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ALEC Committee Minutes

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2012

## April 11, 2012 - ALEC Advisory Council Meeting Minutes

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**Agricultural Leadership, Education and Communication  
Advisory Council Minutes  
April 11, 2012**

Advisory Council members present: Kevin Anderson, Angela Armagost, Brandon Hunnicutt, Eric Knoll, Karen Kollars, Michael Lechner, Tom Tabor, Glenn Williams, Bruce Williams, Judith Wolf and Jeff Yost

ALEC Department members present: Mark Balschweid, Lloyd Bell, Kathy Bennetch, Karen Cannon, Dick Fleming, Dann Husmann, Lindsay Hastings, Lana Johnson, Myunghwa Kang, Sandra Karstens, Matt Kreifels, Gina Matkin, Pam Peters, Jennifer Schoen, Judith Wolf and Malika Yadgarova

***Welcome and Meeting Plan***

Kevin Anderson, chair, opened the meeting and asked each person to introduce themselves. Dr. Balschweid thanked each Advisory Council member for serving ALEC. He presented information about the move to the Big 10. Chancellor Pearlman set goals for this University to move towards by 2017:

- Currently 25,00 students – Move to 30,000;
- Currently 1,300 tenure track faculty – increase by 160;
- Grow research expenditures to 300 million from 160 million;
- Increase 4-6 year graduation rate or retention rate.

The Institute of Agricultural and Natural Resources (IANR) represents 27% of the budget for the entire UNL campus. The Institute is planning on hiring 60-70 faculty over the next five years. The Institute and ALEC are identifying what the critical areas, and the critical needs? How do we capitalize on this opportunity and make the greatest impact? The Deans are asking each department to look at the current capacity, the infrastructure for teaching students, both at the undergraduate and graduate levels, the capacity to expand research for extension programs, and all other things ALEC is responsible for as a department. What areas are our signature areas? How do we contribute to the overall growth that will happen in the Institute and at UNL? The ALEC faculty helped identify what these signature areas are in ALEC and helped to identify where the true needs are, and submitted those to the Deans Council last Friday. The four areas identified were: 1) Teaching/Learning Systems, 2) Community & Organizational Leadership, 3) Strategic Communications, and 4) Agricultural & Science Literacy

Dr. Balschweid asked the group to break into the four signature areas to help answer the following questions:

- What is the impact on society in terms of these signature areas?
- Why should taxpayers and citizens of Nebraska invest in this program?
- What is the propensity for growing the undergraduate program, the research area, the extension areas, etc.?

Also, ALEC's strategic planning processing is nearing the final stages. This document will be shared with the Advisory Council members for input and guidance.

### **Group Reports and Program Updates**

After breaking into discussion groups the following items were summarized from those discussions:

#### *Strategic and Life Science Communication – Agricultural Journalism*

- Name change from Ag Journalism – Survey to be completed this summer to stakeholders to get input.
- Revamping the curriculum this summer.
- Writing skills and communication skills of college students or our graduates.
- Dual-credit program.
- Redesigning the major check sheet.
- Revamping recruitment materials.
- Strategic Communications faculty positions.

#### *Hospitality, Restaurant, Tourism Management – Myunghwa Kang*

- What kind of components should be included in the HRTM curriculum?
  - More marketing perspective based on the business and industry structure.
- Marketing structure is very important to let students know about Nebraska tourism.
- Focus on culinary tourism;
  - Will provide opportunities to farmers and people who take care of the food and materials for food.
  - Culinary tourism is an emerging trend in tourism.
- Ag Tourism and Ecotourism:
  - Using cultural history resources to develop tourism in Nebraska
- How to encourage our students to return to their home area (whether Nebraska or elsewhere)?
- Develop specific Field Experiences:
  - Actually seeing the farms and visiting with the farmers to develop different resources for tourism.
  - Develop new courses to see real tourism environments.
- Develop social media for tourism market in Nebraska.
- More time needed to discuss the research side of tourism.

#### *Agricultural Education/Skilled & Technical Sciences – Lloyd Bell*

- 2 + 2 Program
  - Between UNL and LPS, Southeast Community College
  - Courses that will be offered to undergraduate students
- 3 + 1 Program
  - Develop with Wayne State College, Chadron State College and Northeast Community College

- Skilled and Technical Sciences faculty position needs as discussed for strategic planning.
- Career Education activity happening in Lincoln Public Schools and Omaha Public Schools that could have ramifications for enrollment.
  - Developing a news release with Ed Media within the next few months that promotes the opportunity for careers in the areas of career and technical education
- More urban presence that hasn't been there before.
- Nebraska could start to envision a severe teacher shortage soon.
  - Work to recruit more AgEd Teaching majors in our program.
- Keep the council interactive between meetings.

