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ALEC Committee Minutes

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10-11-2013

## October 11, 2013 - ALEC Department Meeting Minutes

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"October 11, 2013 - ALEC Department Meeting Minutes" (2013). *ALEC Committee Minutes*. 277.  
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# October 11, 2013, ALEC Departmental Meeting East Campus Union

**Attending:** Ruchi Agrawal, Cheryl Alberts, Mark Balschweid, Lloyd Bell, Kathy Bennetch, Karen Cannon, Nic Colgrove, Beth Down (graduate teaching assistant), Mary Garbacz, Jennifer Greenlee, Janice Hamer, Kurtis Harms, Lisa Jasa, Lana Johnson, Mike Kamm, Matt Kreifels, Dan Moser, Judy Nelson, Marcia Oetjen, Carol Ott Schacht (graduate teaching assistant), Janet Owens, Pam Peters, Sandra Sattler Weber, Brandon Schulte, Shawn Sheets, Vishal Singh, Kelli Smith, Annie Specht, Jane Stentz (graduate teaching assistant), Roger Terry, David Wiens and Yan Zha. Maeanne Balschweid also attended.

Meeting started at 9:30 a.m.

## Introductions and Guess Who

Dr. Mark Balschweid welcomed everyone and asked meeting attendees to introduce themselves by indicating their job responsibilities.

For the new "get acquainted" activity, Dr. Balschweid showed photos that three staff members – Gina Matkin, Helen Fagan and Yan Zha – had submitted. Meeting attendees matches the photos with the appropriate name. All who submitted the "Guess Who" form were successful in identifying their co-workers!

## Program

### New Faces

Dr. Balschweid introduced new ALEC staff members: Becky Aiken, Mary Beth Down, Kelly Engquist, Carol Ott Schacht, and Jane Stentz.

- Becky Aiken graduated in May 2010 with a Bachelor's Degree of Fine Arts emphasizing graphic design. While at UNL, she worked on the Omaha Science Media Project to bring media production, including radio, television and multimedia formats, to Omaha high schools in order to enhance the understanding of current scientific research. She came to EdMedia from Vipa Solutions, where she worked as a web designer. She will be working on publications and websites.
- Beth Down is a graduate teaching assistant and doctoral student. She earned her master's degree in organizational leadership from the College of Saint Mary. Her bachelor's degree in psychology is from Grace University. She worked as a consultant and training provider of human capital risk management. At the University of Nebraska-Omaha, she was business manager at Aerospace Studies Department. She is a small business consultant and Certified Small Business Guide for Gallup. She taught English and a western culture course in a public junior-high school in Tokyo, Japan. While working on her degree, she will teach the interpersonal skills for leadership class for undergraduates.
- Kelly Engquist graduated in May 2009 with a Bachelor's Degree of Fine Arts emphasizing graphic design/art history/oil painting. While at UNL, she worked as an intern in the College of Business Administration, where she created graphics and logos for websites and designed marketing and promotional signage. She has worked as a designer at Thought District and PLAY Creative and, recently, was the Art Director/Graphic Designer at Snitily Carr. She will be working on publications and websites.
- Carol Ott Schacht is a graduate teaching assistant and doctoral student. She has a bachelor's degree with a double major in Theatre and Communication Arts and French. She has done graduate work in English, with an emphasis in English as a second language, at Utah State. For more than 20 years, she has worked in the public and private sectors as a consultant to executives as well as academic institutions in the United States and abroad. She has taught in 13 countries on 5 continents. While working on her degree, she will teach the interpersonal skills for leadership class for undergraduates.

- Jane Stentz is a graduate teaching assistant and doctoral student. Her master's degree in management is from Doane. She earned her bachelor's degree in criminal justice with a minor in psychology from the University of Nebraska at Omaha. She has been a real estate sales agent and broker for 10 years and a mortgage lender for 14 years. She was department head of the mortgage-lending department at Union Bank and Trust and served as Vice President from 2011-2013. While working on her degree, she will teach the interpersonal skills for leadership class for undergraduates.

## **Talent Management and IANR**

Unfortunately, Trish Dezort, IANR HR Director, was not able to attend the meeting.

