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April 17, 2013 - ALEC Advisory Council Meeting Minutes

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Advisory Council Meeting
Minutes
April 17, 2013

Present: Cheryl Alberts, Kevin Anderson, Mark Balschweid, Lloyd Bell, Karen Cannon, Helen Fagan, Katie Franzen, Mary Garbacz, David Grimes, Lori Hallowell, Lindsay Hastings, Tom Hermance, Dann Husmann, Dennis Kahl, Eric Knoll, Karen Kollars, Matt Kreifels, Michael Lechner, Mike LePorte, Stephanie Mann, Gina Matkin, Brandi Ragsdale, Jennifer Schoen, Courtney Spilker, Gayle Starr, Tom Tabor, Roger Terry, Kristin Upp, Glenn Williams, Malika Yadgarova

Kevin Anderson welcomed everyone and then opened by asking all in attendance to introduce themselves and the entity that they represent. Dr. Balschweid indicated that each of the Council members represents the business, industry, government and community voices for one of our particular programs. Our breakout group in Agricultural Leadership will be led by Dr. Gina Matkin and Dr. Lindsay Hastings. The Agricultural Education and Skilled and Technical Teacher Preparation group will be led by Dr. Lloyd Bell, Dr. Dann Husmann, and Dr. Matt Kreifels. The Agricultural Journalism degree program will be led by Dr. Karen Cannon, Dr. Roger Terry, and the Ed Media faculty who are present. Dr. Michelle Kang will be representing the Tourism program.

Some points of discussion may include:

- Curriculum updates
- Personnel changes in ALEC, changes expertise and could influence the specialty areas, research appointments and extension activities.

The group broke into ALEC program areas. Each program area is to outline their priorities, which are listed below.

Agricultural Leadership – Dr. Lindsay Hastings

- New Leadership/Entrepreneurship minor
 - How do we connect students with employers throughout the state?
 - Pilot five groups of Chamber presidents, development directors and local extension educators to inventory the local businesses and local employers that may be of interest to the students.
 - Students could meet with Helen Fagan prior to meeting the leaders so that they can figure out how to utilize their personal leadership philosophy they wrote in ALEC 102 to add value to their leadership education and internship.

Hospitality, Restaurant, Tourism Management – Michelle Kang

- HRTM is expanding and has updated the curriculum.
 - Has added two more courses to the program

1. Human Resources
 2. Food and Beverage Management
- Has also introduced a variety of Study Tours
 - Ex: Going to Las Vegas to tour their hotel segments and to New York to provide the opportunity to participate in one of the biggest hotel shows in the world.
 - Agricultural Based International Studies program
 - Opportunities in the up and coming tourism markets in Namibia.

Agricultural Journalism – Dr. Karen Cannon

- Progress with the Strategic Plan Goal to revise the Ag Journalism program
 - Adopt a name change and curriculum change by end of 2013
 - There is no decision on a name at this point, but it is in process
 - Adding three permanent courses, three credits each
 - These courses have been taught in the past, but not on a permanent basis.
 - These three courses are making their way through the approval channels.

Agricultural Education – Dr. Dann Husmann

Dr. Husmann stated that his group came up with three areas they would like to work on.

- Content testing
 - Current students have to take a PPST – Pre-Professional Skills Test – to get into the academic program.
 - Nebraska is one of the last states to get on board with this
 - Would like to develop an inexpensive pretest to assess students
- Communication and Recruitment
 - Agricultural Education is doing great teaching across the state and into the rural schools; however, there is room for improvement with the skills and technical sciences areas.
 - Tony Glenn and Greg Stair can help initiate this with recruiting students at NCE conferences, along with skills and technical sciences competition.
 - Also discussed initial stages of the Career Center for the Lincoln Public Schools and having a strong presence there.
- Dr. Balschweid asked what the status for the other programs in the state, as it relates to the the skills and technical sciences was.
 - Dann Husmann stated that the only other one is at Wayne State.
- More emphasis on early career field experiences for undergraduates
 - Katie Franzen has suggested that there be a bigger emphasis placed on early career field experience for undergraduates and the group agreed that the undergraduate program should get a closer look.

Dr. Balschweid asked for other questions or comments.

