Department of Communications and Agricultural Education

Kansas State University

Strategic Plan

January 2010 – December 2014

Revised August 2012

Department of Communications

Strategic Plan Summary

2010 – 2014

The Department of Communications and Agricultural Education strategic plan has been developed to guide our initiatives during the next five years (2010 – 2014). The plan was created utilizing goal teams to identify goals and draft related action plans. Each goal team had a unit leader liaison who presented drafted action plans to the unit leaders and department head for review. Unit leaders then prioritized the goals and presented the full action plan in November 2009.

The Department of Communications and Agricultural Education's mission is to improve the quality of life and standard of living for Kansans by

- creating, managing and delivering research-based information, and
- offering research and teaching in agricultural and environmental communications and agricultural education.

The core values of the Department of Communications and Agricultural Education are to

- provide the highest level of service and education to clients and students;
- anticipate and respond to the needs of clients and students;
- improve ourselves personally and professionally;
- foster teamwork as we work toward common goals; and
- collaborate more fully with clients and students.

The goals for the department have been prioritized in four tiers to provide greater direction for timing and process. A complete copy of the Department of Communications and Agricultural Education strategic plan for January 2010 – December 2014, can be found at http://www.communications.k-state.edu/about-us/strategic-plan-2010-2014.html

Academics

Tier 1:

Develop a focused research agenda and identify research opportunities – Faculty members will identify and develop individual research agendas, collaborate on and engage in multi-disciplinary grants and seek funding opportunities that align with 2025 and department priorities. This plan is ongoing.

Expand/Foster Departmental Master's Program(s) – Recruit graduate students, develop assistantship funding, identify adjunct faculty and continue course development. This plan was created in August 2012.

Student Recruitment – Gather student input, develop a better web presence and develop key recruitment messages. This plan was to be completed by July 2010. The revised completion date is June 2013 for those parts of the plan that do not require ongoing attention. The academic web development action plan was incorporated in August 2011.

Tier 2:

Student Retention/Effective Advising – Discuss key recruitment and retention efforts and identify next steps.

Completed:

Develop and revise ACJ/Environmental Option Curriculums – Identify necessary program competencies for graduates, evaluate data gathered and incorporate new competencies into program. Submit course changes through appropriate college and university processes. This was completed in 2012.

Extension Education bachelor's program – Appoint a team to look at the need to establish an extension ed undergraduate program. *The academic team determined that this initiative would require too many resources not directly related to the department's mission.*

Establish Master's Program – Develop a distance Master's program for communications and ag education utilizing resources from Kansas State University other land-grant institutions. This was to be completed by October 2010. Due to delays in the approval process, program implementation is targeted for August 2012. As of August 2011, the proposal is going through the final stages of the approval process. Initial marketing of the program is occurring. Staff needs to be identified. *This has been completed and students are being accepted into the program.*

Revised August 2012

Collaboration

Tier 1:

Collaborate more with campus and external units – Build relationships and collaborate better with similar university communication units such as communications and marketing, IT, central mail and printing. Nurture collaborative efforts with academic departments on campus, other universities, national programs, and professional organizations. Progress on this is ongoing.

Increase information flow among units and departmental members – Increase information flow among units to include sharing current and upcoming project descriptions and status with unit managers and peers. Each unit should hold regular staff meetings where information is exchanged among employees and shared at unit leader meetings. Meeting minutes will be published in a timely manner on the department Web site. This is an ongoing effort.

Completed:

Communications institute – Develop a committee to determine the feasibility of creating a communications institute that would create a communications consortium at the university. *The hiring of a new Vice President of Communications and Marketing, the collaboration has improved such that an institute was no longer needed to bring unity.*

Coordinate how information is shared among units within KSRE and the College – Establish a system for collecting information from internal and external units about upcoming events, new programs, research agendas, etc. This information would be shared to better promote the organization and increase involvement. *This was accomplished via the presidential updates.*

Create campus communications award – In concert with the Division of Communications and Marketing, create a communications program to provide communication awards across campus to individuals displaying good communication practices/efforts. *It was determined this is beyond the department and falls on the university.*

Extramural Funding

Tier 1:

Development – Work with College of Agriculture and KSU Foundation representative to develop funding priorities and strategies for securing funding from donors.

Grant and contract funding – Develop a mechanism for identifying funding opportunities and sharing them with faculty and staff. Training should be identified and promoted to department members. Emphasize collaboration with other universities, institutions and departments and identify team members prior to funding opportunities arising.

Inventory – Develop an inventory and disposal process that will efficiently and effectively dispose of old office equipment and furniture as well as put it into a system that will allow quick location of items in the department. This project includes annual inventory, identifying adequate storage to cycle items through the process and ultimately develop purchasing plans/schedule.

Promotion of departmental services – Develop and administer client surveys to ascertain our current service standard and rating, identify changing client needs, and evaluate the ability to add or remove services. Develop materials that can be used to promote our services to the organization, the university and possibly other institutions. Train ALL employees to promote ALL department services. Place communication staff on KSRE program focus teams.

Infrastructure

Tier 2:

Leadership Development and Training – Develop and implement an attrition plan for leadership within the department.

Completed:

Continuity of operations planning – Develop a department-level emergency plan, provide training on security. *The department developed a continuity of operations plan for avian flu. The plan can be easily adapted for other emergency or crisis situations.*

Green initiative and stewardship – Distribute information about energy conservation, recycling and promote good environmental stewardship. *This is ongoing university effort.*

Department Guidelines – Update and post department guidelines. *This action plan was removed or is missing.*

Marketing

Tier 1:

Demonstrate public value of KSRE/College in state/region/nation – Identify top impacts and create legislative report. Develop organization marketing strategies and promote them with consistent branding and style. Develop guides for style and branding and implement usage for consistent organization promotion.

Completed:

KSRE and College new employee orientation packet – Create a packed of communication materials (branding and style guides, department brochure, toolkit, simple schedule of charges, etc.) to be given to new KSRE and college employees. *Responsibility for activity determined not to lie with the department but at higher administrative levels.*

Training

Tier 1:

Customer Service – Establish high quality and friendly customer service as area of focus for all department employees. Provide customer service training to employees and identify positions to serve as initial points of contacts within the department. Survey clients and evaluate satisfaction with services received.

Tier 3:

Professional development opportunities for departmental staff members – Identify staff needs for professional development including updating teaching skills, technology skills, time management, staffing issues, and delegation issues.

Tier 4:

Professional development for stakeholders and external clients – Identify professional development needs for faculty at regional community colleges and individuals who are engaged in informal teaching. Develop overall training plan for spokesperson, interview, crisis and message development training.

Completed:

CMS Training – Update and create CMS training materials and modules to be delivered face-to-face and via distance methods in a variety of settings. *Training is now a regular offering within K-State Research and Extension.*

Hands-on training offered at annual conference on media technology – Complete by October 2010. Train agents and specialists how to use audio and video technology to enhance Web sites and presentations. *Hands-on training was offered at KSRE annual conference.*

Web Enhancement

Tier 1:

Image database – Identify software and then create an image database containing images that can be used by organizational staff on Web sites, in newsletters, publications, and other promotional and informational pieces. Establish procedures and policies for access and use of image database and train end users. *2012: Software has been purchased and images uploaded. Training for staff and clients is pending.*

Tier 2:

Improve accessibility of information – Research, review and identify new technologies for delivering and distributing information to targeted audiences while also serving a diverse population. Develop widgets, mobile applications and podcasts. Utilize tagging, RSS, blogs, comments and bookmarks to promote or share posted materials.

Completed:

Develop CMS 2.0 – Free up programming and designer time to begin work on updating the KSRE and College sites. They should be accessible using mobile technology and include interactive user tools, social network links, and ecommerce. *Some items on this plan, such as mobile technology, have been collapsed into other action plans.*

Maintain and improve the Web site for academic programs – Improve the academic site to better serve and engage current and prospective students by utilizing social media, interactive tools, and publishing student testimonials. *This plan was collapsed into other action plans.*

Standardize information categories across departmental Web sites (converging topics) – Appoint review team to evaluate current Web site topics, identify more consistent and few topics to use across all sites, and conduct focus groups to gather feedback on usability of site. Establish media categories that will match delivery method(s). *A team was formed and practices put in place to keep departmental pages more current and consistent.*

Enhance KSRE Web presence and content standards – Evaluate and refine Web standards, monitor sites for adherence to set standards, respond to feedback and conduct an audience evaluation of the KSRE Web site. *This was removed from the department plan as a result of the development of a university CMS system in 2012.*

Work-Life Balance

Tier 1:

Work-Life balance programs for Department of Communications and Agricultural Education employees –Conduct assessment to determine department member's interests and wants. Appoint a committee to identify work-life balance initiatives and share them with department members.

