

# Completed Action Plans

---

**Tier 2**

**ACTION PLAN**

Focus Area: **Academic Programs**

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		Status
					Start	Finish	
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		Status
					Start	Finish	
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**

Team members: **Appointed committee of departmental and university representatives**

Anticipated Completion: **Mar-13**

Task/Activity	Who's Responsible?	Resources needed	Dependencies	Who needs to know?	Deadlines		Status
					Start	Finish	
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:  
 Team members: **Appointed committee**

Anticipated Completion: Completed 2011

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

**ACTION PLAN**

Focus Area: **Marketing**

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		Status
					Start	Finish	
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**

**ACTION PLAN**

Focus Area: **Training**

Project Name: **CMS Training\***

Creation/Revision Date: **Aug-11**

Project Start Time:

Anticipated Completion:

Team members: **Neal Wollenberg, Russ Feldhausen, Gamage Dissanayake, Gerry Snyder, tech support**

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

**ACTION PLAN**

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		Status
					Start	Finish	
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**

**ACTION PLAN**

Focus Area: **Web Enhancements**

2025 Thematic Area: Primary  
Theme 2

Project Name: **Maintain and Improve the Web Site for Academic Programs**

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

Project Start Time: **1-Apr-09**

Anticipated Completion:

Team members: **Lindsey Cossman, Lisa Moser, Richard Baker, Pat Melgares, Neal Wollenberg, Sharon Thielen, Gamage Dissanayake, Bob Holcombe and other representatives from academic programs**

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

This action plan was combined with Web Enhancements - Improve Accessibility of Information

**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		Status
					Start	Finish	
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.