

**Unit Leader Meeting**  
**Wednesday, June 11, 2014**

**Those in attendance: Kris Boone, Joe Lear, Greg LeValley, Gina Nixon, Rob Nixon, Mark Stadlander, and Elaine Edwards**

**College and University update**

College departments are updating vacant faculty position descriptions and providing the Dean with justification for filling essential positions. Currently 36 positions were requested to be filled and only 7 positions are approved.

New tracking measures are being reviewed for the 2025 research, scholarly and discovery themes. The space committee reviewed different building space and how it may be utilized for different units. A draft was proposed to university and will go forward to Board of Regents in hopes of a GFS, Education and Research unit. On the university side, President Schulz mentioned our units in his letter several times.

*\*Handouts attached to meeting minutes\**

**2025 plan language on vision**

Department unit leaders and faculty members reviewed, revised and approved a revised vision for the department in light of our 2025 plan. The statement is:

*The vision of the Department of Communications and Agricultural Education is to lead the effective use of science-based communications and engagement strategies to educate and inform the public on behalf of K-State Research and Extension, the College of Agriculture and Kansas State University.*

*\*Handouts attached to meeting minutes\**

**Budgets**

Department staff members are reminded that the K-State Research and Extension budget cuts are being backfilled with University funds. K-State Research and Extension will operate as a part of and in conjunction with the university, not apart from it.

The Global Food Systems initiative is a University initiative with collaborative efforts from departments and individuals across campus. Our department is providing part of the communications support for this initiative and as such has relocated three full-time communicators to the Institute for Commercialization building. Gina is currently working on the position description for the support position within Global Food Systems.

## IT reorganization update

Established the different units folks are going to such as Poo, Heath, and Rob. Project manager needs to be designated to bookstore/publishing web update, decide Page DNA or creating a PCI3 compliance web site in house (separate web server and development server); Gary, Dave, Steve will be supervised by Eric Dover. June 23 Rebecca and Vernon will go to operations management and will be supervised by Rebecca Gould. This is crucial to reorganization. The operations center will monitor servers and service, help the Help Desk with their tier two level issues; good handle on how to move forward. Larry will become part of Enterprise server technologies - Windows side, finish AD move to web services over, virtual web desktop initiative; need to decide how to move helpdesk. ITS is starting project management office. CMS, migration, bookstore can get on list. Joe Lear is the main contact for issues right now and liaison between COA and ALL/KSRE. Joe Lear's office will be next door to Ken Stafford's; Joe Agnew will still be located in Umberger for support.

Phase 1 – summer – physical moves

Phase 2 – position descriptions/ moving lines over officially

Phase 3 - Forward to Human VP for human capital

- Elaine worked with Robert Nelson
- Brads office is open, Randall Kowalik will locate there eventually.
- Larry is staying where he is currently located
- Elaine and Eric need walls built and carpets need to be ordered, also need to meet with furniture people; wiring needs to be complete for video and audio
- Publishing unit Mark spoke with staff regarding moves; students and staff would like to be located on one floor, second floor is possible;
- phone lines and business cards will need to be updated

## Once Around the Room

*Mark:* Sarah is working on the SW field day 2014 reports; Publishing and bookstore staff will prepare a report on the Top 100 publications sold and viewed on the website to share with PFT's and administration. Annual conference awards nominations are due August 7<sup>th</sup>. Mark proposed a meeting with Gina and bookstore staff to discuss publication numbering. Publishing staff will be discussing WorkZone today.

*Rob:* Recently spoke to company regarding large format printing and is looking to receive sample materials. They need to start developing this especially with 2025; hosting GFS consortium this fall, couple requests for print on cloth or fabric requests; Chad Miller request posters that can roll up for easy travel; Presenter traveling from Australia requested posters materials for conference when they get here. If we go this route with fabric posters it was

suggested we use high destiny polyethylene fiber. KDA/Megan envelope order with new Manhattan address; Dole hall new numbering machine; better unit; Umberger fair books are going off the shelf, spiral bound projects and orientation and enrollment.