*Agricultural Leadership – Lindsay Hastings/Gina Matkin*

- Evaluate the Agricultural Leadership option as a major
- Develop basic skill set out of our graduates from the Ag Leadership option.
  - High skills in communication, interpersonal relations, critical thinking, self-awareness, innovation, change.
- Course offerings in Ag Leadership major option.
  - Courses in leadership and change, strengths based leadership, leadership development in developing strengths and talents of others, facilitation of formal education, adding early field experience.
- Leadership minor
  - Expand course work around campus that could fulfill the requirements of the minor by adding
    - Communication courses.
    - Entrepreneurship courses.
    - Human resource management courses in the Business College.
- Engler Agribusiness Entrepreneurship Program (\$20 million donation from Paul Engler, a Texas cattleman and CASNR alumnus).
  - Potential of expanding the existing confines of the leadership and entrepreneurship minor to offer students a joint entrepreneurship and leadership program.
  - Students are very excited by this idea.
    - Continue dialogue and conversation.
  - Add an experiential learning component to this joint program so students who were minoring in both entrepreneurship and leadership would have the opportunity, through connections with Nebraska Community Foundation, (Jeff Yost and Kayla Schnveller), to have meaningful connections with business and community leaders during their entire undergraduate experience so that when they are seniors they have some employment options in Nebraska.
  - Agro-Tourism could be another joint opportunity with the Nebraska Community Foundation and the Engler Entrepreneurship Program.

- Invite Tom Fields (first executive director of the Engler Entrepreneurship Program) to ALEC's next Advisory Council meeting.
- Bring cohorts of students (freshman or sophomore) and expose them to the leaders in business and entrepreneurship.
  - Craft a business plan, to highlight marketing aspects, finance aspects, creation of niche markets or businesses that could meet local demands and help some graduates return to rural communities.
  - Diversifying.
  - How can ALEC utilize the natural resources and other aspects of Nebraska for business purposes?

*Recruitment Update – Malika Yadgarova/Jennifer Schoen*

Current Students as of April 1, 2012 – Ag Ed 49; Ag Leadership 22; Ag Journalism 21; HTRM 12; 104 undergraduate students. Presently, there are 30 students in our master's degree program and 30 active students in the Ph.D. program. In ALEC's Minor Ag Leadership program, there are about 225 students including students from HRTM, CEHS, CASNR and Golf Management. The recruitment efforts since the last Advisory Council include:

- Big Red Road Show, Omaha 2100 students in attendance.
- Nebraska FFA College Fair – 3 day event at the Cornhusker Hotel
  - Hosted Ag Educators Hospitality Room.
- State FFA Teach Ag Luncheon
  - 19 students and 16 teachers shared information about Ag Education programs.
- Blue and Gold Open House
  - Next year this event will be on East Campus and experience the college, visit different departments
  - This year FFA members taped 30-second segments of funny news and the video was sent to them after the event.

Summer events:

Nebraska Agricultural Youth Institute

- CASNR Power of Red
- N power summer camp (first time)

New promotional materials have been purchased including ALEC bags and water bottles, magnets and nail files. A large pop up banner was purchased for the State FFA event.

*Overview of Departmental Activities – Mark Balschweid*

*USDA Grant* - In January it was announced that UNL received the largest USDA grant to date - a \$25 million dollar project. It will examine the whole issue of E. Coli and prevention of contamination from farm gate to dinner plate. The faculty from Clay Center was the lead on this grant which included 9-11 other institutions. Two ALEC faculty, Dann Husmann and Karen

Cannon, have responsibility for coordinating the educational and extension aspect of this grant. EdMedia will create the materials used in this education.

*Agricultural Literacy* - During the last 12 months there has been a significant push in Ag Literacy, natural resources literacy, and life sciences literacy. CASNR supplied seed money for the development of new courses in this area. Two ALEC faculty submitted and received \$15,000 for the development of these courses.

- Mary Garbacz – Food and Society
- Matt Kreifels – Food, Land and People

Dick Fleming was recognized with a Master Conservationist Award co-sponsored by the Omaha World Herald and the Institute of Agricultural and Natural Resources for providing almost 30 years of leadership and enhancing public's awareness of conservation.

Gina Matkin received funding for an internal grant for placing two courses online: Environmental Leadership and Leadership Development in Small Groups and Teams.

Brandon Schulte, Ed Media director, partnered with Mike Kamm for a grant to develop promotional materials. Brandon and Kurtis Harms secured funding for underwriting *Market Journal* from the Nebraska Soybeans Board. Gina Matkin, Amy Boren, Mark Burback, from the School of Natural Resources, and Mark Balschweid submitted a grant to USDA – Ensuring Faculty Success by Developing Multicultural Team Building.

#### New Faculty/Staff

- Mary Garbacz, Assistant Professor of Practice and customer relations for Ed Media. She also, produces the Strategic Discussions for Nebraska (October 21 – transfer from College of Journalism)
- Brandon Schulte, Director of Ed Media (November 1)
- Dr. Karen Cannon, Assistant Professor (December 1)
- Will Bird, finishing his Ph.D. at the University of Missouri. He has an Ag Education and Ag Leadership background with a M.S. in Curriculum and Instruction and Ph.D. in Ag Education and will start July 1.
- New position - Associate Professor being repurposed to Assistant Professor and distributed by July 1.

**The next meeting will be October 31 at 10:00 a.m.**

Meeting adjourned by Kevin Anderson at 1:00 p.m.