## **Old Business**

### **EdMedia Update**

Brandon Schulte provided a recap of the 2013 fiscal year (July 2012 through June 2013).

- Financial
  - Revenue was up 80% to 3.3 million dollars.
  - Expenses were up 40% to 2.9 million dollars – most additional expenses were employee benefits.
  - Profit/Loss was up 186% to a profit of \$315,000, which helped pay back the deficit from prior years.
  - All units were profitable.
  - Work for the Vice Chancellor, Extension, Research and CASNR comprised 49% of revenue. Brandon indicated he would like to see that figure drop to around 30% for better diversification during the FY14.
- Work Environment
  - There are 39 employees in EdMedia and, currently, there are four open positions, for which three searches are currently underway.
    - 32 full-time staff members and 7 student workers
  - In September 2013, employment service awards were awarded to:
    - Judy Nelson and Pam Peters – 35 years
    - Cheryl Alberts and Marcia Oetjen – 20 years
    - Mary Garbacz, Linda Ulrich and Dan Moser – 15 years
- Customer Service
  - The goal #10 committee sent out a survey to all IANR faculty and staff to solicit feedback about EdMedia products and services. The committee is now developing action plans based on survey results and comments.
  - The EdMedia customer base continues to expand. Brandon reported that EdMedia is now working with animal science, food science and technology and the food processing center, architecture and engineering, journalism, microbiology, psychology, biochemistry, etc.
  - EdMedia experiences strong repeat business with returning customers – Extension and Vice Chancellor had more volume and spent more money in FY13 than in the past – covering not only Lincoln campus but statewide.
- Efficiency/Growth
  - 67.5% productivity, which is a 5.5% increase over FY12
    - Electronic Media – 78.3% productivity
    - IT – 69.3% productivity
    - News – 41.9% productivity
    - Publications – 64.2% productivity
    - Warehouse – 80.7% productivity
  - In FY13, there were 42,325 billable hours, which equates to 1282 billable hours per person. At an average cost of \$40 per hour, that equals approximately \$51,000 per person in income.

Brandon showed examples of work completed by EdMedia in FY13:

- Extension TV
- *One Nebraska One Nation* (book about Former Senator Ben Nelson)
- UNL Event and Conference Planning
- News group – IANR news, Backyard Farmer, Market Journal, Ag Almanac, CropWatch – had an incredible year
- IANR 30+ faculty positions hiring
- Heuermann Lectures
- The World Food Prize
- Strategic Discussions for Nebraska
- E. N. Thompson
- Husker Harvest Days
- Water for Food Conference
- Rural Futures Conference
- Apps – reached 10,000 apps sold or downloaded in August 2013
- iTunesU – Backyard Farmer has the most downloads and Market Journal is third. Eight of the top 10 programs are offered by EdMedia or are programs in which EdMedia collaborates with content specialists.
- Publications (traditional, course materials, NebGuides, magazines, Zmags, interactive PDFs, etc.) are all very strong with remarkable content. The pubs group continues to maintain a strong working relationship with Extension.

EdMedia is currently working on the following projects:

- Marketing in a New Era (web-based simulation to learn about ag marketing)
- Re-branding of Animal Science Department
- Big conferences – Rural Futures and Building 22<sup>nd</sup> Century
- 100<sup>th</sup> Anniversary of Extension
- Off-season Backyard Farmer

### **Strategic Plan Goal Update**

#### **Goal #10: Increase Overall Customer Satisfaction**

Janet Owens provided an update on the work of this committee. Committee members include Allison Bennett, Marcia Claesson, Janice Hamer, Dan Moser, Marcia Oetjen, Pam Peters and Roddy Spangler. Betty Castan and Adam Wagler were committee members until August 2013. To date, we have had 19 committee meetings.

For the EdMedia Customer Satisfaction Survey, Marcia Claesson sent out 559 surveys from November 2012 through August 2013 with a 29.2 return rate (163 surveys returned). With the below rating scale, the average scores for the survey questions range between “satisfied” to “very satisfied.”