*Greg:* Short staffed with Deb Stryker in conference. Deb, Annette and John are out Thursday and Friday; week after Lyle will go on 2 week vacation; 2 digital operator positions are in the works.

*Elaine:* Getting ready for ACE, couple presentation Deb, Brad, and Lindsey. Erin Barcomb Peterson's last day is Friday. Last week sign contract with Meltwater, which will allow us to release new release through their system and they have 20 people who keep their media list up to date and will be huge time saver. They will also do analytics and track stories, pull info into reports and share. It's pretty robust, allows distributing to radio better. Stories: Rural grocery summit, Ag report deadlines

*Regina:* Deb Stryker, Mandy, Vernon and Joe Lear attended the Enterprise Print Management Systems conference in early June. Their feedback has been positive. It will be possible to use barcode scanners to track jobs as they move through production. ImageNow training and setup has been completed. One scanner will be set up in the accounting office for the time being. The College business office will get involved with testing as we implement a new workflow system. Year-end processing continues. Gina hopes to get started on the Graphic Designer recruitment documents this week. The accounts receivable position and digital operator positions are open for applications.

*Kris:* Digital asset repository meeting was put together; they will take the lead on the enterprise solution. Two state FFA officers are AGCOM already Bethany Schiddeker and Chantelle Simon; Big incoming class approximately 40 students indicating their interested in AGCOM; AGED is also heavy; 4 transfer students today; O&E starts today and will continue for the next 3 weeks; Chapman won the AGCOM CDE this year; Retreat last week with Jeff and Steve will lead this looking at with Erin gone and will reshuffle, research writers, marketing, social media and internal communication and service communications for dean and Carol can tap into more resources through Kim; GFS is going well and there will be a conference for fall; GFS communication team doing great job, corporate engagement piece, possible flip folder so can update with specific sheet, value change handouts may go in there, working on dashboard for GFS, the AMP program is gearing up \$5 million from GFS, possible 2 year grad student and will include money on conference. ACADEMIC: Shannon back from Ghana and was a good trip utilizing the post-harvest loss grant; Lauri and Jason have about 4 grad students starting (one grad student will be GFS); Jennifer Ray is training her coders for thesis – communications audit; Dan Kahl is leaving Friday; KU visiting scientist wants to visit farms and Lauri is contact; Sec PHD

– data collection this summer and Jason and Lauri will work together but Jessie will use for thesis; out of office for FSLI in California – Greg will be acting Department head,

*Joe:* Gary spent most of last week replacing all the computers in the Central Kansas District. Poongothai left on the 10<sup>th</sup> for India. She's getting married on June 30<sup>th</sup> and should be back in the office by August 4<sup>th</sup>. Heath is working with Gamage, Neal and Seth to prepare for the changes in Frontier District and the creation of District 16 (Miami and Linn Counties). Heath is meeting with Seth on Wednesday to work on these issues as well as talk about the bookstore and the Kansas State Fair Entry system. Joe Agnew and Vernon are in Maryland at the Enterprise Print Management Service Expo with Mandy Wilson and Deb Stryker. IT reorganization team met with KSRE Technology during staff meeting on Tuesday to answer questions and talk about next steps. Meeting with Ken Stafford and Allen Featherstone from Ag Economics to discuss the IT reorganization on Wednesday, June 11<sup>th</sup>. Meeting with Extension Administration Wednesday afternoon to discuss setting up area meetings to discuss the IT reorganization. Meeting with Suzan Adams from Grain Science and Ken Stafford to discuss the IT reorganization.

The vision of the Department of Communications and Agricultural Education is

1. To be recognized as a premier institution for undergraduate and graduate education and research in agricultural communication and agricultural education.
2. To be a leader in interdisciplinary program development at Kansas State University related to global food systems.
3. To be a leader in communications for K-State Research and Extension and the College of Agriculture.