Academic — Tier 1

Tier 1
2025 Thematic Area: Primary
Area - Theme 1, Secondary
Areas - Theme 2,3 & 5
Project Name:
Creation/Revision Date:
Project Start Time:
Team members:

<div align="center">ACTION PLAN</div>

Focus Area: **Academic Programs**

Develop a Focused Research Agenda and Identify Research Opportunities
Sep-12
Jun-09   Anticipated Completion: **Jul-12**
Research faculty and staff

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Identify individual research agendas	Research and academic faculty	Time, needs assessment		Department head and Assoc. Director of AES: Undergraduate and Graduate Students	Jun-11	Ongoing	
Identify industry priorities, research needs, 2025 areas of emphasis and metrics (undergraduates involved in research)	Faculty members, marketing staff	Time, 2025 plan and metrics, input from advisory councils		Researchers, department head, college and university administration	Jun-09	Ongoing	
Assemble priorities for review	Research and academic faculty			AES Associate Director	Jun-11	Jul-12	
Develop focused research agenda with academic faculty and others	Research and academic faculty, department members				Jun-11	Jan-12	
'Seek research funding opportunities that align with our priorities	Faculty members				Ongoing		
Faculty Collaboration on Milti-Disciplinary Grants	Faculty Members				Ongoing		
Identify departmental team members (outside the academic Unit) involved in research					Ongoing		

Tier 1　　　　　　　　　　　　　　　　　　　**ACTION PLAN**　　　　　　　　　Focus Area: **Academic Programs**

2025 Thematic Area: Primary
Area Undergraduate Students
Project Name:　　　　　　　　　　**Student Recruitment**
Creation/Revision Date:　　　　　**Sep-12**
Project Start Time:　　　　　　　　**Jun-09**　　　　　　　　　Anticipated Completion:
Team members:　　　　　　　　　　**Academic Program representatives, students, IET representatives**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Gather student (current and prospective) input and ideas	Brandie Disberger and team	Time, survey tools, high school and college students			Sep-11	May-12	
Conduct and analyze a needs assessment for the academic Web site	Brandie Disberger and team	Survey tools	Participation of appropriate individuals		Dec-11	Feb-12	
Continue developing Web technology in CMS	IET staff	Time, server space			Jun-09	ongoing	
Develop an e-zine format for Agriculturist, other pubs	Lisa Moser, Richard Baker, Elaine Edwards	Time, server space			Sep-09	ongoing	
Gather and publish student and alumni testimonials	Academic staff	Time			Sep-09	ongoing	
Increase video, audio segments of the Web site	Elaine Edwards, Gerry Snyder, Shannon Washburn				Sep-09	ongoing	
Identify student number thresholds (number of undergraduate students we can handle well)	Academic Unit Faculty	Time		Department Head, Associate Dean	Sep-09	Jan-12	
Identify student placement demand	Teaching coordinator	Information from employers, data from past years	Records availability		Jun-09	ongoing	
Identify competition for academic programs	Academic staff				Nov-09	Jan-12	
Gather secondary data on what high schoolers want, need in an academic program (needs assessment)	Jason Ellis and Shannon Washburn	Time, access to students	IRB approval, access to students	Department head, teaching coordinator	Jan-10	Jun-13	
Develop a system for maintaining and growing prospective student lists utilizing social media	Lindsey Cossman and Shannon Washburn	Information from advisors, Dean's office		Advisors	Jan-10	ongoing	
Develop a recruitment plan (a what to do with the prospect list)	Brandie Disberger and Lindsey Cossman	Dean's office input			Oct-09	ongoing	
Develop a protocol for campus visits	Brandie Disberger and Lindsey Cossman	Dean's office input			Oct-09	ongoing	

Tier 1   **ACTION PLAN**   Focus Area: **Academic Programs**

2025 Thematic Area: Primary
Area Undergraduate Students
Project Name: **Student Recruitment**
Creation/Revision Date: **Sep-12**
Project Start Time: **Jun-09**   Anticipated Completion:
Team members: **Academic Program representatives, students, IET representatives**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Know the recruitment restrictions from campus	All academic staff	Admissions			Dec-09	ongoing	
Develop key messages for recruitment	Brandie Disberger and Lauri Baker	Needs assessment?			Jan-10	ongoing	
Ag Ed @ 25 graduates/year	Ag Ed Faculty						
ACJ Environmental Option reaches 25 Students	Ag Comm Faculty						
Other notes:							

Tier 1

2025 Thematic Area: Primary -
Theme 3

<div align="center">

ACTION PLAN

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Focus Area: **Academics**

Project Name: **Establish Departmental Master's Program(s)**

Creation/Revision Date: **Sep-12**

Project Start Time: **Mar-09**   Anticipated Completion: **Aug-12**

Team members: Steve Harbstreit, Shannon Washburn, Jason Ellis, Lauri Baker, Mitch Ricketts, Jim Lindquist, Ted Cable, Larry Erpelding

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Start	Finish	Status
Establish a planning team	Department head and teaching coordinator	Time	People willing to commit time	College administration, department head, academic faculty	Mar-09	Jun-09	Completed
Conduct and analyze a needs assessment for the M.S. degree	Marcus Ashlock	Time and funding	Appropriate participants	Department head	Aug-09	Sep-09	Completed
Develop the curriculum	Planning team, teaching coordinator	Time	Results of the needs assessment	Department head, grad school, other appropriate colleges	Oct-09	Jan-10	Completed
Move through approval process	Teaching coordinator, department head	Time	Many approval gatekeepers	College administration and departmental faculty and staff	Jun-10	Aug-12	Completed
Market the degree program to internal and External audiences. Graduate Program at 30+ Students	Teaching coordinator, academic faculty, department head	Time and funding	Final approval of program(s)	Department head and other appropriate colleges	Aug-10	Ongoing	
Operate and staff the M.S. program	Academic faculty and staff	Funding, faculty, students	Final approval of program(s) and use of AG IDEA courses	Everyone!	Aug-12	Ongoing	
Course Development	Academic faculty and staff						
Explore sources of funding for GTA and Assistantships. Hire 3 GTA's	Graduate Faculty						
Explore and Identify Ansillary Faculty that would have an interest in this program: Barbara Stone, Ted Cable, Gregg Hadley, Mitch Rickets, Kerry Priest							

Note: "Deadlines" is a spanning header over the Start and Finish columns.

Academic — Tier 2

Tier 2

2025 Thematic Area: Primary
Theme 2

Project Name:	**Student Retention/Effective Advising**	
Creation/Revision Date:	**Sep-12**	
Project Start Time:	**Sep-11**	Anticipated Completion:
Team members:	**Academic Staff**	

ACTION PLAN

<div align="right">Focus Area: Academic Programs</div>

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start / Finish	Status
Discuss key recruitment and retention efforts and identify next steps.	Academic faculty	Time		Advisors, department head	9/1/2011 ongoing	
Faculty Advising steady at 25/1	Academic faculty				Ongoing	
Grad Program @ 30 students	Academic faculty				Ongoing	
ACJ Environmental Option reaches 25 Students	Academic faculty				Ongoing	
50% Increase in student club participation	Academic faculty				Ongoing	
Ag Ed @ 25 graduates/year	Academic faculty				Ongoing	

Collaboration — Tier 1

Tier 1

2025 Theme IV

<div style="text-align:center">**ACTION PLAN**</div>

Focus Area: **Collaboration**

Project Name: **Collaborate More with Campus and External units**
Creation/Revision Date: **Aug-11**
Project Start Time: **Sep-09**   Anticipated Completion: **Ongoing**
Team members: **All departmental members**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Deadlines Finish	Status
Collaborate more with university media units and media staff in other departments. Develop collaborative staffing plans	News media services staff, Publications staff, Marketing staff	Time, technology, transportation, meeting room	Cooperation of all university communication unit staffs	University and college administration, comm unit staffs, unit leaders	Jul-10	Ongoing	VP for Communications and Marketing hired. Sharing resources and staffing decisions are being made to be complimentary.
Continue strong collaboration with university, college and other IT units. Look for ways to collaborate with other universities.	IET staff	Time	Cooperation from others	University and college administration, IT unit staffs, unit leaders	Sep-09	Ongoing	
Clarify roles with Central Mail to better serve the campus and KSRE communities.	Bookstore and mail center staff, central mail staff, business officer	Time	Cooperation from others		Sep-09	Jun-11	
Finalize merge of printing services to better serve the campus and KSRE communities.	University printing staff, department head, business manager, vice-president for communications and marketing, college business officer	Funding, space, university administrative support, college administrative support	Ability to make profit, space, administrative support	University community	Oct-10	Jun-12	Merge is in process.
Establish and continue collaboration with communications and education academic programs	Academic programs staff		Cooperation	University and college adminstration and unit leaders	Sep-09	Ongoing	
Collaborate more with external partners such as other universities, National 4-H, Kansas Press Association, and Kansas Association of Broadcasters, Kansas Dept of Education to enhance relationships and promote departmental services while also promoting how KSU and KSRE works with each of these entities.	News media services staff, Publications staff, Marketing staff, Academic staff	Time, technology, transportation, meeting room, satellite system, funding	Grants and projects to work on	Unit leaders, News Media Services staff,Publications staff, Marketing staff	Jul-10	Ongoing	

