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4-2-2014

April 2, 2014 ALEC Advisory Council Minutes

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**ALEC Advisory Council
Minutes
April 2, 2014**

Present:

Kevin Anderson – Chair, Agriculture Instructor, Lyons-Decatur Schools
Angela Armagost – Plains Equipment Group
Mark Balschweid – ALEC/Department Head
Kathy Bennetch – ALEC/Administrative Assistant
Karen Cannon - ALEC/Agricultural Environmental Sciences Communication
Mary Garbacz - ALEC/EdMedia
Tony Glenn, Nebraska Department of Education
Lindsay Hastings, ALEC/NHRI
Lori Hallowell – Bader Rutter & Associates
Tom Hermance – Farmers Cooperative
Michelle Kang - ALEC /Tourism Management
Deanna Karmazin – Nebraska Agriculture in the Classroom
Karen Kollars, Department of Economic Development
Eric Knoll – Industrial Technology, Lincoln Public Schools
Matt Kreifels - ALEC/Agricultural Education-Teaching and Department of Education/Director for Agricultural Education
Michael Lechner - Agriculture Instructor, Northeast Community College
Gina Matkin – ALEC/Agricultural Education-Leadership and Graduate Leadership Program
L.J. McElravy, ALEC Graduate Student Association, President
Jim Musil - Omaha Public Schools
Laura Snell – ALEC/Recruitment Coordinator
Annie Specht - ALEC/Agricultural Journalism
Gayle Starr – Retired, Nebraska Department of Natural Resources
Roger Terry – ALEC/Agricultural Environmental Sciences Communication
Glenn Williams – Dean, Transportation Manufacturing Division, SECC

Welcome

Chair, Kevin Anderson began the meeting by asking everyone to introduce themselves and the programs they represent.

Meeting Plan

Dr. Balschweid reminded the group of the ALEC Department's purpose, mission and core values.

ALEC Program Breakout Groups

The group separated into the program groups they represented. They discussed the questions: What are the pressing issues? What do we still need to do? Etc.

Dr. Hastings (Leadership)

- Ag Leadership majors/ minors need more meaningful connections with businesses in the agricultural industry and leaders in those industries prior to their senior year when they attend the Career Fair.
- Create 5 to 7 cooperating sites where they take ALEC classes (such as ALEC 134, 102, etc.) on a trip (3-day weekend for example) to various communities across the state
 - Work with an extension educator or economic development director to coordinate

- Job shadowing
- Service project within community
- Before they are seniors they will have experienced 4 to 7 different communities across Nebraska and have had a chance to connect with leaders within those communities.
- Meet economic development coordinator
 - Learn about career opportunities
 - Learn about the regional opportunities
 - Learn about leadership opportunities
- Top Ten Reasons Why People Leave Companies (New York Times article)
 - It wasn't about the money.
 - Do they feel like they are making a difference?
 - Students in Nebraska have the opportunity to make a difference in their communities by having
 - An advantage by being on various boards or farmers cooperatives and making a difference in that community
 - We can sell that message

Matt Kreifels (Agricultural Education – Teaching, Skilled and Technical Science)

- Recruitment needs
 - How to get the word out
 - How do we take advantage of both new hires
 - Laura Snell
 - Eric Knoll (start date August 18)
- Boom in agriculture has put teaching positions in competition with other colleges. Industry and Education are competing for these positions.
 - Not enough students in Ag Education teaching program
 - Plenty of job offers
 - 2 + 2 with Southeast Community College and UNL (last two years)
- Curriculum perspective
 - What are we missing? What is our curriculum deficit in?
 - Engineering (robotics and other areas)
 - Our students are very skilled in the trade's area (shop area woods, electricity, welding etc.)
 - Robotics and other areas are in high demand therefore, our graduates need more on the job training in robotics, etc.
 - How can we give them those experiences before they reach campus?
 - Partnering with College of Engineering
 - National certification program like "Lead the Way"

Dr. Kang (Hospitality, Tourism, Management)

- HRTM same curriculum (under two colleges) was developed in 2013-2014 academic year
- Laura Snell, recruiting, has recruited 6 HRTM students coming in next semester

- There is an increasing trend of increasing HRTM enrollment.
- Discussed how our students can contribute to tourism, community development, leadership, and entrepreneurship through tourism.
- One course will be offered this summer
- Study Abroad (in rural areas, small family owned farms, and entrepreneurship)
- HRD projects
- Involve the community to help their leadership and development through tourism

Dr. Specht (Agricultural Environmental Sciences Communication - new name approved)

- Discussed student preparedness
- Trying something new with our Capstone course.
 - Using the course, Strategic Discussions for Nebraska, taught by Mary Garbacz as the capstone course
- Need input from the Advisory Council
 - What are they looking for from our graduates?
 - What skills do they have and what do they need?
 - Tailoring those needs into our curriculum
- Soft skills are needed when they are at freshman/sophomore years instead of when they are seniors graduating
- Website and social media presence
 - Reaching future students - what platforms do we need to know/use?
 - What do current students need to know? What are employer expectations for skills/shelf life?
 - New tech and analytics/monitoring
 - External/internal archive of information
 - Apps for mobile devices
- Marketing as an element of degree
 - Promotion skills
 - IMC
 - Flexibility and adaptability, able to connect the dots
 - Analysis component of curriculum
 - Providing value
- What do our students need?
 - Define interests of students
 - Working with others
 - Soft skills
 - Respectfulness
 - Critiquing others/understanding constructive feedback

Program and curriculum

- ALEC 480
 - Required capstone course
 - Opportunities for collaboration with Nebraska Department of Agriculture (NDA) and other entities
 - How do we encourage more active participation/understanding of why they do it?

