

Unit Leaders Meeting, August 16, 2018

Those in Attendance: Gina Nixon, Rob Nixon, Jason Hackett, Mark Stadtlander, Megan Macy, and Patty Karr

Gina Nixon:

- Lori Buss is out this week.
- Most of the department faculty are back as they begin to prepare for the beginning of the semester.
- Lauri Baker and Gina Nixon met with representatives from Horticulture and the College of Ag business office to work out financial details for the transfer of CREE operations.
- Mental Health First Aid is on Friday, Aug. 17th, and on Friday, Aug. 24th. It is required that you attend both sessions to receive certification credits. If you can't attend one of the sessions, wait for another session to come around.
- The Ag Com faculty position (Vice Ellis) is open for application and posted on university and KSRE websites. Search committee members are also posting it to social media and professional organization listservs. Applications will be accepted until September 7, 2018. The search committee received their charge on Monday, August 13.
- As of July 30, the department has a balance of \$3.6 million. Of that, \$2.9 million is in allocated salaries and \$265,000 is in grant funds leaving \$435,000 for operating. We have a few accounts in the red, primarily due to how the university transfers funds.

Rob Nixon:

- School is starting so we are busy in the print shop!
- We are working through our student staffing, and the Union staffing is set.
- Jessica Johns has been doing the afternoon deliveries this week.
- We are working through the job tickets so Gina can invoice.

Jason Hackett:

- The Risk and Profit conference was covered by Eric.
- Brad, Pat, Dan, Cassie, Jeff, Eric and Mary Lou is helping with the Feed the Future announcement.
- He is working closer with Kira to make connections.
- They are working on Statewide and getting it out.
- Cassie is working on the social media and doing a wonderful job. She is giving upbeat and fun to read posts.
- Brad and Richard are starting their class soon and getting ready for that.
- Eric wondered if we are Ok to get Sarah going when she returns? Yes, anytime she wants to stop by for her key card.
- We watched a video on Adobe, and one was helpful to creating a Digital System.
- ACE:
 - Several sessions on change of content management- how other states revamped extension within their state. Penn State noted that extension's forte is non-credit education. Their rebuilding took over \$500,000 (revamped websites, made videos, sell

their content...product, digital, and CRM). They built out a very detailed plan on what they exactly wanted to do. Many of their employees were changed over to tech people, with their organization chart having a major change.

- 3 different sessions by North Carolina State
 - Rebranding extension in North Carolina, went over how they divided the different “brands” of each level.
 - Brand promise to your product statement.
 - Built County extension kits, that they sent out for consistency.
 - Provided tools for staff to create their own media according to their standards
 - Metadata information gathered
 - How they changed up their News/Media unit.
 - They said we need to own our own platforms.
 - Totally revamp your web preference if that is what needed
 - Change your communication strategy

Mark Stadtlander:

- Amy is working on bookstore website, because it has been doing a lot of weird stuff. The search engine is not consistent, and we are looking to solve this problem because we can't find certain publications.
- Romulo put links on Facebook about new wheat development poster. He noted that the bookstore had copies to distribute.
- Met with Jason Ellis, Amanda, and Evan Titgmeyer to discuss Cattleman's Day. Evan acknowledged that there are some areas for improvement.
- Mark is on the committee for Communications Coordinator, with 2 days of interviews. He will be at the Kansas Forest Service on August 20 and 21.
- Mark was out at a leadership conference last week.
- One Voice was very short. Olathe wanted to be looped into the discussion, and they talked about KSU Today letters from the president and provost.
- AgReport went to press.

Megan Macy:

- State Fair is number one priority. Working with Gloria, Phylcia and Susan Metzger on booth design, rack cards, questions, and training.
- Training for State Fair volunteers is on Tuesday, 10am and 2pm, and it will be taped for a zoom conference.
- She will be out next week, starting Tuesday.
- She attended the Ag and Natural Resources Leadership meeting with Paula Peters. Each spoke about the state of each extension department. Many departments are down specialists due to retirements, open positions and people leaving.
 - Agronomy - down several area specialists
 - Bio & ag engineering - Danny Rodgers is retiring and they have had two failed searches in Garden City.
 - Horticulture – Londa Nwadike is moving her tenure home to Horticulture
 - 320 people turned up for a Turf Grass Field Day.

- Ag Econ – Art Barnaby is retiring in January and they do not have a NE or SE area specialist
- ASI – feedlot extension specialist position open
- Entomology – John Ruberson leaving in January
- Megan reported our department’s open positions and reminded the group that our availability would be affected.

No Unit Leaders Meeting next week due to leaders being out.