- Rating scale:

Very unsatisfied	-1
Unsatisfied	-1
Satisfied	.5
Very satisfied	1.
- Question #2: What is your overall satisfaction with your final EdMedia product: .83 average
- Question #5: How satisfied were you that the EdMedia staff member(s) had a clear understanding of what you wanted as a finished product: .91 average
- Question #6: How likely are you to refer EdMedia services: .78 average

For the UNL Marketplace Survey, Mike Riese, Extension Marketplace Coordinator, sends surveys to all customers who purchase items through UNL Marketplace. From October 2012 through August 2013, he sent 547 surveys with an 18.8% return rate (103 surveys returned). With the below rating scale, the average scores for the majority of the survey questions range between "somewhat satisfied" to "very satisfied."

- Rating Scale:
  - Very Unsatisfied: -1
  - Somewhat Unsatisfied: -1
  - Neutral: -1
  - Somewhat Satisfied: .5
  - Very satisfied: 1.
- How satisfied are you with the UNL Marketplace regarding the following items?
  - Ease of using the website: .41 average
  - Timeliness of product arrival: .87 average
- How satisfied are you with your latest purchase regarding the following items?
  - Product Quality: .84 average
  - Value vs. Cost: .55 average
  - Meets your needs: .85 average
- How likely are you to recommend the product(s) you purchased to others: .74 average
- Based on your purchasing experience, how likely are you to recommend the UNL Marketplace to others: .73 average

In August, all IANR faculty and staff received the goal #10 committee's IANR survey, and 196 people completed/submitted the survey. Because Extension and Vice Chancellor office personnel sent out the survey to listservs (not maintained by EdMedia), a return rate percentage is not available. Below is a summary of the questions and anonymous responses.

Question #1: Before July 1, 2010, EdMedia was the Communications & Information Technology (CIT) unit. Have you used EdMedia services since July 1, 2010?

<u>Answer Options</u>	<u>Response Percent</u>	<u>Response Count</u>
<b>Yes</b>	<b>78.6%</b>	<b>154</b>
No	21.4%	42

Below is information from the surveys of the 154 people who have used EdMedia services since July 1, 2010.

Question #2: Which of the following EdMedia services have you used? The top five services were Video Production, News and Media releases, Web Design, Writing/Editing and Educational Products.

Question #3: When you worked with EdMedia, was your project related to...

<u>Answer Options</u>	<u>Response Percent</u>	<u>Response Count</u>
Extension	77.5%	86
Research	17.7%	19
Teaching	18.0%	20
Specific Grant Funded Item	14.4%	16

Question #4: How satisfied are you with EdMedia services? One hundred and eleven people responded:

- Very Unsatisfied – 6
- Somewhat Unsatisfied – 11
- Neutral/No Opinion – 11
- Somewhat Satisfied – 30
- Very Satisfied – 53

The committee developed this rating scale, which did not include “satisfied” as an option. Brandon and Mark Balschweid approved the rating scale, which was noted as not being a “normal likert scale.”

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Yes	78.6%	154
<b>No</b>	<b>21.4%</b>	<b>42</b>

Below is information from the surveys of the 42 people who have not used EdMedia services since July 1, 2010.

Questions #2 and 3: If you have not used EdMedia services since July 1, 2010, have you or others within your department/office created audio/visual, IT/Web, or print items that you needed? Sixty-three percent of the respondents indicated “yes,” and the majority reported that they had created graphic design, marketing and advertising materials and educational products and did event planning, writing/editing and web design.

Question #4: Have you gone to another provider for audio/visual, IT/Web, or print services: Twenty-one respondents (77.8%) indicated “yes” and indicated they used internal employees or other UNL departments. They noted cost and convenience as why they did not use EdMedia.

For question #5, “Would you contact EdMedia in future,” 70.4% (19 respondents) indicated “yes.” For those people who responded “no,” the reasons given included distance from Lincoln, small operating budgets, cost and turnaround time, and cost of educational publications is not recovered so we can’t afford it.

Question #6: When deciding to use paid services, what factors are most important to you? Please rank them with 1 being the most important and 5 being the least important.