## K-State Radio Network Statistics

K-State Radio Network programs are redistributed, in part, as audio files published on KSRE's website. Audio files are not included in our usual web statistics facility, Google Analytics. However, all retrievals are recorded in the web server logs, and we analyzed log files to determine usage.

- Hosts: [www.ksre.ksu.edu](http://www.ksre.ksu.edu), [www.ksre.k-state.edu](http://www.ksre.k-state.edu), [ksre.ksu.edu](http://ksre.ksu.edu), and [ksre.k-state.edu](http://ksre.k-state.edu)
- Dates: December 1, 2013 through May 21, 2014.
- Size: 21.6 gigabytes, almost 120 million web requests.

There were 4,062 requests for MP3 files. However, some do not represent successful retrievals by people. Removing search engines, failed retrievals (at times some files have been password protected), yields:

2,057 Real retrievals (HTTP return code 200)  
264 Partial retrievals (HTTP return code 206)  
21 Duplicate retrievals (HTTP return code 304)  
1 Redirect to real file (HTTP return code 302)

Only the first number, 2,057, and approximately a third of the second number, 264, represent complete, unique retrievals.

There was only one file retrieved that wasn't in the /news/ directory:

<http://www.ksre.ksu.edu/radio/StreamingArchives/AGTODAY/at071707-3.mp3>, and trying to retrieve that now gives an error. Ignoring that, and looking at the second directory qualifier gives these counts:

2,199 /news/audio\_fileswk/  
114 /news/slides/  
8 /news/ace-em-sig/

The K-State Radio Network MP3 files are in the /news/audio\_fileswk/ directory. Each file is named with a program acronym and a date. Tallying the program acronyms gives:

Count	Acronym	Program	Listens / week
935	at	Agriculture Today	39.0
300	kan	Kansas Profile	12.5
207	per	Perspective	8.6
178	fam		7.4
119	out	Outbound Kansas	5.0
118	ww	Weather Wonders	4.9
102	hort		4.3
93	wht	Wheat Scoop	3.9
73	sl	Sound Living	3.0
54	tt	Tree Tales	2.3
20	ml	Milk Lines	0.8

The Listens / week column is calculated by dividing the number of retrievals by 24, the number of weeks in the log files.

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## Letters to campus

### May 2014

Dear Faculty and Staff,

Summer has arrived! The Kansas Legislature has wrapped up its 2014 session, and we have successfully completed another academic year. Within the next week, our Manhattan campus will be filled with students attending summer school, and members of the K-State Class of 2018 will be going through our summer orientation and enrollment program. If you see a family looking a bit lost this summer, please stop and help them find their way across campus.

Each year, I have the opportunity to sit down with the Kansas Regents and review the academic year; in particular the progress I made on my agreed upon goals and objectives from 2013-2014. The Regents felt that fundraising and external relationships were areas of strength during this past year, and asked me to continue to focus efforts on securing needed funding for NBAF. In many regards, we had another record-setting year for K-State, which is a credit to our institutional leadership team, our outstanding faculty and staff, and excellent students. Thank you to all!

Additionally, the Regents and I discuss my upcoming goals and objectives for the next academic year. These mutually agreed upon goals are developed in discussions with other members of the senior leadership team. My goals are structured in line with K-State 2025 themes and common elements and have the expectation that other campus leaders will also develop their goals around 2025 plans at the department, college and university level. As in previous years, I am sharing my 2014-2015 goals statement with campus so you have some idea where I will be focusing my time and energy during the upcoming academic year:

### Theme I – Research, Scholarly and Creative Activities, and Discovery

1. Continue to work with the Kansas delegation, the Office of the Governor and the Kansas Legislature to secure \$300 million from the federal government to fund the construction of the National Bio and Agro-Defense Facility (NBAF) beginning in late summer of 2015.
2. Leverage the Global Food Systems (GFS) grant to grow interdisciplinary global food systems research activities, including growth in research funding and commercialization of GFS technologies.
3. Leverage the Kansas NBAF research funding to enhance extramural research funding in the Biosecurity Research Institute from government agencies and corporations.
4. Develop and implement the planning (including a financial model) for a multidisciplinary research building.
5. Grow total research and development expenditures to \$160 million.