Tier 1   **ACTION PLAN**   Focus Area: **Collaboration**

2025 Theme IV
Project Name: **Collaborate More with Campus and External units**
Creation/Revision Date: **Aug-11**
Project Start Time: **Sep-09**   Anticipated Completion: **Ongoing**
Team members: **All departmental members**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Develop style guides and service guides for communication, printing, marketing, branding and mailing services.	All departmental staff	Administrative support, funding, time, technology	Collaboration and cooperation, administrative support	University and KSRE staff	Jan-11	Jun-12	Completed
Work with commodity groups to identify and promote collaboration with KSU and KSRE. Identify ways we can enhance collaborative and supportive efforts.	News media and marketing staff, publishing staff, academic staff	Administrative support, funding, time, technology	Collaboration and cooperation, administrative support	College and university administration, commodity boards	Aug-11	Ongoing	
*Consider developing complimentary services and defining areas of expertise							

Tier 1
2025 Theme V

<div align="center">**ACTION PLAN**</div>

Focus Area: **Collaboration**

Project Name: **Increase Information Flow Among Units and Departmental Members**
Creation/Revision Date: **Aug-11**
Project Start Time: **Jul-10**   Anticipated Completion:
Team members: **Departmental members, unit leaders and administration**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Increase information flow between units -- be more knowledgeable about what other units are doing/working on	Unit leaders, administration, department staff members	Time, meeting room, reporting tools	Unit leaders, department members actively listening	Unit leaders, administration, departmental staff	Jul-10	Ongoing	
Hold regular staff meetings and report to department members information from the unit leader meetings	Unit leaders	Time, meeting room	Unit leaders, staff members, active participation of staff members	Unit leaders and departmental staff	Jul-10	Ongoing	
Publish the unit leader minutes in a timely fashion	Administration	Uninterrupted time		Departmental employees	Jul-10	Ongoing	
Host unit open houses	Units	Time, baked goods	Unit agreement	Departmental employees	Jan-11	Ongoing	
Implement administrative support meetings.	Business manager, administrative support staff	Time, unit leader support	Participation and unit leader support	Administrative support staff and unit leaders	Jun-11	Ongoing	Completed

Extramural Funding — Tier 1

Tier 1

2025 All Themes
Project Name: **Development**
Creation/Revision Date: **Aug-11**
Project Start Time: **Jun-09**
Team members: **Department head, business office representative**

ACTION PLAN

Focus Area: **Extramural Funding**

Anticipated Completion:

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Work with College of Ag and Foundation representative on development	Department head, business office representative, foundation representative	Time, funding, input from advisory councils	Ability to identify donors	College administration, department staff members	Jun-09	Ongoing	
Advocate participation in All-University Campaign and employee contributions to Foundation to receive tax credit and fund special department purchases (food and beverage) or scholarships	Unit leaders, business office representative	Explanation of how foundation funds are expended and what they support.	Employee support	Employees	Mar-09	Ongoing	
Ask College to prioritize departmental needs	Department head, advisory councils		Dean		Ongoing	Ongoing	
Report successes	Department head, advisory councils	Communication tools (internet, word-of-mouth, e-mail)	Donations received	Departmental employees, administration			
Identify funding priorities for ACJ	Department head, business office representative, foundation representative, ACJ faculty, ACJ advisory council	Input from unit leaders		Dean/Director, foundation representatives	Fall 2012	Ongoing	
Identify funding priorities for AgEd	Department head, business office representative, foundation representative, AgEd faculty, AgEd advisory council			Dean/Director, foundation representatives	Spring 2012	Ongoing	
Identify priorities that have most appeal to donors	Department head, College dean, foundation representative, advisory councils						
Develop strategies to obtain funding for priorities	Department head, College dean, foundation representative, ACJ advisory council						
Establish a formal plan to communicate appreciation to donors coordinated with foundation	Department head, business office representative, teaching coordinator, advisory councils						

Tier 1

2025 Theme I

Focus Area: **Extramural Funding**

Project Name: **Grant Funding**
Creation/Revision Date: **Aug-11.**
Project Start Time: **Jun-09**   Anticipated Completion: **Ongoing**
Team members: **Faculty, unit leaders, business officer, college grant assistant**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Identify extramural funding opportunities and share them with appropriate staff members	Faculty, grant accounting specialist, unit leaders, college grant writer(s)	Time, training	Identification of tools to help locate funding opportunities	Department head, unit leaders, department members	Jun-09	Ongoing	
Identify and support grant proposal development training	Department head, unit leaders, grant accounting specialist, college grant writer	Time, funding	Availability of appropriate training	Department members	Sep-09	Ongoing	
Develop collaborative relationships with other K-State researchers and service providers and local and regional universities	Department members	Networking skills, collaborative opportunities	Availability of collaborative opportunities, KSRE and CoA departments including Communications in the planning stages of RFP development.	CoA department heads, CoA faculty and staff members	Jun-09	Ongoing	
Identify resources/expertise on campus for locating grants, writing grants and securing grants	Grant accounting specialist, research staff, college grant writer	Time, networking	Availabilty of funding opportunities	Department members	Aug-11	Ongoing	
Announce grant writing training	Department members	Space, time, qualified trainers	Availability and affordability of opportunities	Department head, unit leaders, department members	Sep-09	Ongoing	
Establish system within the department for applying for grants and tracking progress	Accountant, researchers, grant accounting specialist	Database, training, cooperating individuals	Developing processes that are easy to follow	Department head, unit leaders, department members	Jan-12	Mar-12	
Encourage collaboration on grant funds (communication and education components of other grants)	Department members	Time, networking, knowledge of potential opportunities	Other departments/faculty including us as they develop proposals	Dean and Director, department head, unit leaders	Jan-10	Ongoing	
Report successes in grant funding	Research faculty, unit leaders	Communication skills	Success	Dean and Director, associate dean and directors, university leadership, department members	Jan-10	Ongoing	

Tier 1

2025 Theme I
Project Name: **Grant Funding**
Creation/Revision Date: **Aug-11.**
Project Start Time: **Jun-09**   Anticipated Completion: **Ongoing**
Team members: **Faculty, unit leaders, business officer, college grant assistant**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Market our expertise and ability to collaborate to others on campus	Departmental members	Time, communication skills, networking	Cost of materials to market and promote services; proving our expertise and customer service so that others think to include us on the proposals	Everyone	Oct-09	Ongoing	
Identify existing projects on campus or with other universities in which to participate.	Departmental staff	CoA grant writer, staff networking, training	Networking and ability of staff to identify projects and	CoA department heads, CoA faculty and staff members	Aug-11	Ongoing	
Improve grant and proposal support and reporting efforts	Accountant, business officer, college grant unit	Training, technology, communication among department, college and university support and reporting units	Communication	PI's, unit leaders, department head	Aug-11	Ongoing	

Tier 1   **ACTION PLAN**   Focus Area: **Extramural Funding**

2025 Theme VI
Project Name: **Physical Inventory**
Creation/Revision Date: **Aug-11**
Project Start Time: **Dec-09**   Anticipated Completion:
Team members: **Russ Feldhausen, Lori Buss, Unit leaders, Kevin Block**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Develop inventory disposal process that will efficiently, effectively, and timely dispose of furniture and equipment	Technology representative, Lori Buss, unit leaders	Time, physical space for storage and processing, KSU disposal policies		Department members	Dec-09	Dec-11	Process Needs Finalized and Documented
Make equipment available to others in department, other departments in KSRE and on campus	Business office staff, unit leaders, technology representative	Time, used equipment	Approval from KSU Controller's Office	Department members, university departments	Mar-10	Ongoing	Can use IDE, listservs to advertise equipment
Complete annual inventory of technology equipment, furniture and other equipment	Department members, business office staff	Time, departmental support, trained staff to record inventory	Willingness of departmental members to participate		Feb-10	Ongoing	Software is in place, process needs documented
Review storage requirements and current storage situation	Unit leaders and unit representatives	Time		Department head, unit leaders	Sep-11	Dec-11	
Develop and implement software license management plan	Technology representative, Vernon Turner, Gina Nixon	Time, funding		IET unit leader, department administration	Jul-10	Dec-11	System is in place, now recording all new purchases
Assess lifespan of current equipment	Unit leaders and unit representatives	Time		Department members, administration	Jun-09	Jun-12	Waiting on complete inventory
Assess needs over next 3-5 years	Unit leaders and unit representatives	Time		Department members, administration	Jul-09	Jun-12	Waiting on complete inventory
Plan equipment/technology purchases	Unit leaders and unit representatives	Time, funding	Budget	Department members, administration	Jan-10	Jul-15	