- Blogging/public accountability
 - Interview and story writing project, editing
- Ag Communications minor
 - Courses identified; Dr. Cannon will be communicating with instructors about program requirements and student enrollment
 - Plan to work with Ag Econ and other CASNR programs to begin recruiting students for minor in 2015-2016
- Program overview
- HEC grant
 - Social-media monitoring --> value-added skills
 - New employees don't need to train them
- Four-year plans

Recruitment Update – Laura Snell

Balschweid indicated this is the first time the ALEC department has had a full time recruitment coordinator. Laura indicated that there are currently 88 students within our 4 programs. Teaching (32); Leadership (21); Agricultural Environmental Sciences Communication (25); HRTM (10). Fourteen will be graduating this May – Leadership (6); Teaching (3); AESC (Ag Journalism) (4). Seventy seven students who have applied to ALEC. Fifty-one have been admitted and 30 paid their enrollment deposit of \$250.00. Laura is still calling and emailing those other students. They have until May 31 to deposit their enrollment fee. Freshmen (23), 7 are transfer students. Recruiting at community and state colleges will be important. Of the 51 admitted students: Ag Education (25); Agricultural Environmental Sciences Communication (10); HRTM (16). This is the first time HRTM students have been recruited into CASNR. CASNR gives more scholarships and ALEC has more one-on-one advising and faculty/student relationships.

Laura has been working on updating the brochures and handouts by adding the new Leadership minor insert and the newly named Agricultural and Environmental Sciences Communication program (AESC), working on the 2+2, 1+2+1 program brochures. The HRTM forms now reflect CASNR as well as CEHS and that has made a big difference and made it now less confusing to students.

Laura has been traveling to community and state colleges, working on the 2+2 programs and associate programs. She has also been traveling with the other CASNR recruiters, and visited with students to get transfer credits aligned.

Balschweid mentioned that Laura also helps coordinate the World Food Prize, Nebraska Youth Institute (the Nobel Prize for Agriculture). They encourage Youth Institutes across the country to have their own institute that focuses on food issues and food safety. These students are invited to submit a paper for the topic for that year. Social studies, science, and speech students come to campus in the fall and do their presentation, a tour of campus, and a winner is chosen to present at the World Food Prize in Des Moines in October. This is a premier opportunity to get students with non-traditional backgrounds to become more interested in IANR, CASNR, and ALEC.

Overview of Departmental Activities

The *ALEC IN ACTION* newsletter gives an in depth report of ALEC programs. ALEC website contains the online version with the video clips from select articles.

New Hires - L. J. McElravy will be a new, tenure track, faculty member in leadership starting August 1, 2014. L.J. is currently in our Ph.D. program and anticipating graduating in August. L.J. has been a graduate teaching assistant in ALEC for the last three years. Recently L.J. was awarded the UNL Outstanding UNL Graduate Teaching Assistant Award. After the national search process, L.J. McElravy was selected as the top candidate. Congratulations L.J.!

Mr. Eric Knoll, a current Advisory Council member, is retiring from LPS, Career and Technical Education and now will be coming to ALEC as an Assistant Professor of Practice in Skilled and Technical Science. ALEC has had a vacancy in Skilled and Technical Science for about three years. This is a combined approach with the Nebraska Department of Education. Eric will have oversight not only from a teacher preparation perspective, but also working on developing programs and professional development for ALEC teachers, as well as Skills USA, Lead the Way project, and other efforts around the state. Eric starts August 18th. Welcome Eric!

Laura Snell started on November 1, 2013. She has extensive global experience and comes from Iowa. Laura is our recruiter for all ALEC courses and is responsible for marketing the World Food Prize Nebraska Youth Institute.

Grants – One of our strategic goals (2011-12) was to increase our grant funding goal from \$300,000 to \$3M. Presently, \$902,429 has been awarded to ALEC.

Mike Forsberg and Mike Farrell, professors of practice in ALEC, created a television production named *Great Plains: America's Lingering Wild*. It has recently aired more than 2,900 times in 48 states.

NU Foundation established a Dick and Connie Fleming development fund to support scholarships for agricultural and environmental sciences communication students; its target goal is \$25,000.

Next Meeting

The next ALEC Advisory Council meeting will be **November 5, 2014**. Please post on your calendars.

Meeting adjourned.