### Message archive


- January 2014
- February 2014
- March 2014
- April 2014
- May 2014


Complete letter archive


### Tweets


Follow

 **K-StateVetMed** @KSUCVM 10h  
The 2015 CVM admissions cycle is now under way! Admissions information and supplemental applications can be found at [vet.k-state.edu/admit/apply.htm](http://vet.k-state.edu/admit/apply.htm).  
Retweeted by Kirk H. Schulz  
Expand

 **Kirk H. Schulz** @kstate\_pres 9 Jun  
Great hikes in Yellowstone NP today - Old Faithful Inn is fabulous! [dlor.me/QDURMUB](http://dlor.me/QDURMUB)  
Expand

 **Kirk H. Schulz** @kstate\_pres 8 Jun  
Just entered grand teton NP - Beautiful dlor.me/SMIRA4Z  
Expand

 **Kirk H. Schulz** @kstate\_pres 8 Jun  
Good luck to @RealMissKSusa - I know you will do a great job representing K-State and the State of Kansas! #saveethequeen  
Expand

 **Kirk H. Schulz** @kstate\_pres 8 Jun  
We had a fun walk through the University of Wyoming campus this morning - always fun to see another great Land Grant school!  
Expand

Tweet to @kstate\_pres

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graduating seniors.

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2. Increase the first-year retention rate above 82 percentage.
3. Increase six-year graduation rate to above 60 percentage.
4. Establish a baseline benchmark for the number of undergraduate students involved in research.
5. Provide proactive advising to all students entering K-State through the exception window.

### **Theme III – Graduate Scholarly Experience**

1. Increase funding for supplemental doctoral fellowship funds in the Graduate School to \$100,000 annually.
2. Increase graduate student recruitment efforts for historically underrepresented groups and international students.
3. Provide enhanced professional development opportunities for graduate students.
4. Advance K-State Olathe's capacity to deliver/support innovative interdisciplinary graduate and research programs, including adding two additional graduate programs offered at K-State Olathe.

### **Theme IV – Engagement, Extension, Outreach, and Service**

1. Develop an online catalog/knowledge base of university assets, services and opportunities of interest for industry as a joint effort with the Office of Research and Sponsored Programs and associate deans for research.
2. Determine baseline metrics for K-State's current corporate partnerships that will assist the university in improving and monitoring existing and future partnerships.
3. Communicate to Kansas residents information needed to address the K-State Research and Extension grand challenges (water, health, feeding 9 billion in 2050, community and rural vitality, and growing tomorrow's leaders) with a goal of enhancing the quality of life and livelihoods of people and their communities.

### **Theme V – Faculty and Staff**

1. Continue implementation of the K-State faculty and staff compensation improvement plan and monitor impact on improving competitive faculty and staff salaries as compared to our peer institutions.
2. Accomplish the first K-State faculty cluster hires for nanotechnology and big data.
3. Complete first universitywide climate survey of all faculty, staff and students and an action plan to address areas needing improvement to promote success for all.
4. Develop and implement a nomination strategy to ensure K-State faculty and staff members are being nominated for regional and national awards.
5. Implement new post-tenure review procedures.
6. Implement, under the leadership of our new vice president for human capital, Cheryl Johnson, the appropriate recommendations made in the Aon Hewitt task force report, the unclassified professional task force report and recruitment and hiring assessment report.
7. Hire a dean for the College of Veterinary Medicine.