- Dr. Matt Kreifels asked for an update regarding new faculty hires.
- Dr. Balschweid answered that we currently have two positions. One will have a slide on who the new hire will be for the Ag Journalism program. IANR has also embarked on a process to hire 36 new tenure track faculty. Of those 36, one was allocated to the ALEC department as the head of Community Leadership Development, which is in the process of being filled at this time. These 36 are not associated with a specific department.
 - They are focusing on five areas:
 - Science Literacy
 - We have the greatest stake in this area. There are three positions: A Coordinator in Science Literacy, a Life Sciences Educator, and a Science Literacy Specialist.
 - Red Meat Innovation
 - Sustainable Agronomic Practices
 - Healthy Humans
 - Expanding Infrastructure (Big Data)
 - These positions are currently being handled by search committees; some with the hopes of interviews starting as early as May.
 - The goal is that these positions will all begin on July 1.
- Dr. Balschweid wanted to make sure everyone in attendance was aware of the efforts the department is making in regards to communication to external audiences and how it is done.
 - We have the ability to link with almost every single department on campus through Ed Media.
 - Washington is placing a large amount of emphasis on education extension and how the results will impact society.
 - ALEC in Action Newsletter comes out in the Spring and Fall to showcase the things that the department is doing.
 - ALEC in Action Weekly is a weekly email that deals with initiatives within the department, awards and activities.
 - The real purpose of the Advisory Council is to invite your expertise as it relates to our missions of teaching, research and extension.
- Dr. Balschweid stated that he tries to focus on the academic side of things and that he has seven or eight slides that highlights academics.
 - The bar is set exceedingly high in regards to teaching excellence in the department
 - Lloyd Bell was recognized in April at the University Honors Convocation as the recipient of the Faculty Teaching Award for the College of Agricultural Sciences and Natural Resources.
 - Helen Fagan received the Holling Family Teaching Award for Excellence this semester.
 - Alex Ramthun has been recognized by the North American Colleges and Teachers of Agriculture.
 - Grants and Publications – from October 2012

- Matt Kreifels and Brandi Vandewal received money from the Nebraska Environmental Trust for the purpose of helping our Ag instructors across the state in water resources education. This is a two year grant.
- Matt was also instrumental with Stacey Agnew in bringing in \$31,000 for the purpose of CASE Institutes.
- Matt also mentioned that he received another \$16,000 from Partnerships Renovation.
- Dr. Kang received a grant from the Institute for Royal Futures that is to develop an Echo Agrotourism course that will utilize a statewide community as a study.
- Lindsay Hastings and Tom Field also received a grant funded by the same institution for the development of internship.
 - Lindsay Hastings stated that six students will be going to the three Royal Communities this summer to be involved in community leadership.
- Since October department faculty have been involved in eight papers that have been accepted for presentation in national conferences.
- Backyard Farmer, a production of Ed Media in our department, is the longest running locally produced television program in the country. It is also now on YouTube and has reached 1 million views and according to the trend we will surpass 2 million by the end of the year. Also ranks among the top five programs accessed by iTunes U.
- In March, Dr. Balschweid and Dr. Kreifels traveled to Iraq for their second extension workshop. This was on positive youth development and helping communities.
 - Members of the group would like to know how the two were received in Iraq and their overall experience while there.
 - Matt Kreifels stated that the goal was to bring community leaders in northern Iraq together and create action plans. We had some ideas about developing curriculum, and we felt good about our ability to create solid action plans that integrated people from multiple organizations. We absolutely felt safe. We didn't have security, we were invited into people's homes...we're very hopeful for this area of Iraq.
- Dr. Balschweid announced that Annie Specht will start in July in Ag Communications.

Dr. Balschweid asked for an update from Malika and Jen with recruitment.

- Jen started with the blue statistical sheet
 - Graduating class of 20, which is the largest number in the last few years. Also looks as though this number may be greater next year.
 - May 3rd CASNR Salute Ceremony and Reception
- Malika mentioned events that they have been attending
 - The Big red Roadshow in Omaha
 - FFA Hospitality Room
 - Teach Ag Day Luncheon
- Both ladies mentioned that the brochures were products of Ed Media and Karen Cannon.

- Both Malika and Jen will be graduating in May
- Dr. Balschweid asked if anyone had any activities they would recommend.
 - Helen Fagan asked what the department was doing to recruit to a more diverse audience.
 - Dr. Balschweid acknowledged that as a department there isn't much being done to attract a diverse audience to the program.
 - Dr. Cannon has an independent studies student who is looking at what kinds of social media strategies and technologies colleges use to recruit students. From this, we should have a list of suggestions of where we could be recruiting.
 - Ask new students what recruitment methods most appealed to them.
 - Also suggested developing an overall recruitment strategy since there is a lack of one at the present time.

With no further discussions, Dr. Balschweid turned the meeting back over to Kevin Anderson. Kevin reminded everyone that if anyone ever has questions, to feel free to contact Dr. Balschweid. After a short discussion about dates for the Fall 2013 meeting, November 6th was selected.

Meeting adjourned.