

Unit Leader Meeting
Wednesday, February 10, 2016

Those in attendance: Kris Boone, Mark Stadlander, Rob Nixon, Gina Nixon, Brad Beckman, Larry Jackson

Marketing Study

The K-State Research and Extension System Evaluation conducted by the Center for Public Issues Education (PIE Center) at the University of Florida shows us there is room for improvement in our branding, wordmark and media strategies. Our audience is most utilizing special interest groups, friends and family for information regarding aging, health, family, and nutrition. Special interest groups and universities are used most often for agriculture related areas. Focus groups will be developed and will include campus faculty and off-campus faculty. The data gathered from the focus groups will be analyzed and could affect branding and wordmark. We want to associate these things more with Kansas State University guidelines. Dean Floros does not want to move too fast on the project. Megan Macy is doing an excellent job at reaching out to other departments and partnerships. For more information on the marketing study, refer to handout at the end of the meeting minutes.

Publishing Numbers

Dr. Boone will meet with the Publishing unit on Monday, February 22. There are discussions within the College to begin using ORCID (Open Researcher and Contributor ID). It is a database driven system that assigns a unique ID to registered authors. Some journals are already requiring this author ID. Acquiring an ORCID will help to ensure that you are getting credit for your scholarly works and helps you to distinguish yourself from other authors with a similar name. If you go to the K-State website and type in CADS, you can then click scholarly communications and it will come to the page where you can register (<http://www.lib.k-state.edu/scholarly-communications>). You will be asked to enter your first and last name and your email address. Then you will create a password, select your email preference and accept the privacy policy and conditions of ORCID.

New Agent Training/Art of Extension

Dr. Boone attended the Art of Extension training with Megan Mancy, Jeff Wichman, Pat Melgares, Brad Beckman and Audrey Holderness-King. Dr. Boone handed out information about the bookstore, and encouraged them to stop by University Printing. Although there was not a formal presentation, copyright information was given to participants. Megan did a brief marketing update on types of projects that flow through her, and shared her partnership presentation. Jeff and Pat presented on print and radio news releases; Brad presented on how to do a video; and Audrey presented on social media, including CANVA information. Lori Chandler from program planning will debrief on the training.

Performance ratings

Unclassified performance reviews were completed and sent to Dean Floros on February 25.

Once around the room

Mark Stadlander

- Kenzie Curran is working with Sue Robinson and photographers on the Master Farmers banquet
- Janie Dunstan, Deb McClain-Williams, Linda Gilmore, and Megan Macy are working on the Walk Kansas project this year. Megan will create a handout and the publishing unit will do the newsletter and editing.
- On February 22, Dr. Boone will meet with the Publishing unit to discuss collaboration with Megan Macy.
- Mandy Wilson, Deb McClain-Williams, and Gina Nixon will meet to discuss retention, archiving, and discarding of publication inventory. Larry Jackson asked that Dan Donnert be included in the meeting to also discuss video retention.
- Mark helps with AGCOM 210 on Tuesday and Thursday mornings
- Amanda Erichsen sent Cattleman's Day publication to press.

Brad Beckman

- Pat Melgares is working with News Media on a research story
- Pat and Brad are working on a swine shipping press release and are exploring national distribution
- Jeff Wichman continues with the radio initiative
- Megan Macy and Scott Stebner are looking at strategies on re-sharing news stories

Larry Jackson

- One issue of interest is an effort to revive distribution of extension video news to regional stations. News Media will need to collaborate with DCM
- News Media and DCM are looking at a new program, TRELLO, for project sharing and management. This program is inexpensive. It is a little different from WorkZone and is a visual line chart with more graphics.

Gina Nixon

- A new postage meter contract was signed with Pitney Bowes. The new machine will accommodate postal changes made last year and allows us to cancel a current postage software subscription. The machine will also meter more pieces of mail per minute.
- Linda Gilmore, Deb McClain-Williams, and Gina Nixon met with Aliah Mestrovich Seay to discuss diversity program materials that could be distributed through the bookstore. The discussion focused on trying a different funding model for receipts from sales.
- Rollin Mensch, Greg LeValley and Ellen DeBord are members of the search committee for the new estimator position. Mandy Wilson, John Cooper, and Deb Stryker are serving on the digital operator search committee.
- Mandy is working with Forestry and SafeZone in procuring promotional items for each of their programs.

Rob Nixon

- Greg LeValley is organizing the second educational printers conference to be held on the K-State campus, June 3rd from 9:30 to 3:00. Jeff Morris has agreed to lead the morning discussion on how to better market ourselves to potential employees. Invited participants include the State of Kansas Printing Plant, Flint Hills Technical College, Washburn University, Ft. Hays State University, Pittsburg State University, Emporia State University, Wichita State University and the University of Kansas Bookstore. Kris Boone will do the introduction and facilitate the afternoon

open discussion session. Kelly Gurik has arranged for this group to meet at the Kansas Wheat Commission. Lunch will be held at JP's in Jardine.

- We were contacted by Jennifer O'Connor, Director of the University of Kansas Bookstore. They were interested in our Ricoh digital equipment and wanted to see the facilities. Greg scheduled a tour on Monday, February 8th for Jennifer and two other employees. John Cooper demonstrated our copy equipment and Umberger shop area followed by a trip to Dole Hall and the Student Union.
- Genesis Equipment Marketing, the vendor for our thermal image setter, performed preventative maintenance last Wednesday. This is through our new maintenance contract with REMI. Genesis is located in Scottsdale, Arizona, and they flew Kamel Mezouari to our location. Kamel is their Senior Technician and the person who did our original installation. We have also used him for phone based support and he is familiar with our operation. This is the first time since the purchase of this equipment (4 years ago) that we have had maintenance performed. Our lasers were running at 90% and he was able to recapture our 100% efficiency by cleaning the mirrors. Otherwise, a clean bill of health!
- Mervi Pakaste from the Art Department will be bringing her class around on March 3rd at 10:00 for a print shop tour.
- Print shop employees are scheduled for their annual hearing test on Monday, February 29th. We will shuttle employees to the Agronomy farm using our vans.
- Bill Smriga, Executive Director of the K-State Union, has provided new Union Copy Center lease information. Our current lease expires on July 30th and the new area is expected to be complete in May.
- Thank you to Deb Stryker for spearheading the Strength Quest movement in our unit. Her enthusiasm has drawn in several folks from our group and almost everyone has participated! Also, thanks to Kelly Gurik as our departmental Strength Quest coordinator for dealing with our multiple requests!

Kris Boone

- USS and unclassified evaluation systems may use the same evaluation form from the university. We haven't changed our departmental system at this point.
- The secondary major in Global Food Systems has been approved by the Board of Regents and will be offered in the fall
- Dr. Boone is serving on the committee for the Presidential Awards of Excellence
- Jon Ulmer and Gaea Hock met with Dr. Boone, Mrs. Disberger and Dr. Harbstreet to talk about transitioning Dr. Harbstreet's undergraduate students and master students and other duties.
- The PhD in Leadership Communication is currently in front of Graduate Council. If it passes, it will go before the Academic Affairs Committee of Faculty Senate, then on to the whole of Faculty Senate and then the Board of Regents.