

Unit Leaders Meeting, July 19, 2018

Those in attendance include: Jason Ellis, Jason Hackett, Megan Macy, Mark Stadtlander, and Patty Karr

Jason Ellis:

- At One Voice they discussed what is happening on campus in terms of Social Media (FB, Twitter, Google Plus, etc).
 - They assembled a list of campus communicators and Jason is looking over the completeness of the list to send back to Jeff. Jeff wants to have an idea of what is being communicated from campus and who is doing what.
 - They also wanted to focus on what to do in the future.
- Unit Leaders have homework to come up with our department's Core Values (why do we exist and who do we support? How do we define success?) They will discuss at Monday's Department Planning meeting.
- Don Boggs received approval for us to hire an Ag Communication faculty member. Our target start date is January.

Jason Hackett:

- Cassie Wandersee spoke to him about Twitter and Facebook. She pointed out many ways to improve, and she will help. She is going to craft some posts for us and help with Facebook strategy (which came up as we talked about sharing info from a new National Academies of Sciences report, which involved Chuck Rice and John Floros). Lots of good stuff was provided.
- Pat got an email from Eduard Akhunov with a heads up about a possible story regarding the wheat genome. Pat's waiting to hear more details.
- Several folks out for vacation or health reasons
- The team has started some mid-year catch-up with everyone and looked at yearlong goals.
- Dan is working on some videos about dicamba research and precision ag.
- Pat, Randall, and Mary Lou are wrapping up stories for Ag Report, SEEK and Statewide.
- Brad, Dan and Jason are scheduled with Ernie to do an intro video for Statewide, and they may include the Administrative Team.
- He is digging into the Huron reports to get up to speed for meetings with DCM.
- Richard Baker is retiring at the end of the fall semester.

Megan Macy:

- Working with Pat to draft next section of Culture of Health communications plan
- Traveled with Cassie to Salina for social media training with 4-H State and Area staff. Great training and will be providing social media support and planning for state fair.
- Mark and I had a great meeting with Paula Peters, Jim Linquist, Laurie Chandler and Trudy Rice to discuss use and purpose of Making a Difference Reports and the Extension Impact Report.
Results from the meeting:
 - Making a Difference Reports will become a lightly-edited Word document for only internal use. Mark will work with his team to create a branded Word document for agents to use for these reports.

- Paula, Jim, Laurie and Trudy will then pick 9 features from the Making a Difference Reports to be edited and included in the Extension Impact Report.
- The Extension Impact Report will have another page added (room for 9 stories)
- The Extension Impact Report will be due mid-February (as opposed to mid-January)

Mark Stadlander:

- In terms of the Make a Difference reports, if they are for an internal use, should they be on a public website. We need to keep the content on our website for our external audiences.
- Sales data report is still broken in Solomon. [Has since been fixed.]
- Have not started mid-year reviews.
- We have some publications out that we will price on number of pages rather than the size of the pages. Pricing on 8.5x5.5 vs 8.5x11.
- We have been working on publication update committee, and what is available. It should be ready on Tuesday.
- Working on Wheat Variety and Disease and Insect Ratings publication, Eric and Romulo project.