

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

---

ALEC Committee Minutes

Agricultural Leadership, Education &  
Communication Department

---

2014

## November 21, 2014 - ALEC Faculty Meeting Minutes

Follow this and additional works at: <http://digitalcommons.unl.edu/aglecomm>

---

"November 21, 2014 - ALEC Faculty Meeting Minutes" (2014). *ALEC Committee Minutes*. 293.  
<http://digitalcommons.unl.edu/aglecomm/293>

This Article is brought to you for free and open access by the Agricultural Leadership, Education & Communication Department at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in ALEC Committee Minutes by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

**Department of Agricultural Leadership, Education and Communication**

Faculty Meeting Agenda  
November 21, 2014; AGH 311

**Old Business**

- |   |            |                    |
|---|------------|--------------------|
| 1. Approval of Minutes – September 26, 2014 | Balschweid | <b>Action Item</b> |
| 2. Advisory Council Structure & Spring Date | All        | <b>Action Item</b> |
| 3. AESC Visiting Scholar                    | Terry      | Update             |
| 4. Other                                    |            |                    |

**New Business**

- |                                     |            |                    |
|-------------------------------------|------------|--------------------|
| 1. Balschweid Five-Year Review      | Waller     | Announcement       |
| 2. Recruitment Activities           | Snell      | Update             |
| 3. 2014-15 ALEC Committee Structure | All        | <b>Action Item</b> |
| 4. Other – Extension Coursework     | Balschweid | Discussion Item    |

**Committee Reports**

- |                                  |          |
|----------------------------------|----------|
| Promotion and Tenure             | Bell     |
| Undergraduate Curriculum         | Terry    |
| Graduate Education               | Matkin   |
| CASNR Faculty Advisory Committee | Hastings |
| CASNR Curriculum Committee       | Husmann  |
| Other Committees (as needed)     |          |

**Call for Research Proposals**

American Association for Agricultural Education (January 19, 2015)

**Call for Grant Proposals**

**North Central Regional Center for Rural Development**-Sustainable Communities, Leadership Development, Entrepreneurial Communities (January 28, 2015)

**RFI Research & Engagement**-Foster the development of research and engagement work that addresses critical challenges and opportunities facing rural Nebraska and the Great Plains (December 19).

**RFI Teaching & Engagement**-Foster the development of teaching and engagement work that establishes a tradition of faculty-led community engagement and service learning programming (January 30, 2015)

**Grant Activity**

<b>Teaching/Research/Extension Grants (since November 2013)</b>	
<b>McElravy &amp; Matkin</b> (Rural Futures Grant)	\$25,000
<b>Matkin &amp; Burbach</b> (Kelly Fund Award)	12,451
<b>Forsberg &amp; Farrell</b> (Cooper Foundation – Platte Basin Time Lapse Project)	100,000
<b>Farrell &amp; Forsberg</b> (Platte Valley Financial Services – Platte Basin Time Lapse Project)	100,000
<b>Forsberg &amp; Farrell</b> (NE Environmental Trust – Platte Basin Time Lapse Project)	92,000
<b>Agnew &amp; Kreifels</b> (NE Soybean Board – CASE 2014)	25,000
<b>Harms &amp; Wilkerson</b> (Nebraska Soybean Board 2014-15)	200,000
VanDeWalle & <b>Kreifels</b> (NE Environmental Trust – Water Resources Ed.)	157,300
Pennisi, <b>Kang</b> & Wall (Eco-, Agro-tourism Development in Nebraska)	25,000
Field, <b>Hastings</b> , et al. (Rural Community Serviceship)	21,545
Engelhaupt & <b>Kreifels</b> (Partnerships for Innovation – CASE 2014)	20,500
<b>Total (Funded)</b>	<b>\$778,796</b>

## ALEC Faculty Meeting

November 21, 2014

### Minutes

Present: Mark Balschweid, Kathy Bennetch, Lloyd Bell, Karen Cannon, Mary Garbacz, Jennifer Greenlee, Lindsay Hastings, Dann Husmann, Eric Knoll, Matt Kreifels, Gina Matkin, L.J. McElravy, Angela Monheim, Laura Snell, Jane Stentz and Carmen Zafft.

Guest: Dean Steve Waller

#### **New Business**

##### *5-year Review of Leadership*

Dean Waller explained the 5-year review process that Dr. Balschweid will be undergoing in 2015. The Board of Regents requires this process the units have an opportunity to assess the performance, direction and vision, direction ALEC is going, of the unit and of its leadership, Dr. Balschweid. The process is changing this year and hopefully will be made easier. ALEC has routinely had the highest percentage of faculty and staff feedback for the administrators. An online survey will be sent out to each ALEC employee and to the ALEC students asking how things are going. The administrators rely on this feedback and participation is critical. Dr. Balschweid will prepare a three-page summary of the five years as well. At the end of the process, a decision will be made by the vice chancellor about reappointment. This takes the place of the annual review of Dr. Balschweid.

L.J. McElravy asked for examples of tangible changes that have occurred in the past as a result of these reviews. Dean Waller indicated they changed leadership before based on these reviews. Often the tangible results are an affirmation of direction to allow investments and sometimes there are excellent ideas from these reviews. ALEC is integral to the college.