Tier 1
2025 Theme IV

ACTION PLAN   Focus Area: **Extramural Funding**

Project Name: **Promotion of Departmental Services**
Creation/Revision Date: **Aug-11**
Project Start Time: **Mar-09**   Anticipated Completion:
Team members: **Unit leaders, Kris Boone**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Compile a comprehensive list of departmental services, clearly identifying all the units providing them	Unit leaders	Time	Add university printing information	Department members	Oct-11	ongoing	update dept. website also
Brainstorm to identify new services that can help develop niches for the department	Department members	Time, creativity, funding	Ability to implement new services, administrative support	Customers, administrators	Sep-09	Ongoing	
Create and print departmental brochure/flyer that emphasizes and promotes departmental services	Unit leaders, editor, designer, print staff	Funding, time	Workload of those responsible; perhaps separate brochure for university printing?	Customers, department members	Oct-11	Mar-12	
Compile list of current clients and customers. Identify new clients, customers or markets	Department members	Time, understanding of client and customer base	Availability of new customers and markets	Department members	Oct-11	Ongoing	
Distribute departmental brochure/flyer to current and potential clients.	Unit leaders, distribution staff	Funding, time		Customers	Mar-11	Ongoing	
Develop methods to build strong working relationships with potential clients such as BRI and NBAF.	Department head, unit leaders, department members	Individuals with good customer service skills	Ability to establish working relationships on- and off-campus	Administrators, department members	Mar-09	Ongoing	
Create condensed schedule of charges (including editing) to distribute and publish	Unit representatives, unit leaders, business office staff	Time, funds		Department members, customers	Sep-11	Dec-11	
Update Department of Communications services website for promotion to KSRE, CoA, etc.	Unit leaders, editor, designer, print staff	Funding, time	Workload of those responsible	Customers, department members	Jul-09	ongoing	website updated in 2010
Promote services in Tuesday Letter and K-State Today when appropriate.	Unit leaders	Time	Readership of Tuesday Letter	Department members	Jul-09	Ongoing	

Tier 1
2025 Theme IV

ACTION PLAN

Focus Area: **Extramural Funding**

Project Name: **Promotion of Departmental Services**
Creation/Revision Date: **Aug-11**
Project Start Time: **Mar-09**
Anticipated Completion:
Team members: **Unit leaders, Kris Boone**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Train/coach department members to promote ALL departmental services to incoming clients	Unit leaders, department members	Knowledge of department, training	Understanding of department members and effective training/messaging	Department members	Jan-10	Ongoing, special session on Oct. 26	
Dept members serve on PFTs	Unit leaders, department members	Knowledge of department, attendance at Oct. 26 training	Understanding of department members and effective training/messaging	Department members, Gregg Hadley	Jan-10	Ongoing, special session on Oct. 26	
Other suggestions include:							
Create a copy center with walk-up coin/card operated copier(s) in Umberger Hall							
Develop a calendar with pics/pub information that could be sold							

Infrastructure — Tier 1

Tier 1
2025 Theme V

ACTION PLAN

Focus Area: **Infrastructure**

Project Name: **Leadership Development and Training**
Creation/Revision Date: **Aug-11**
Project Start Time: **Jul-09**   Anticipated Completion:
Team members: **Unit leaders**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Update org chart	Business office	Staff, time		Department heads, unit leaders, department members	fall 2012		
Develop and implement process/guidelines for identifying leaders within units to serve as leaders	Unit leaders	Staff, time, cross-training	Staff interest and willingness to serve; understanding of procedures	Department head, unit leaders, department members	Jul-09	Ongoing	
Develop and provide training for identified leaders	Unit leaders	Time, possible funding		Department members	Jan-12	Ongoing	
Evaluate workload to identify tasks and responsibilities that could be delegated to others	Unit leaders	Appropriate tasks, secondary leaders, staff time, cross training	Willingness to assign and accept tasks, staff time	Unit leaders, secondary leaders	Jul-09	Ongoing	
Develop mentoring program for leaders	Leaders, unit leaders	Staff, time, traiing		Dept. members	Spring 2012		
Develop system for on-boarding new staff/faculty	Unit leaders, dept members	Time	Willingness to assist with other units, staff time	Dept. members	Jan-12	Ongoing	

Marketing — Tier 1

Tier 1   **ACTION PLAN**   Focus Area: **Marketing**

Project Name: **Demonstrate public value of KSRE/CoA in state/region/nation**
Creation/Revision Date: **8/31/2011; Rev. 10/4/12**
Project Start Time: Anticipated Completion:
Team members:
Vision 2025, Theme 1,4

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Deadlines Finish	Status
Determine Top 12 Impact Items for K-State Research and Extension and publish annual Legislative Report	Gloria Holcombe, news media and marketing unit, Steven Graham	Brain power! (Ideas), time, travel, writer or editor	Approved guidelines for determining "top" impacts; access to database, information. Administrative approval of impacts	Dean, Assoc. Dirs./Dean, Dept. Head, Coordinator. Planning & Reporting	Spring (yearly)	Dec. (yearly)	Ongoing, annually
Develop marketing strategy for decision-makers/funders (esp. state legislators)	Steven Graham, marketing specialist, Steve Logback or other Comm and Marketing staff	Marketing plan; time; possible funding for new tactics	Support and input from Dean/Director, Sue Peterson, and associate directors	Dept. Head, Assoc. Dean, Dean, Asst. to Dean, Ext Assoc. Dir. Jeff Morris	Spring 2009 (review yearly)	Fall (yearly; to implement following spring)	Ongoing, annually
Promote marketing and message consistency in all materials (e.g. style guide, logos, public events such as Communications Expo, etc…) BRANDING GUIDE	Marketing/Pubs unit leaders, marketing specialist	Support from admin	Updated materials (print and/or web); Compliance and encouragement from admin	All KSRE staff	Jan (yearly)	Dec. (yearly)	Ongoing, annually
Enhance and promote consistency in signage, targeting new and existing public locales. Explore possibility of "mini-grants".	News media and marketing unit	Time, printing, funding	Internal buy-in; acceptance within system; applicants	All KSRE staff	Spring 2008	Summer 2012	Mini grants funded in 5 Year Mktg. Plan; first awards given in 2008
Continually review Web standards and promote consistency throughout organization.	Marketing specialist, Amy Hartman; IET staff	Time	County buy-in; data to support current or new directions	IET Unit Leader, Dept. Head; Dean/Director	Oct-07	Ongoing	CMS implemented Fall 2007
Continue to improve the look and quality of KSRE newsletters, pubs, e-pubs, social media sites, Web sites, etc.	Unit leaders. Marketing specialist, graphic designers, social media strategists	Time, office professional training (in-person or online)	Department head approval	Dean, Assoc. Dirs./Deans, Asst. Deans	Spring 2009	Ongoing	
Add information to K-State Today as appropriate	News media and marketing staff, publishing staff	Time	Appropriate topics	Dean, Assoc. Dirs./Deans, Asst. Deans, Steven Graham		Ongoing	

Tier 1   **ACTION PLAN**   Focus Area: **Marketing**

Project Name: **Demonstrate public value of KSRE/CoA in state/region/nation**
Creation/Revision Date: **8/31/2011; Rev. 10/4/12**
Project Start Time: Anticipated Completion:
Team members:
Vision 2025, Theme 1,4

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Train communication staff on use of university and KSRE style and branding guides	Linda Gilmore, Pat Melgares, other university communicators	Time	Department head approval	All KSRE staff	Dec-10	Ongoing	university style and branding guides available Oct. 2012
K-State Ag Report -- Provide in alt formats, electronic, online, video, etc.	Gloria Holcombe, publishing staff, news media and marketing staff	Time, funding	Continued availability of funds	Dean, Assoc. Dirs./Deans, Asst. Deans, Steven Graham	Spring and Fall	Ongoing	
Update and revise College of Agriculture recruitment materials	Publishing staff, ACJ and Ag Ed faculty, CoA academic program office	Time, funding	Identify targeted audiences appropriately	Dean, Assoc. Dean, Asst. Deans, Dept. Heads		Ongoing	
Develop a guide to promote understanding and adoption of KSRE brand, especially new wordmark	Pat Melgares, Steve Logback or designee from Comm and Marketing, publishing staff	Time, funding	Feedback and approval from administration	All KSRE staff	Mar-11	Ongoing	completed, but refining
Promote marketing and message consistency in all materials (use of style guide)	Linda Gilmore, style guide committee members, publishing staff, technology staff	Time	Compliance and encouragement from administration and Comm and Marketing	All KSRE staff	Mar-09	Ongoing	
Practice what we preach: Use communications expo as example of proper use of all identities	Marketing specialist, unit leaders, departmental staff	Time, funding	Booths, acceptance by annual conference committee	Department members	Mar-09	Ongoing	
Evaluate current usage of brand and style guidelines	Pat Melgares	Time	Understanding of all usage; examples	Department head, marketing unit staff	Fall (annually)	Ongoing	
KSRE staff training -- in-person and online through Comm Tips on impact writing, branding, wordmark issues, communication issues	Unit leaders, comm and ag educaiton staff	Time, funding	Interest throughout KSRE	Department head, department staff	Jul-11	Ongoing	
Suggestions:							
Develop branding guide and style guide simultaneously; conduct internal training to the department before training externally; develop a glossary of terms							

