Unit Leader Meeting
Wednesday, May 6, 2015

Those in attendance: Kris Boone, Mark Stadtlander, Jeff Wichman, Elaine Edwards, Rob Nixon and Gina Nixon

Behavioral standards

The behavioral standards committee created two drafts (document drafts attached). The first one highlights the ethics in the workplace and standards for the department of Communications and Agricultural Education. The second is the same, but made into an informational card. Unit leaders suggested the committee find a way to deliver staff. Also, professionalism should be broken down. We want everyone knows what they are doing in their perspective field. Responsibility was brought up a lot in discussions as well. Unit leaders should provide feedback to Kris by May 8, 2015 regarding the drafts from the committee.

Communication Collaboration Committee (CCC)

Anne Rubash sent an email to KSRE and DCM staff members the week of May 11 notifying staff that the committee is at the point where they are developing smaller groups. The committee identified facilitators who will keep the structure of each group on task. They would like ideas on how people feel about their work place environment, what kind of tools may be needed or what tools are out there that we can use. The idea is to make a list of staff members, where they are located and include two sentences about what their job entails.

Position updates

Marketing specialist position has received a handful of applicants. Interviews will begin later this month. We are currently recruiting for the Research Associate position for the new Center of Rural Engagement. The Human Resource Professional position is posted and will close Friday, May 22. The Scientific Editor position description is pending approval. The Professor Faculty position request was sent to the Provost office for approval with a target date of January 2016. This position was previously held by Dr. Shannon Washburn. An tentative offer was made to Buddy Mckendree to stay aboard for the next academic year to help until this position is filled. Kelly Hannigan accepted the GFS student intern position and her start date is May 18. University Printing will begin recruitment for a part-time staff assistant to start work in early fiscal year 2016.

Radio initiative

Mr. Wichman will provide leadership to the radio initiative. He traveled this spring to obtain information on the type of stories audiences are interested in. People would like audio with press releases. He did this with the Listeria story and received good feedback. Over time we will develop systems that we know we can do day in and out to simplify as much as possible. Right now we are using drop box. Kris and Jeff will form a committee to review things and send out agenda (standards, principles and guidelines). Then it's a matter of how people get the audio to Jeff. He will work with Beth because she puts the radio list together. She will need to review the distribution list. Richard Baker and Jeff will go to Colby next Tuesday to meet with Rock Radio. He met with High Plains journal and reported that they have a new ownership although not much has changed, but they do need to beef up their online presence and social media.

Budget

We need to look at the projected budget and anticipate the cost before hiring students. Kris Boone sent an email to the unit leaders regarding student hires. A budget summary report was distributed. We need to look at expenses including maintenance, gas, restricted fees and allocated dollars. Dr. Boone requested we separate academics out the next time we review the budget summaries. Dr. Boone requested everyone develop a budget. Gina will send everyone specifics breaking down each section within each unit.

Once Around the Room

Mark Stadtlander: Amy Hartman ran data that show analytics on website hits, publications and years published. When the document is in better shape he will share. University Printing website needs to be updated, but is still showing lots of hits. Mark will continue to work and send updates. Mark stated PFT leaders need to participate in retreat coming up on July 14. Mark will contact Jeff to see who to send this year. Kansas Forrest search committee is on again. Nancy is working on SW KS research center report. Kudos to Linda Gilmore for creating a guideline/check list of how to do things while she was out of the office.

Rob Nixon: Mark and Rob had a discussion regarding estimates and how they were not documented in the correct spot. If this is happening, please let Rob know so he can correct the issue. There is potential discussion dates for the union move which are expected to be during the summer. How will this affect the copy center jobs? Discussed a satellite location, a possibility is downstairs. Commencement is a big project at the moment and at the state plant. Rob told Seth he would have a place all summer to work. Chad Fisher will be with us but will have 6 weeks off during the summer for internship. Lots of jobs in the works; fair

books, follet bookstore materials and a lot of portfolio request. A new salesman stopped in the print shop and has a machine that does great portfolios. He will send Rob some samples and it maybe a replacement for the Ryobi when it dies. Rob spoke with Joe Agnew regarding operating system upgrades in prepress area.

Elaine Edwards: Working with the dean to set up interview of exploration of food losses. Lindsey Elliot and Brad Beckman will help with footage. They are working on cool stories, it's an integrated package, Dan Donnert's video and Katie Allen's stories are going out today. News Media website is coming along good. Kevin Block is working with Neil Erdwien on the radio part of the website.

Joe Lear: Attended Internet 2 Global summit in Washington D.C. last week. It was packed with members from around the world discussing issues on collaboration, networking, security, and accessibility. Progress continues to be made on Web moves to the K-State CMS. An Article will go our in next week's Tuesday letter as a reminder about the deadline. Project Steering committee meets Thursday. Tuesday letter is switching to a K-State today like setup with DCM the week of May 12. Web authentication project is done. All Domain Controllers running Server 2003 operating system have been taken offline and we can extend access to the KSRE domain past July 14.

