has been in the hospital since his fall. Due to his concussion, he is unstable in standing and walking without assistance. He is scheduled to be dismissed from the hospital on April 23. Prior to his fall, Dr. Fleming talked with Dr. Balschweid and indicated his last day would be June 30. While Dr. Fleming has already gone through the retirement activities/festivities, Dr. Balschweid stated that he wanted to do something within the department to celebrate Dr. Fleming's contributions.

Meeting adjourned.