Tier 1   **ACTION PLAN**   Focus Area: **Marketing**

Project Name: **Demonstrate public value of KSRE/CoA in state/region/nation**
Creation/Revision Date: **8/31/2011; Rev. 10/4/12**
Project Start Time: Anticipated Completion:
Team members:
Vision 2025, Theme 1,4

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start Finish	Status

Note: New wordmark introduced July 1, 2011; Regulations and requirements for use of wordmark established and enforced.
Styleguide continues to be updated online. A university-wide styleguide committee is now working on univesity style issues effective July 2011.

Training — Tier 1

Tier 1   **ACTION PLAN**   Focus Area: **Training**

Project Name: **Customer Service**
Creation/Revision Date: **Aug-11**
Project Start Time: **Jun-09**   Anticipated Completion:
Team members:

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Deadlines Finish	Status
Establish high quality and friendly customer service as area of focus for all department employees. Be sure this is included in performance review documents	Unit leaders, department members	Time, administrative support, training	Staff buy-in, training, continuous promotion to department members and customers	Department members, customers	Jun-09	Ongoing	
Adopt the practice of positively representing the department in all facets and contexts of our daily lives. (Instill the understanding that as employees of KSRE and the department, we are a representation of the organization both on and off the clock.)	Department members	Training materials, administrative support	Staff buy-in and understanding of the concept, administrative support, availability of trainers	Department members	Jun-09	Ongoing	
Identify positions within the department that serve as initial points of contact with customers and those positions which have significant contact with clients	Unit leaders	Time		Department members, customers	Jun-09	Ongoing	
Identify and provide effective and applicable customer service training for all employees	Unit leaders, business office staff	Time, administrative support, trainers, training materials	Active participation by department members, unit leader support	Department members	Sep-09	Ongoing	
Create customer service survey to evaluate client satisfaction with departmental services	Unit leaders, research faculty	Survey design and administration	Time, schedule	Customers, unit leaders, staff, department head	Mar-13	Apr-13	
Compile, analyze, and publish survey results	Unit leaders, research faculty	Survey data, time evaluation criteria	Faculty time for data analysis	Department members	Jul-13	Jul-13	
Use survey results to improve or enhance customer service; prepare for new survey in 2015	Department members	Performance standards, training	Comprehension, cooperation, training, time	Department members	Aug-13	Dec-13	

Tier 1   **ACTION PLAN**   Focus Area: **Training**

Project Name: **Customer Service**
Creation/Revision Date: **Aug-11**
Project Start Time: **Jun-09**   Anticipated Completion:
Team members:

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Work effectively with student employees to include: identifying appropriate tasks for student employees; thorough training of student employees; and thorough training of employees on how to work with and supervise student employees	Employees who work with and supervise student employees	Time, training	Unit-specific expectations for student employees	Employees who work with and supervise student employees; students; customers, if applicable	Jul-09	Ongoing	
Apply customer service principles to student academic experience	Academic faculty and staff	Time, training		Faculty, staff and students	Oct-09	Ongoing	

Training — Tier 3

Tier 3   **ACTION PLAN**   Focus Area: **Training**

2025 Theme: **5 - Faculty and Staff**

Project Name: **Professional Development Opportunities for Departmental Members**
Creation/Revision Date: **Aug-11**
Project Start Time: **Oct-09**   Anticipated Completion:
Team members: **Unit leaders, all department employees**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Determine staff needs for professional development (including updating teaching skills, technology skills, time management, staffing issues, and delegation issues)	Unit leaders and staff members	Time and communication skills		Departmental members	Oct-09	Ongoing	
Prioritize knowledge and skills needed	Unit leaders and staff members	Time			Oct-10	Ongoing	
Identify appropriate resources to offer training	Unit leaders and staff members	Time, funding			Oct-10	Ongoing	
Announce available professional development and training opportunities	All department members	Time, technology, mid-week musing		Departmental members	Oct-11	Ongoing	Opportunities are shared in weekly newsletter
Emphasize professional development as part of annual performance evaluation	All department members	Time	Funding and time	Departmental members	Oct-93	Ongoing	Unit leaders and staff include this component in annual goals.
Annually identify common training needs.	Unit leaders	Time	Funding	Departmental members	Jan-12	Ongoing	
Conduct responsibility inventory -- identify areas of staff responsibility and look for duplication and cross-over	All department members	Time		Departmental members, unit leaders	Jan-13	Ongoing	
Develop an emergency management plan and disseminate to staff.	Unit leaders	Time	Responsibility inventory, staff availability and skills	Departmental members, unit leaders, administrators	May-13	13-Dec	

Training — Tier 4

Tier 4   **ACTION PLAN**   Focus Area: **Training**

Project Name: **Professional Development for Stakeholders and External Groups**
Creation/Revision Date: **8/1/2011; Rev. Oct. 4, 2012**
Project Start Time: **Jan-12**   Anticipated Completion: **Mar-14**
Team members: **Jim Lindquist, Shannon Washburn, Brandie Disbergerr, Steve Harbstreit, Kris Boone, Jason Ellis, Lauri Baker, Elaine Edwards,**
Vision 2025   theme 4

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Determine professional development needs of teaching professionals	Shannon Washburn, Steve Harbstreit, Brandie Disberger, Jason Ellis	Survey tool, time, teaching professionals	Teaching professional participation		May-13	Aug-13	
Develop relationships with community college agricultural teaching faculty and assist with their professional development needs	Shannon Washburn, Steve Harbstreit, Brandie Disberger	Time	Community college Ag teaching faculty participation		Feb-13	Aug-13	
Determine professional development needs for informal teaching through Extension	Shannon Washburn, Jim Lindquist, Gregg Hadley	Survey tool, time, Extension professionals	Extension agent/specialist participation	Paula Peters, Barbara Stone, Daryl Buchholz, Stacy Warner	Oct-13	Feb-14	
Prioritize so effort has largest payoff	Shannon Washburn, Steve Harbstreit, Brandie Disberger, Kris Boone				Mar-14	Mar-14	
Identify most appropriate resource people to offer the needed teaching/training	Shannon Washburn, Steve Harbstreit, Brandie Disberger, Kris Boone				May-14	ongoing	
Determine most appropriate timing and delivery methods to accomplish the professional development goals	Shannon Washburn, Steve Harbstreit, Brandie Disberger			Trainers and those interested in being trained.	May-14	ongoing	
Deliver appropriate teaching and training	TBD		Participation	Those who need training	Jul-14	ongoing	
Overall training plan: Spokesperson, interview, crisis and message development training, social media	Elaine Edwards, Pat Melgares, Russ Feldhausen, Sarah Hancock	Time, curriculum development plan, marketing plan		Administrators, external groups	Jan-12	ongoing	
Use YouTube and Connect as a training tool.	Unit leaders, Deb Pryor, Gerry Snyder	Marketing	Youtube access for educators is sometimes blocked	Anyone interested in trainings via Youtube (public offerings)	Jan-12	ongoing	

Web Enhancements — Tier 1

Tier 1   **ACTION PLAN**   Focus Area: **Web Enhancements**

Project Name: **Image Database**
Creation/Revision Date: **Revised 10/8/2012**
Project Start Time: **Nov-07**   Anticipated Completion: **Ongoing - Review\Revise Annually**
Team members: Dan Donnert, Gerry Snyder, Bob Holcombe, Pat Hackenberg, Janie Dunstan, Amy Hartman, Gloria Holcombe, Elaine Edwards,
Vernon Turner, representatives from News Media and Marketing, Technology, and Publications