Gina Nixon: Reminded we have ponchos downstairs for $2.01 tax included. Also trying to finish up charge of accounts and there's always ongoing work with EMPS. Things are moving along with that project. Having good discussion and keeping minds open to changes.

Jeff Wichman: See attached document for update on GFS initiatives

Kris Boone: Shannon Washburn and Kris met with Shalom farms, it's a 5,000 acre farm that will help them create a poster. They would like to do a vocational training session and have farmers come in and learn best practices. They brought with them the governor of Tanzania and one other scientist. Building great conditions. Tanzania is building student housing so we can have students travel to learn their cultures. Great CDE this week and Tagged for AgEd event yesterday. We have a shortage of Ag Ed teachers this year. Brandie is doing a wonderful job with the tagged to teach ag event.

Be K-State Proud at Work

Workplace ethical and behavioral standards for the Department of Communications and Agricultural Education

Be Respectful

Courtesy, positive attitude, concern/sympathy, teamwork

Be Knowledgeable

Professionalism and resourcefulness

Be Quality

Service-oriented and accountable

DRAFT

The Department of Agricultural Communications and Education respects each employee's right to freely express thoughts and opinions in the workplace. However, the department expects free speech to be in a spirit of civility and decency, which encourages an environment of courtesy, sensitivity and mutual respect.

Employees who believe the actions of co-workers pose a threat to a civil work environment may seek advice from either of the following:

1) Division of Human Capital Services, 532-6277, www.k-state.edu/vphcs
2) Office of Institutional Equity, 532-6220, www.k-state.edu/affact

These are guidelines for ethical behavior in the Department of Communications and Agricultural Education. Additional guidelines for appropriate work behavior can be found in the University Handbook, www.k-state.edu/academicpersonnel/fhbook/

FRONT

Be K-State Proud at Work

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www.communications.ksu.edu/TBD

DRAFT

BACK

• **Be Respectful** – In the workplace, this refers to how each of us interacts with customers and co-workers. It includes:
-- Courtesy and appropriate language
-- Positive attitude
-- Concern/Sympathy for co-workers
-- Teamwork

• **Be Knowledgeable** – In the workplace, this refers to maintaining expertise in how to perform your job to the best of your ability. It includes:
-- Professionalism
-- Resourcefulness

• **Be Quality** – In the workplace, this refers to taking pride in doing the best job you can do with the resources available. It includes:
-- Being service-oriented
-- Accountability for your work

Additional guidelines for ethical work behavior can be found in the University Handbook:
www.k-state.edu/academicpersonnel/fhbook/

Communications Tactics (May - July, 2015)

Global Food Systems

OBJECTIVE:
Provide consistent, reliable communication regarding the Global Food Systems initiative to:

- Kansas citizens;
- Kansas Legislature; and
- Kansas State University faculty, staff and students.

Message Platform
Kansas State University seeks to leverage its expertise in the global food system by providing a growing number of opportunities for faculty, staff and students to interact with public and private partners in the United States and abroad.

1. News Media / K-State Today

In Progress -- Conversation videos (Burg, Schulz, Buckwalter)	*Elliott, Beckman*
May 13 -- Global Campus offerings	*Melgares*
Dates To Be Determined:	
Radio interviews with GFS grant winners (project-specific)	*Wichman, Elliott*
Olathe Campus: GFS-related work/projects	*Beckman, Elliott, Wichman*
GFS in the media: What people are saying	*Elliott, Tammen*
GFS website: What's there, how to use it	*Melgares, Tammen*

2. Marketing (all GFS communications staff)

July 15, 2015 -- Content for World Agriculture: Outlook 2015

- 1/2 page ad for main publication (domestic/international distribution)
- 1/2 page ad for trade fair publication (domestic/international participants)
- 60 second video for digital version
- Native content: 1200 word article with 3-5 pix (main publication)
- Sponsorship banner, digital version (with hyperlinks)

Aug., 2015 -- Perspectives (K-State magazine); also plan to use some of these in K-State Today

- About the GFS Initiave (with InfoGraph)
- Update on Feed the Future Labs (4 page spread)
- Wheat genetics project: Eduard Akhunov
- Spotlight on industry partners and entrepreneurship (Launch a Business, Hidden Genius, General Mills)
- K-State and Manhattan: Nexus for food-based expertise
- Dairy mastitis project
- Subsurface drip irrigation
- Beefing up the beef transport system
- Rural grocery initiative
- Novel starch-based ingredients that promote improved digestibility in humans
- Frontier program

May/June, 2015 -- Write and implement social media strategy
TBD -- GFS Annual Report
TBD -- GFS Media Kit
TBD -- Program-specific fact sheets