

The Department of Communications and Agricultural Education provides enhanced learning for the social science components of projects and proposals

The department is home to two academic programs — **Agricultural Communications and Journalism**, and **Agricultural Education**. The faculty members in these programs provide expertise in the human side of the equation from information dissemination to teaching and learning as well as from new media technologies to instructional technology and design.

The Communications and Agricultural Education faculty has a collective wealth of knowledge and understanding.

As a team they collaborate to call on their respective disciplines for developing solutions to the complex social, educational, and communications challenges being addressed by research, education, and outreach projects.

Individually, each faculty member combines professional and academic experience with focused study in specific educational or communications areas expertise.

Refer to the individual faculty descriptions to see how each one may contribute to your project or proposal.

Contact any one of the following faculty members about contributing as a project collaborator.

Specific competency areas that these units can contribute to scholarly activities such as grant proposals and other scholarly projects include the following:

- Curriculum development and delivery
- Youth and adult teaching methods
- Workshop and training development and facilitation
- Communications assessment
- Risk and crisis communications planning
- Focus group planning and moderation
- Web, educational and communications usability testing
- New and social media technologies effectiveness and analytics

Capitalizing on the competencies of the Communications and Agricultural Education faculty members yields outputs that meet research, teaching, and outreach objectives. Examples of such deliverables include the following, but the faculty members work to produce what is best for the goals of the project.

- Social media campaigns
- Information dissemination plans
- Curriculum planning, development, implementation and revision
- Risk and crisis communications plans
- Survey instruments and data analysis reports
- Focus group data and analyses
- Client training workshops
- Assessment strategies and instruments
- Educational needs assessments/ Skill-Gap analyses

Meet the Communications and Agricultural Education faculty



Lauri Baker, Ph.D.

Assistant Professor
– Agricultural and
Environmental
Communications

785-532-1140

lbaker@k-state.edu

70% teaching, 30% research

12-month employee

Areas of expertise:

- Focus groups
- Usability testing
- Decision making processes
- New and social media technologies



Brandie Disberger, M.S.

Instructor – Agricultural
Education
785-532-1175
bdis@ksu.edu

100% teaching

9-month employee

Areas of expertise:

- Curriculum development
- Educational product development
- Workshop and training facilitation
- Train-the-trainer development



Jason D. Ellis, Ph.D.

Assistant Professor
– Agricultural
Communications and
Journalism

785-532-3438

jdellis@ksu.edu

12-month employee

70% teaching, 30% research

Areas of expertise:

- Communications assessment
- Risk and crisis communications
- Target audience analysis
- Strategic communications planning



Steve Harbstreet, Ph.D.

Associate Professor –
Agricultural Education
785-532-5928
srh@ksu.edu

12-month employee

80% teaching, 20% outreach

Areas of expertise:

- Curriculum development and delivery
- Survey/action research
- Workshop delivery and organization
- Adult and Secondary educational delivery methods



Brandi Nelson, M.S.

Extension Assistant –
Kansas Environmental
Leadership Program
785-532-3828
nelsonbm@ksu.edu

12-month employee

100% extension

Areas of expertise:

- Environmental industry engagement
- Short-term team project development



Richard Baker, M.S.

Associate Professor –
Agricultural
Communications
News Director,
K-State Radio Network

785-532-0991

rbaker@ksu.edu

70% teaching, 30% extension

12-month employee

Areas of expertise:

- Broadcasting
- Communications
- Audio recording and production



Shannon Washburn, Ph.D.

Associate Professor –
Agricultural Education
785-532-1250

sgw@ksu.edu

12-month employee

80% teaching, 20% extension

Areas of expertise:

- Curriculum development/evaluation
- Youth education teaching methods
- Faculty professional development in teaching and learning
- Learner needs assessment (Skill-Gap Analyses)
- International capacity building in agricultural learning contexts