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Conduct needs analysis for image database	Linda Sleichter	Committee		Unit leaders	Nov-07	Apr-08	Complete
Select software	Linda Sleichter	Committee		Department head, Unit leaders	Nov-07	Apr-08	Complete
Purchase software, servers	Lori Buss, Larry Havenstein, Linda Sleichter	Funds, bid process	Funds available, approval	Dept head, Gina Nixon, Unit leaders	Jan-09	Mar-09	Complete
Install software	Vernon Turner, Larry Havenstein	Time, software, servers	Server room complete, software purchased, servers purchased	Dept head, unit leaders, Linda Sleichter, committee members	Mar-09	May-09	Complete
Learn how to use the software (committee members)	Committee members	Committee members' time, Extensis help	Software installed	Committee members	Apr-09	Sep-11	Complete
Create and revise workflow for entering and tagging images; offer training /retraining, as needed	Gerry Snyder, Dan Donnert, Amy Hartman, designers, and others who enter images; leaders of those units	Vernon, Gerry; time of those involved; process documentation	Unit leaders approval	Unit leaders, committee members	Apr-09	Dec-12	Revising
Create Workflow for Selecting and Deleting Old Images	Gerry Snyder, Dan Donnert, Amy Hartman, Gloria Holcombe, designers	Vernon, Gerry; time of those involved; documentation	Unit leaders approval	Unit leaders, committee members	Nov-12	Apr-13	
Establish Workflow/ Process for Storing Photo Releases	Gerry Snyder, Dan Donnert, Amy Hartman, Gloria Holcombe, designers, and others with releases	Vernon, Gerry; workflow documentation	Unit leaders approval	Unit leaders, committee members	Nov. 2012	Apr-13	
Create and revise categories and keywords for image database	Amy Hartman, Gerry Snyder, Dan Donnert, Publishing editors/designers	Participants' time, existing category systems; documentation	Approval by department members	Unit leaders, committee members, department members	Apr-09	Jun-09	Revised summer 2011 /Needs additional revision
Establish standards for images, based on PDIS standards	Gerry Snyder	Documentation of standards		Student worker TBD, department members loading images	Apr-09	Sep-11	Where is documentation?
Load images into the database (digital images first)	Pprofessional staff	Computer station, scanner, access to images	Category system approved	Committee members	Jun-09	Sep-11	Partially complete

Tier 1   **ACTION PLAN**   Focus Area: **Web Enhancements**

Project Name: **Image Database**
Creation/Revision Date: **Revised 10/8/2012**
Project Start Time: **Nov-07**   Anticipated Completion: **Ongoing - Review\Revise Annually**
Team members: Dan Donnert, Gerry Snyder, Bob Holcombe, Pat Hackenberg, Janie Dunstan, Amy Hartman, Gloria Holcombe, Elaine Edwards,
                          Vernon Turner, representatives from News Media and Marketing, Technology, and Publications

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Develop training materials, documentation for image database	Gerry Snyder, Neal Wollenberg	Time	Software installed, trainers trained	Committee members	Aug-09	Dec-12	In development
Training software users	Gerry Snyder	Committee members time, documentation	Software installed, trainers trained	Unit leaders	Oct-09	Dec-12	Training incomplete
Define image library usage and access	Dan Donnert, Gerry Snyder, Bob Holcombe, Pat Hackenberg, Janie Dunstan, Amy Hartman, Gloria Holcombe,	Committee members time, documentation		Committee members	Aug-09	Sep-11	In progress
Monitor images and correct categories, keywords and information	Amy Hartman, Dan Donnert, Gerry Snyder	Amy, Gerry, Dan's Time, Commitment from unit leaders	time	Committee members	Nov. 2012	On-Going	
Market image library to internal audiences	Gerry Snyder, Pat Melgares	time	database complete	All	Jan-10	Oct-11	ongoing

Web Enhancements — Tier 2

Tier 2   **ACTION PLAN**   Focus Area: **Web Enhancements**

Project Name: **Improve Accessibility of Information**
Creation/Revision Date: 8/31/2011; Rev. oct. 4, 2012
Project Start Time: Anticipated Completion:
Team members: Representatives from News Media Services and Marketing, Technology, Publishing
Vision 2025, Theme 4

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Research, review and identify new technologies for delivering and distributing information to targeted audiences, while also serving an increasingly diverse population.	Elaine Edwards, Joe Lear, Department of Communications staff	Time, technology and staff	Technologies need to work within CMS environment	Department of Communications, KSRE, and CoA staff		Ongoing	
Research, review and implement social media technologies	Elaine Edwards, Nancy Zimmerli-Cates, Joe Lear, Russ Feldhausen, Sarah Caldwell-Hancock, Vernon Turner, Pat Melgares, other social media strategists	Time	Technologies need to work with RSS, etc.	staff, administrators, Comm and Marketing staff, coA staff			
Develop new technologies for communicating content and digital media. Use new technologies for delivering information to maintain client base and attract new audiences. (such as widgets, podcasts, e-book publications, possibly HTML pubs?)	Joe Lear, Nancy Zimmerli-Cates, Elaine Edwards, News Media, IET, and Publications staff	IET staff, time, line item in budget for equipment	Technologies need to work within CMS environment	Department of Communications staff, administrators, content providers		Ongoing	e-book publications in development.
Improve accessibility to related media items across media platforms, and within the media collections (tagging, RSS, blogging, comments, bookmarks, epubs, mobile technologies)	News Media, IET, and Publications staff	Staff, time, equipment, funding	Time, funding availability	Department of Communications staff, administrators, Comm and Marketing		Ongoing	Need to determine best location for e-book pubs
Improve access and interactivity of content by adding items such as "we recommend" most popular, related sites, comments, etc.	News Media, IET, and Publications staff	IET, News Media and Marketing staff/time	Data collection software funds.	Data to unit leaders, administrators, and content specialists	May-10	Ongoing	Considering this for new publications instead of order form.
Market availability of information to external audiences, media content related Web sites.	Marketing staff	Funding, staffing, possible line item in budget	Good quality information in accessible formats	Content specialists, News Media staff, administrators	Aug-09	Ongoing	

Tier 2   **ACTION PLAN**   Focus Area: **Web Enhancements**

Project Name: **Improve Accessibility of Information**
Creation/Revision Date: 8/31/2011; Rev. oct. 4, 2012
Project Start Time: Anticipated Completion:
Team members: Representatives from News Media Services and Marketing, Technology, Publishing
Vision 2025, Theme 4

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
News and educational products accessible for all [such as transcripts of audio programs, descriptive captions of photos, print materials for vision impaired (ADA Compliance)]	Department of Communications staff	Time, technology, financial support for tools, etc.	Availability of tools to streamline the processes	Clients Unit Leaders	Aug-06	Ongoing	
Gather student input and ideas	Brandie Disberger and Academic Clubs	student input, time	willingness of students	academic unit	Sep-11	May-12	
Conduct a needs assessment for the Web site	Pat M	time		academic unit	Sep-11	May-12	
Continue developing Web technology in CMS	Gamage, Neal, Sethu	time, input from CMS users	needs assessment complete	academic unit, IET unit leader	Jun-09	ongoing	
Develop an e-zine format for Agriculturist, other pubs	Lisa M	CMS technology, format, time	CMS technology	academic unit leader, Gloria Holcombe	May-09	Jan-10	
Gather and publish student and alumni testimonials	Lindsey Cossman	time, student input, alumni contact info, photographer or videographer, recording equipment	willingness of students, alumni	academic unit, NMS unit	Jan-10	ongoing	
Increase video, audio segments of the Web site	Jason Ellis, Lauri Baker, Richard Baker, Lisa Moser	Content from students, CMS technology, time	quality content available	academic unit, IET unit leader	Jan-10	ongoing - repeat each semester	
Analyze the Departmental homepage in light of recruitment						Ongoing	
Promote/market Web site to targeted audiences	Brandie Disberger, other Academic Unit Faculty, Pat Melgares	time, possible funding for tactics	Web site upgrade complete	academic unit, IET unit leader	Jan-10	ongoing	

Completed Action Plans

Tier 2   **ACTION PLAN**

Project Name: **Develop and Revise Agricultural and Environmental Options in the ACJ Curriculum**
Creation/Revision Date: **Aug-11**
Project Start Time: **Aug-11**   Anticipated Completion: **Aug-13**
Team members: **Steve Harbstreit, Lisa Moser, Lauri Baker, Jason Ellis, Richard Baker, Larry Erpelding**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Identify the range and depth of competencies needed by ACJ graduates in both options	ACJ faculty, advisory council	Access to graduates and employers		Department head, others in academic unit	Aug-11	Oct-12	
Determine how to incorporate the needed competencies into existing or new courses	ACJ faculty, advisory council			Department head, others in academic unit, advisory council	Oct-11	May-12	
Submit ACJ course and curriculum proposal to college and university	Department head and teaching coordinator				Dec-11	Sep-12	
Implement marketing efforts	ACJ faculty and teaching coordinator						
Offer the revised curriculum	Academic faculty				Aug-13		

Completed   **ACTION PLAN**   Focus Area: **Academic Programs**

Project Name: **Extension Education bachelor's program***
Creation/Revision Date: **Aug-11**
Project Start Time: Anticipated Completion:
Team members: Jim Lindquist, Steve Harbstreit, Shannon Washburn, Marcus Ashlock, Richard Baker, Chris Lavergne, Jennifer Alexander

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Establish a planning team	Department head and teaching coordinator	Time	Commitment of team members	Department head and college administration	Mar-13	Jun-13	
Conduct and analyze a needs assessment	Marcus Ashlock	Time and funding	Appropriate participants identified	Department head and college administration	Aug-13	Sep-13	
Develop curriculum	Teaching coordinator, planning team	Time	Results of needs assessment	Department head and other colleges	Oct-13	Jan-14	
Market new option	Academic staff, planning team	Time and funding	Approval of option	Department head, potential students	Aug-14	Ongoing	
Operate and staff new option	Department head	Funding, faculty, students	Approval of option, enrollment	Department head and academic faculty	Aug-14	Ongoing	

*Academic team determined that this initiative would require too many resources that are not related directly enough to the department's mission.

