

Unit Leaders Meeting, August 8, 2019

Those in attendance include Jason Ellis, Gina Nixon, Susan Schiff, Jason Hackett, Rob Nixon, and Patty Karr

Jason Ellis:

- Position update approved to hire a Marketing Officer and Video Production position. Review of applications will begin August 22nd.
- Unit Leader Retreat at KDA tomorrow, August 9th, in the big meeting room to the left, room 124. It will begin at 8:00am-4:00pm. Lunch will be provided.

Gina Nixon:

- We received the design and bid packet on the Umberger basement renovation. It was 250 pages long! Rob, Jason and committee will review measurements, etc. and discuss modifications if needed.
- The *Manhattan Mercury Back to School* magazine will be distributed to the dorms this year rather than being mailed to incoming freshman's home address.
- Mike Ryan will soon be working on an 86,000-piece mailing of the fall 2019 Events brochure for Admissions in addition to several smaller mailings.
- The annual 4-H Achievement Pin order form was mailed to county offices this week. County offices order these pins for 4-H clubs to present to individuals in recognition of their program achievement(s).
- Back to School Treat Day is Friday August 9, so please bring your favorite snacks/lunch you ate when in elementary school. Treats are found in the Bookstore and Mail Center all day.
- The department ended the year with \$1.5 million. This is close to the amount carried forward last year. Kudos to everyone for being good stewards of university resources!
- We are painting and moving furniture with people vacating and entering new offices. Lots of furniture to move!
- Departments are increasingly ordering promotional items and signage through the Bookstore and Mail Center and University Printing. Thank you to all the staff for collaborating to meet the changing needs of our clients and continuing to provide viable services and products!
- Business office staff have been working hard this summer to update accounts, improve workflow processes, and reorganizing the office for improved productivity. Thank you for investing yourself in the department and always looking for ways to make life a little less complicated!

Susan Schiff:

- She has been working on the Enrollment Management Marketing Plan and SWOT Analysis. She has found that most of the students who apply to ag schools within public universities, including KSU students, only apply to other instate schools. The good news: we have a huge advantage in recruiting instate students, we just need to make sure they pick an Ag major. The bad news: the challenge to recruit out-of-state students will be more challenging.

- Student surveys show our students love KSU. The positive responses they shared are the main reason we are ranked No. 6 among US ag schools. Good news: students rely heavily on online reviews when making decisions.
- Student surveys show KSU students love their professors. And, they love KSU. But, when they describe the school and other KSU students, they have trouble selecting anything that differentiates us. Most students say “diversity” others say “family,” “friendly,” and, a few mentioned my favorite, “basic.” We need to strengthen our brand!

Jason Hackett:

- A new DropBox service is available and we’re trying it out for 14 days. Need to determine if we should cancel after the free trial or pay for it. It is used as a large file transfer folder for different asset file transfers, i.e. radio cuts, video files...and you can see who downloads it and when. He will talk to Nick Webb about IT security. It is \$200 per year for a subscription.
- He needs to meet with Susan Metzger about GASL Conference to find out what the team needs to prepare to help with the conference. Will they be using 3-5 AGCOM students for shooting photos on the Wednesday, Sept. 11, field tours from 8am-???. If so, will need to recruit and train students, and these students would be missing classes. They might plan on having hired staff for some of the time.
- Mary Lou is getting A LOT of good feedback on the Better Kansas blog and is really using it well to promote a wide variety of KSRE resources, including Sound Living and Ag Today this week.
- Eric is working with the BCI Cattle Chat folks on a challenge in getting lots of people in studio and another to join by phone.

Rob Nixon:

- He contacted Heidi Wieland from Forum Communications Printing about the Ag Report contract. They are willing to work with us on a new format and have provided new pricing. We would still need to add mailing cost and prep. We are thinking the amount to print is approximately 7000 magazines.
- Rob showed off the University Printing advertisement that is being handed out during New Employee Orientation sessions held monthly.
- The Large MBO buckle/knife Folder has found a new home at the State Printing facility. Disgraf Equipment Rigging will be here next week, weather permitting, to load it up. There were questions about the foundation around our loading dock, but Gina contacted Jack Carlson from facilities planning and it has been inspected and cleared for service.
- University Printing’s next promotional piece will be for the Student Union Copy Center. He is working on having something to provide the Career Center with handouts as they help students prepare for the Career Fair, September 24-26th.