Dean Waller was congratulated again for receiving the University of Nebraska Office Professionals Boss of the Year Award.

#### **Old Business**

##### *Minutes*

**Matkin moved to approve the September 26, 2014 minutes. Seconded by Kreifels. Approved.**

##### *Advisory Council Structure & Spring Date*

Balschweid asked for feedback about the restructured organization of the Advisory Council.

- Matkin mentioned what happened was extremely valuable and the questions were engaging and on point.
- Garbacz said the AESC group was energized and the length of time they were allowed to be together made the new Advisory members more comfortable to share their thoughts.
- McElravy said this meeting was about getting to know new members, so it seems like that could have been done individually. Earlier in the fall would be also much more convenient. The size and physical space was awkward as it was too big.

**Motion – Bell moved. April 1 be the Spring Advisory Council meeting at the same time 10:00 – 2:00. Seconded Husmann. Approved.**

**Motion – McElravy moved that the spring meeting be all departmental and the fall be individual groups. Matkin seconded. Approved.**

#### *AESC Visiting Scholar*

Cannon talked about Dr. Doerfert's visit to ALEC. David Doerfert is the Associate Chair & Professor of Agricultural Communications and Graduate Studies Coordinator, from Texas Tech University.

- Very fruitful visit to the ALEC Advisory Council meeting
- Spoke in the ALEC 417 class
- Moderated a debate in ALEC 108
- Met other faculty in the College of Journalism & Mass Communication about a collaborative graduate program in communication.
- Pleased with the IANR hotel accommodations across from east campus.

#### *Activity Insight*

Balschweid reminded the faculty that Activity Insight is due January 15<sup>th</sup>. He also asked for an updated curriculum vitae. A template for establishing goals and developing a curriculum vitae is available. See Kathy for copies. Training sessions were announced both in the ALEC IN ACTION Weekly and in a memo from David Jackson.

#### **New Business**

##### *Recruitment Activities*

Snell discussed the World Food Prize event. The last day of the event was an open house on campus where faculty could meet with students. Shehu and Bauer attended. A few students are applying for the Borlaug Internship and Wallace Carver Internship.

- Another open house will be on April 2 in the East Union.
- Big Red Roadshow will be in western Nebraska the week before Spring Break.
- December 19 is the Graduates Reception with two Ag Ed/Leadership and one AESC student graduating.
- 11 Spring applicants and 33 Fall/Summer applicants to ALEC
  - 8 in Ag Ed
  - 3 in HRTM

##### *2014-15 ALEC Committee Structure*

Balschweid pointed out some committees have existed without much activity: the Extension and Outreach committee and the Research and Scholarly Output. He proposed to have faculty members who have extension or research appointments be part of those committees? In terms of activities that might be department wide, those individuals would be part of it. Discussion followed with several additions/changes.

**Motion – Husmann moved to approve based upon the changes that have been made. Seconded by Cannon seconded. Approved.**

### *EdMedia Changes*

Balschweid addressed the changes in EdMedia:

- On October 6, 2014, 13 individuals in EdMedia were notified that they would no longer have an appointment and given a 90 day extension to help their transition, which ends January 5<sup>th</sup>.
- Remaining individuals are in the video production part and the development pieces that creates web and mobile apps.
- After the first of the year that group will no longer be affiliated with our department in a formal way. They will report to Associate Vice Chancellor's office.
- There will be some hires made for some areas that are not being staffed by that group, like social media outreach.
- Every remaining individual has an expectation that they contribute to the academic mission of the department, especially AESC.
- There no longer will be a cost recovery model.
- Mary Garbacz's role has changed to 100% in the AESC academic program.

### **Committee Reports**

#### *Graduate Committee*

Matkin reminded everyone to make sure people considering the graduate program know the application deadline is February 1.

#### *CASNR Faculty Advisory Committee*

Hasting said that CASNR administration put forth a proposal to adjust how FTE is calculated. Graduate advising will remain as part of the FTE calculation but every job description includes teaching as part of the appointment.

#### *CASNR Curriculum Committee*

Husmann reported that ALEC 431 and ALEC 495A have been approved for ACE 10 recertification. The 2015-16 bulletin revisions are due to Karen Jackson, including the four-year plans and learning outcomes.

#### *CASNR Distance Task Force*

Matkin brought up the continuing interest from Extension, and others in ALEC, in developing courses geared toward Extension interests for professionals in the field and aspiring professionals. Courses like program planning, extension evaluation and assessment, adult education, etc. Matkin pointed out that there were courses on the books ALEC could revise and bring back. Cannon mentioned that some AESC applicants have strong Extension experience and could help contribute to movement forward. There is an audience in Lincoln and out of state who would be interested in taking these courses, so perhaps having online courses, or teaching them elsewhere could be implemented. Some extension professionals could teach the courses, not just ALEC faculty.

### **Announcements**

Husmann reported that Lacey Jo Peterson, ALEC graduate, was the national winner of the essay competition and will be spotlighted in the National Ag Ed magazine. The Alpha Tau Alpha club received Gold Emblem Award - \$100.

Meeting Adjourned