Tier 4

ACTION PLAN

Focus Area: **Collaboration**

Project Name: **Create Campus Communications Award**
Creation/Revision Date: **Aug-11**
Project Start Time: **Sep-11**   Anticipated Completion: **Mar-13**
Team members: **Appointed committee of departmental and university representatives**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Consult with Vice President of Communications and Marketing to determine interest/feasibility in creating campus communications awards progra.	Department head				Sep-11	Oct-11	not supported by other units
If there is interest, form committee of university communicators to discuss how to accomplish such awards	Department head, unit leaders, other university communicators	Time, room, funding, campus communication experts	Willingness of individuals to establish committee and award and university administrative support	University president, deans, communication units/departments	Jan-12	Sep-12	
Create award criteria, nomination form, judging process, awards	Committee members	Time, room, funding, campus communication experts	College and university administrative support	University	Sep-12	Oct-12	
Create promotion plan and timeline	Committee members, marketing	Time, room, funding	Participation	University	Sep-12	Oct-12	
Market and conduct award process	Committee members	Funding		Committee members, university	Oct-13	Dec-13	
Host 2013 awards ceremony	Committee members	Location, refreshments, certificates, awards, funding	Funding availability	Committee		Mar-13	
Evaluation success and future of effort	Committee members			Committee	Jul-13		

Completed   ACTION PLAN   Focus Area: **Collaboration**

Project Name: **Communications Institute***
Creation/Revision Date: **Aug-11**
Project Start Time: Anticipated Completion: Completed 2011
Team members: **Appointed committee**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Establish a committee to look at the possibility of creating a Communications Institute	Department head	Time, guidance	Individuals interested in serving on the committee	Department members, other university employees who may be included or affected	Jun-11	Jun-11	Completed
Investigate how the organization defines "Institute"	Committee members	Time	Administrative support and accessibility	Department head, department members	Jun-11	Jul-11	
Identify participants across the university who would be a part of a Communications Institution	Committee members, department head, university administrators	Time, authority to contact and establish contact with potential institute participants	Administrative support	Department head, college administrators, university administrators, unit leaders	Jul-11	Oct-11	
Investigate funding opportunities for an Institute -- promote communications research	Committee members	Time, internet access, access to the office that sends out RFP announcements	Access to the appropriate resources	Department head, unit leaders, college administrators, university administrators	Oct-11	Jun-13	
Determine if a Communications Institute is in the best interest of the department, the college and the university	Dean, department head, provost	Results of research and previous tasks	How this would fit in the mission and vision of the university and the organization	Provost, dean, department head, department members	Jan-12	Jun-12	
*With the new Vice President of Communications and Marketing, the collaboration has improved such that an institute was no longer needed to bring unity.							

Completed

ACTION PLAN

Focus Area: **Collaboration**

Project Name: **Coordinate How Information is Shared Among Units Within KSRE and the CoA***
Creation/Revision Date: **Aug-11**
Project Start Time:
Anticipated Completion:
Team members: **Unit leaders, IET programming staff, Publications staff, Marketing staff**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Establish a system for collecting information from internal and external units (upcoming events, photo ops, new programs and research)	Unit leaders, IET programming staff	Time, funding	Access to information being collected	College administrators, department staff	Apr-09	Dec-09	Completed
Share collected information among internal units, College of Ag, and KSRE	Elaine Edwards, Pat Melgares, Kris Boone	Tools, software, time	System for collecting information	Administrators, unit leaders	Jul-09	Ongoing	Completed
Determine what topics are produced in what format -- news, feature, video, photo story, radio, etc.	Elaine Edwards, Gloria Holcombe, Nancy Zimmerli-Cates	Staff, good stories, tools, technology, funding, travel	Tools and methods used to distribute information (newsletters, Web site, publications, exhibits, media outlets)	Administrators, unit leaders, department head	Apr-09	Ongoing	Completed
*Accomplished via the presidential updates							

Tier 2   **ACTION PLAN**   Focus Area: **Infrastructure**

Project Name: **Green Initiative -- Stewardship**
Creation/Revision Date: **Aug-11**
Project Start Time: **Sep-11**   Anticipated Completion:
Team members: **Gamage Dissanayake, Rob Nixon, Kevin Block, Russ Feldhausen, Larry Jackson, Gerry Snyder**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Distribute information about energy conservation	Gerry Snyder, Gary Kepka	Time		Department members	Jul-12		Determined that this is an important activity but not a strategy
Promote recycling	Faculty and staff	Information and time	Time and program development	Faculty, staff and students	Sep-11	ongoing	
Develop and maintain tips on saving money, supplies, and energy	Unit leaders	Time	people willing to participate	Faculty and staff	Sep-11	ongoing	
Identify projects that will help department members be good environmental stewards	Unit leaders and Dept. head	information and project information/development	Participation	Faculty, staff and students	Sep-11	ongoing	

Completed   ACTION PLAN   Focus Area: **Infrastructure**

Project Name: **Continuity of Operations Planning**
Creation/Revision Date: **Aug-11**
Project Start Time: Anticipated Completion: 2010 Completed
Team members: **Vernon Turner, Larry Havenstein, Rob Nixon, Kevin Block, Amy Hartman, Russ Feldhausen, Gerry Snyder, Gina Nixon**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Develop an initial department-level emergency, disaster, and safety plan: adopt Kansas Continuity of Operations Plan	Vernon Turner, Larry Havenstein, Rob Nixon, Kevin Block, Amy Hartman, Gina Nixon	Time, state provided online training for KCOOP	Thoroughness of plan development	Administration, designated security contacts	Jan-10	Dec-10	Completed
Implement physical security protocols	Russ Feldhausen, Larry Havenstein, Kevin Block, Rob Nixon	Time, funding	Administrative support, full participation of department members	Administration, designated security contacts	Jan-10	Dec-10	Completed
Provide training on security	Larry Havenstein, Gerry Snyder	Time, training space, training materials	Active, interested participants	Administration, designated security contacts	Aug-10	Dec-10	Completed

Completed

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ACTION PLAN

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Project Name: **KSRE and CoA New Employee Orientation Packet***
Creation/Revision Date: **Aug-11**
Project Start Time: Anticipated Completion:
Team members: Unit leaders, marketing staff, publications staff, college business office representative, department business office representative

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Form committee to determine packet contents (e.g., department brochure and contact list, style guide, branding guide, Toolkit CD, best-practices guide, services guide, simple schedule of charges, etc.)	Unit leaders	People to serve on committee	Availability and creation of relevant materials	Unit leaders	Jul-11	Aug-11	
Update departmental brochure and create other packet inserts	Unit leaders, marketing staff, publications staff	Time, materials, funding, designer, editor	Available funding	Unit leaders, administration	Aug-11	Nov-11	
Compile packets and distribute through KSRE and CoA	College business office staff	College business office staff commitment, time, funding	Interaction with new organizational employees, timeliness distribution of materials	Business office staffs, new employees	Nov-11	Ongoing	
*Responsibility for activity determined not to lie with the department but at higher administrative levels.							