### **Theme VI – Facilities and Infrastructure**

1. Start construction on the new residence hall.



2. Complete fundraising and construction plans for the K-State Welcome Center with a construction start date of January 2015.
3. Complete the K-State Student Union construction plans with renovation beginning in 2015.
4. Continue to develop the research park/research corridor plans and begin implementing opportunities associated with those plans.
5. Start construction of the K-State College of Business Administration in August 2014, with an expected completion date of July 2016.

### **Theme VII – Athletics**

1. Reach \$50 million in fundraising for the north end zone phase III of Bill Snyder Family Stadium.
2. Break ground on \$65 million Bill Snyder Family Stadium master plan phase III during 2014.
3. Fund and install new basketball video board and selected football elements.
4. Implement temporary accommodations plan for Vanier Complex occupants during construction timeframe.
5. Sustain Ahearn Fund membership at 10,000 and grow National Leadership Circle to 450 members.

### **K-State 2025 Common Elements**

#### **Diversity**

1. Develop and implement a fundraising plan for a campus multicultural center.
2. Complete and implement the K-State 2025 diversity strategic action plan.

#### **International**

1. Partner with campus to develop a strategy to expand Alumni Association programming efforts for international alumni.

#### **Sustainability**

1. Complete and begin implementation of the K-State 2025 sustainability plan.

#### **Communications and Marketing**

1. Strategically support the global food systems initiative and K-State 2025 with a dedicated communications team co-located with the KSU Institute for Commercialization team.
2. Develop a Corporate Engagement brand management marketing and communications plan; including enhancement of the Corporate Engagement web site, offering site visitors easy access to up-to-date information about K-State assets, services, opportunities and corporate engagement success stories.
3. Improve communications across all campuses in support of the One K-State, One Voice Initiative by integrating and co-locating communications staff from KSRE, College of Engineering and other campus units. Includes establishing a collaborative news unit in conjunction with KSRE to reduce redundancy.
4. Perform a media audit and develop an integrated media strategy focused on key markets (e.g. Kansas City) and audiences with the goal of increasing ROI on the overall university spend.
5. Support increased demand for video lecture capture and promotional video production across the academy by creating an operational plan to streamline processes and establish priorities.

#### **External Constituents**

1. Conduct a five-year financial feasibility study that will guide plans for

additional staff and programming resources at the K-State Alumni Association.

2. Facilitate academic, government and business partnerships for K-State relevant to NBAF and global food systems.
3. Mobilize state and regional assets – with a focus on the Kansas City metropolitan area – to grow NBAF and global food systems opportunities and outcomes.
4. Add a staff position to the K-State Alumni Association to oversee the Denver and Houston Wabash CannonBalls and to coordinate the alumni and student awards.
5. Develop a marketing plan within the K-State Alumni Association to reach out to campus departments and student organizations to further expand our reach with alumni and students.

#### **Culture**

1. Increase student attendance at the Beach Museum of Art by 1,000 (a 16.5% increase).
2. Increase number of patrons to McCain Performance Series events to more than 25,000 (7.5%).

#### **Funding**

1. Grow KSU Foundation endowment assets to greater than \$450 million.
2. Raise total new gifts and pledges of \$150 million in FY 2015.

#### **Technology**

1. Select and deploy a customer relationship management (CRM) system in collaboration with Information Technology Services (ITS) and other key corporate engagement collaborating units.
2. Develop a plan and identify funding to implement common data warehousing and dashboards to assist in strategic financial decisions.
3. Establish a mobile application work group in conjunction with ITS to coordinate release of upcoming apps, including ISIS, K-State Alerts and K-State Online (potentially Canvas, depending on task force recommendation).
4. Refresh the university Web presence and improve the user experience by implementing mobile-first responsive design into the existing universitywide content management system.
5. Develop a more robust electronic newsletter platform with integrated ability to send, track and report on reach and readership.

I hope each of you has your own set of goals and objectives for the upcoming year. I appreciate the hard work and dedication everyone puts in to continuing to move K-State toward our goal of becoming recognized as a Top 50 public research university.

Go Cats!

**Kirk**