<u>Answer Options</u>	<u>Ranking</u> <u>(1 most important to 5 least important)</u>
Value for the Price	1
Staff expertise and recommendations to improve product	2
Periodic project updates	5
Written proposal outlining expectation and schedule	3
Understanding of UNL policies (i.e., toolbox) and structure	4

Janet provided some general observations about the survey:

- The majority of respondents are located on East Campus followed by county extension offices and Southeast Research and Extension Center
- No one from the Nebraska College of Technical Agriculture or the South Central Agricultural Laboratory responded.
- Eight administrators responded to the survey. The majority of respondents were faculty followed by managerial/professional staff members.
- Phyllis Saale from Hall County was the winner of the \$25 Visa gift card (incentive for people to complete the survey).

Following the review of the survey comments, the committee forwarded their ideas on how to proceed to Brandon and Dr. Balschweid. The goal #10 committee reviewed the provided comments and concluded the comments generally focused on (1) cost of services, (2) distance, (3) customer service, (4) billing, (5) estimates and (6) timelines. Specific suggestions include:

- Develop an awareness campaign – marketing effort – of what services EdMedia offers.
- Pull comments and stats from the survey and include in an email or newsletter and on the website. The committee members believe it is important to report back. Additionally, it is important to report on changes made because of the survey.
- Perhaps develop a quarterly email with advertising tips, best practices, new products (look at what customers want), etc.
- Manage expectations of customers by reliable timelines and estimates. EdMedia staff members need more information from customers in order to develop accurate estimates.
- Explain the University and EdMedia billing processes.

#### **Goal #4: Formally Review the Ag Journalism Program to Include Life Sciences**

Dr. Karen Cannon provided the following goal update:

- Roger is the new program coordinator
- Submitted name change proposal to CASNR in Spring 2012, but withdrew it
- Recently, submitted proposal to change program name to Agricultural and Environmental Sciences Communication

Course approvals and changes include the following:

- ALEC 108 – finishing being created this semester for online and face-to-face delivery in Fall 2014
  - Food and Society
  - Recently received ACE 6 approval
- ALEC 136 – approved as a new course for freshman (second semester) to develop academic success skills (e.g., note taking), learn more in depth about the opportunities available in the major for career possibilities (e.g., time management), have students complete an early field experience
- ALEC 480 (capstone course) changes – moving to incorporate Strategic Discussions for Nebraska
  - Exploring steps to take to receive ACE 10 certification
- ALEC 393 (standalone course) – Digital Imaging and Storytelling course that Michael Forsberg and Michael Farrell teach.

Courses being developed are:

- Annie – multimedia course, to replace visual literacy series students currently take through the College of Journalism and Mass Communications
- Karen – first/second year writing course, provide students experiences and practice writing in their discipline and expose them to a variety of writing genres
  - Apply for ACE 1 certification
- Annie will be teaching a media literacy course (ALEC 397 section) in the spring 2014

Currently, the committee members are:

- Working with EdMedia to design page(s) to provide information students – current and prospective – and parents need. Annie is the lead on this project.
- Discussing the possibility of adding an “ag communications” minor program to help populate courses being developed. They are exploring the steps needed to do this.
- Writing a Higher Education Challenge Grant to establish a cohort or center to use social media monitoring software, as this technology is being used in professional environment. The grant would provide the opportunity to teach students how to use software, interpret the data, make recommendations and write reports in classes.

- Looking at other successful programs – agricultural communications and similar – across the country to learn what they are doing. How do they determine standards? What are their niche areas and what are niche areas of the UNL Ag Journalism program? Karen will then write an assessment of what other programs do and submit this research paper to the American Association for Agricultural Education national conference (May 2014) as this would be a good forum for discussion of the topic as many of the people in programs will be there.

**New Business  
Announcements**

Kathy Bennetch reminded attendees about the October 18 Harvest Potluck and bringing a decorated pumpkin. The potluck will be held from 11:30 a.m. to 1:30 p.m. in 102 ACB.

Dr. Balschweid discussed the ongoing position searches for:

- EdMedia System Administrator – Interviewing candidate today
- ALEC Recruitment Coordinator candidates have been on campus.
- Faculty position for Youth and Civic Leadership – Reviewing applications on November 1
- EdMedia Programming position – Search committee meeting on October 14

Meeting adjourned so attendees could convene for the departmental photo.