Completed

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ACTION PLAN

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Focus Area: **Training**

Project Name:	**CMS Training***
Creation/Revision Date:	**Aug-11**
Project Start Time:	
Team members:	**Neal Wollenberg, Russ Feldhausen, Gamage Dissanayake, Gerry Snyder, tech support**

Anticipated Completion:

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Update or create documentation for all existing CMS modules	Gamage Dissanayake, Sethu Subramanian, Neal Wollenberg	Time, editor, designer, printing			Mar-09	Ongoing	
Create more training material delivered online (Connect sessions, Camtasia)	Neal Wollenberg, Gerry Snyder	Time, software for editing	Identifying programs to offer and audience needs	CMS users	Aug-09	Jul-09	Completed
Conduct trainings on-line and on campus	Neal Wollenberg	Time, funding, good documentation	Demand of these services by customers	Local staff, area directors	Mar-09	Ongoing	
Offer mini-trainings through new agent training sessions	Gerry Snyder, Neal Wollenberg, Russ Feldhausen	Time, good documentation	Demand of these services by customers	New Agent Training coordinator	Oct-09	Ongoing	
Offer mini-trainings through annual conference and communications expo	Neal Wollenberg, Gerry Snyder, Russ Feldhausen	Time, students	Demand of these services by customers	Conference participants	Aug-10	Ongoing	
*Training is now a regular offering within KSRE							

Completed   **ACTION PLAN**   Focus Area: **Training**

Project Name: **Hands-on Training Offered at Annual Conference on Media Technology**
Creation/Revision Date: **Aug-11**
Project Start Time: Anticipated Completion:
Team members: **Elaine Edwards, News Media Services staff, Larry Jackson, IET staff**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Hands-on training to show individuals how to shoot video and post it to a Web site or imbed it in a PowerPoint presentation	Elaine Edwards, news media services staff, Gamage Dissanayake	Time, technology, personnel, marketing, publications, duplicating, tools, software, equipment	Media unit staff, unit leaders, IT personnel; CMS system for counties and departments; work with new technologies	Media unit staff, annual conference planners	Jul-10	Oct-10	Completed
Hands-on training to show individuals how to record audio and post it to a Web site or imbed it in a PowerPoint presentation	Elaine Edwards, news media services staff, Gamage Dissanayake	Time, technology, personnel, marketing, publications, duplicating, tools, software, equipment	Media unit staff, unit leaders, IT personnel; CMS system for counties and departments; work with new technologies	Media unit staff, annual conference planners	Jul-10	Oct-10	Completed

COMPLETED   ACTION PLAN   Focus Area: **Web Enhancements**

Project Name: **Develop CMS 2.0**
Creation/Revision Date: **Aug-11**
Project Start Time: Anticipated Completion:
Team members: **Gamage Dissanayake, Sethu Subramanian, Neal Wollenberg, Larry Jackson, Systems Programmers**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Free up programmers, designer time. Close requests for new CMS sites/projects, customizations.	Larry Jackson	Gate keeping, time	Approval of administration	Kris Boone, all KSRE and College of Ag	Jun-09	Ongoing	
Identify design and technology needs of users and working group	Neal Wollenberg, Larry Jackson	Time, Neal Wollenberg, Pat Melgares, Web Standards committees		Web standards committee	Jul-11	Jan-12	
Investigate opportunities to sell product	Larry Jackson, Kris Boone, Gamage Dissanayake	time, funding	Ability to box and sell product		Jan-11	Ongoing	Completed
Continue critical updates to CMS	Programming staff	Time		Kris Boone, Larry Jackson	Ongoing		
Establish protocol (funneling system for new site or module requests and support.	Larry Jackson, Neal Wollenberg, Gamage Dissanayake	Time, gatekeeper, support desk personnel	Approval of administration and current users notified	All current CMS users	Feb-09	Jul-09	Completed
Complete Publication library and catalog conversion to CMS	Sethu Subramanian, Nancy Zimmerli-Cates, Gina Nixon, Amy Hartman	Time, server space		Publications staff, CMS users, Distribution	Jan-09	Dec-11	
Create list of sites that need to be converted/transitioned	Larry Jackson, Neal Wollenberg, Amy Hartman	Time	Number of sites left to convert	All KSRE and College of Ag	May-09	Aug-09	Completed

Tier 3 <div style="text-align:center">**ACTION PLAN**</div> Focus Area: **Web Enhancements**

Project Name: **Enhance KSRE Web presence and content standards**
Creation/Revision Date: **Aug-11**
Project Start Time: **Jan-10**   Anticipated Completion:
Team members: **Representatives from Technology, Publishing, News Media and Marketing, Web Standards Committee***

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Evaluate and refine Web standards (annually)	Web Standards Committee	Committee assignments and time	System compliance, administrative support	Department head and unit leaders	Jan-10	Ongoing	
Ensure organizational sites are "Google" friendly and continue to improve searchability	Amy Hartman	Time, training	Staff training and implementation	Users	Ongoing		
Acquire audience evaluation of the KSRE Web site	Pat Melgares	Funding for surveys and focus groups, WebTrends data	Respondents, appropriate method(s) identified	Administration, department head	Mar-10	Dec-12	
Establish and enforce content standards for internal Web sites	Web Standards Committee	Standards created	Administrative support, user buy-in	KSRE and CoA administration, department head	Jan-10	Ongoing	
Establish and enforce content standards for grant Web sites	Web Standards Committee	Standards created	Administrative support, user buy-in	KSRE and CoA administration, department head	Jan-10	Ongoing	
Respond to posted feedback	Neal Wollenberg, Amy Hartman	Time	Type of response needed	Appropriate unit leaders and staff members	Ongoing		
Promote the CMS capability	Marketing and administration	Time and funding	Reliability and usability of product	KSRE and CoA users	Ongoing		
Promote organizational Web sites	Marketing and administration	Time and funding	Proper markets identified	County offices, general public	Ongoing		
Garner administrative support of time spent on Web content	Department Head and unit leaders	Funding, budget line	Administrative support	Department head and unit leaders	Ongoing		
*Web Standards Committee members, as of May 2009: Karen Blakeslee, Marsha Landis, Sharon Thielen, Mishelle Hay, Suzan Adams, Alicia Goheen, Amy Hartman, Kent Hampton							

Tier 2

2025 Thematic Area: Primary
Theme 2

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ACTION PLAN
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Focus Area: **Web Enhancements**

Project Name:	**Maintain and Improve the Web Site for Academic Programs**
Creation/Revision Date:	**Sep-12**
Project Start Time:	1-Apr-09
Team members:	Lindsey Cossman, Lisa Moser, Richard Baker, Pat Melgares, Neal Wollenberg, Sharon Thielen, Gamage Dissanayake, Bob Holcombe

Anticipated Completion:

and other representatives from academic programs

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Gather student input and ideas	Brandie Disberger and Academic Clubs	student input, time	willingness of students	academic unit	Sep-11	May-12	
Conduct a needs assessment for the Web site	Pat M	time		academic unit	Sep-11	May-12	
Continue developing Web technology in CMS	Gamage, Neal, Sethu	time, input from CMS users	needs assessment complete	academic unit, IET unit leader	Jun-09	ongoing	
Develop an e-zine format for Agriculturist, other pubs	Lisa M	CMS technology, format, time	CMS technology	academic unit leader, Gloria Holcombe	May-09	Jan-10	
Gather and publish student and alumni testimonials	Lindsey Cossman	time, student input, alumni contact info, photographer or videographer, recording equipment	willingness of students, alumni	academic unit, NMS unit	Jan-10	ongoing	
Increase video, audio segments of the Web site	Jason Ellis, Lauri Baker, Richard Baker, Lisa Moser	Content from students, CMS technology, time	quality content available	academic unit, IET unit leader	Jan-10	ongoing - repeat each semester	
Analyze the Departmental homepage in light of recruitment						Ongoing	
Promote/market Web site to targeted audiences	Brandie Disberger, other Academic Unit Faculty, Pat Melgares	time, possible funding for tactics	Web site upgrade complete	academic unit, IET unit leader	Jan-10	ongoing	

Other notes:
Find out how students use the Web
What info are they seeking?
Focus group of high school. seniors?

Gather secondary data

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This action plan was combined with Web Enhancements - Improve Accessibility of Information
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Completed   **ACTION PLAN**   Focus Area: **Web Enhancements**

Project Name: **Standardize information categories across departmental Web sites (Converging Topics)**
Creation/Revision Date: **Aug-11**
Project Start Time: Anticipated Completion:
Team members: **IET, Marketing, Review team as appointed**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines Start	Finish	Status
Appoint review team to identify and assign appropriate information categories.	Department Head	Staff time	Willingness of people to serve on team.	Unit leaders	Feb-10	Feb-10	Completed
Review external and internal sites for topics/categories and content packaging. (Identify resources)	Review team	Time	Department Head approval; administrative support	Unit leaders, administration	Mar-10	Ongoing	Completed
Test topics with focus groups at regularly scheduled intervals	Review team	Time, funding	Identification of participants	Unit leaders, administration	Aug-10	Feb-11*	Not Done
Finalize media categories to match with delivery methods, such as print, TV, and radio news; publications; Web sites; marketing.	Review team	IET resources	System resources, buy-in by KSRE, CoA staff, usability	Unit leaders, administration, KSRE staff	Oct-10	Ongoing	Completed
Identify and improve search engine capability to search by media category (as identified above).	IET	IET resources	Funding, time	System, educational plan for public	Jan-11	Ongoing	Completed
Create editorial calendar for news that follows Web presence and strategy	Marketing						Completed

*First review at 6 months with follow-up reviews and updates scheduled at least annually.