

Unit Leader Meeting, February 28, 2019

Those in attendance: Jason Ellis, Gina Nixon, Rob Nixon, Mark Stadtlander, Jason Hackett, Megan Macy, and Patty Karr

Jason Ellis:

- Listening to publishing unit meeting and feedback from their retreat, he met with Bill Richards who is the chief sales person at JNT inc., to get an idea of timeline and cost if we moved to outsourcing an e-media system to help manage through with staffing, publication sunset dates, etc.
 - They are a full-service marketing business. Jason handed out a sheet explaining the flow from Clientele to KSRE Library or Page DNA Storefront (ecommerce storefront) from there information can be sent to one central Asset Repository and EPMS.
 - JNT inc. can help us with this process and provide other items.
 - The Asset Repository could have deadline dates when publication goes away, or ways to update certain publications, with the most recent being available for purchase (difference from “active” file vs “archived” file).
 - This would allow us to run reports, check data, and survey inventory.
 - This is an idea that Jason is researching, not a final decision. The lead programmer team will give us an estimate of cost and timeframe.
- He has received two Professional Development Proposals. Unit Leaders reviewed and discussed the proposals. Jason will make the final decision. The deadline for this session’s proposal is March 4th. Gina will send out a form to Unit Leaders to submit your proposals.
- DCM is shifting toward a digital-first approach, requiring more focus on digital content development, SEO, etc.
- Graduate faculty reviewed applications and admitted 5 new graduate students to start summer 2019 and 3 new graduate students in fall 2019.

Gina Nixon:

- Cory and Gina had a zoom meeting with Jake McVay from Page DNA to discuss how the ecommerce solution and storefront may work for the tangible items we sell as well as online print services ordering. They also visited with EPMS representatives to learn more about the interface between possible ecommerce solutions and EPMS. Gina noted that implementation of an ecommerce system may require some current processes to change in order to gain better reporting and efficiency.
 - Some general pricing for the system(s) was provided. An initial outlay for software, hosting, storefront development, implementation and training is roughly estimated at \$17,500. Annual support for these added modules would be approximately \$7,700 in addition to the current \$4,200 annual support for EPMS.
- Gina gave Jason a request for professional development for five staff to attend the EPMS User Conference in June. The request was approved for Kelly Ingalsbe, Lori Buss, Cory Spicer, Gina Nixon and Rob Nixon to attend. They will apply for travel support from the University.

- As of February 28, the department has a balance of \$2.6 million. Of that, 33% is for salaries, 26% are fees generated from services and goods sold, 9% are tuition revenue and overhead earnings, and 7% are grant funds. The remaining 25% are allocated operating dollars.
- Human Capital Services workgroups charged to make progress on 2025 are continuing to meet. The four teams presented preliminary proposals on competency modeling, career paths, performance management, and career development to the HCS advisory group, leadership and staff. Feedback has been provided to the teams and they have been asked to conduct additional research and develop a strategic plan for developing and implementing programs and processes.
- The Human Resource Management Network is offering a full-day workshop on strategic planning and budgeting on March 27 from 8 – 4 at the Four Points by Sheraton. The workshop will be facilitated by Scott Ferrin, SHRM Field Services Director. The cost is only \$35 and includes both breakfast and lunch. Registration is at <https://www.hrmn-shrm.org/event-3170944>.
- Mandy, Mark, Deb and Gina will meet in March to discuss workflow between Publishing and the Bookstore in preparation of Deb's retirement.

Rob Nixon:

- Looking at a new digital envelope machine...full color, small envelope processing.
- It will also print custom designed folders or portfolios.
 - Price includes cost of machine and service calls.
- Mandy helped find some cardboard corners to help with keeping posters intact and looking nice.

Mark Stadlander:

- Gloria's retirement party is March 1st, 3-5 in 137 Waters.
- Deb is out of the office this week.
- Publishing unit retreat 2/22 1-4, publishing unit will be closed.
- Mark met with Kansas Forest Service to discuss a USDA update.
- Mark discussed a quick turnaround project with Robin Reid in Ag Econ. This project would bring some revenue into the publishing unit. The project is in the works and will involve producing a longer land-price report with advertising in it.
- Jason Ellis is coming to the publishing unit meeting 9 a.m. 2/22.

Jason Hackett:

- Communicators meeting with DCM: Greg Tammen shared a document on current SEO practices, which he garnered through K-State Olathe's SEM meetings. Basically, a lot of what K-State does through its CMS is outdated and/or just wrong when it comes to how SEO is done in 2019.
- Team meeting: Talked about overlap of numerous goals for the year, which will have our team working together more on multimedia projects, metrics tracking, assignment tracking and new projects. Need to focus on shared content generation and then choosing where and how to deliver that content.
- Content meeting: Ag Report progress update and downloading of as much info from Gloria as we could squeeze into our time.

- Communication strategy meeting: Jason & Jason met with Jeff Morris and Cindy Hollingsworth to discuss possibilities for DCM and our content creators to work together. Morris is intent on converting to modern content generation rather than news-release production as well.
- Randall has finished handing off the last of the GFS podcasts to Maureen Olewnik.
- Mary Lou is working on the white paper the recent organic wheat conference. Her news release on the event garnered good media pickup.
- Pat got a good, but difficult to get, story out of Grain Science re: research on ID'ing pathogens in flour and will be tracking down some AES and MANRRS stories.
- Jason added some easier-to-access links to our media on the news page left sidebar based on some thoughts Dan had.
- Eric and Dan are wrapping up Master Farmer content ahead of the March 8 dinner.
- Jeff has been doing some outreach with local radio stations re: weather closings, getting audio clips for 4-H. He also recorded the hemp webinar, which greatly helped with Ag Today coverage and the news release.
- Brad is making travel arrangements for April SILL video trip in Senegal. He will also be out on leave for a good chunk of March.
- Former student worker Sarah Moyer stopped by to let us know she has accepted a job as a county 4-H agent in North Carolina in July.
- Statewide stats from Constant Contact:
 - Agents: 68 percent open rate; 25 percent click rate (Fall: 60; 19)
 - KSU campus: 68 percent open rate; 32 percent click rate (Fall: 64; 28)
 - Counties: 32 percent open rate; 9 percent click rate (Fall: 31; 10)
 - Legislators: 26 percent open rate; 5 percent click rate (Fall 30; 4)

Megan Macy:

- Leading state fair planning efforts on how to promote K-State's entire presence at the Kansas State Fair. Conducted a meeting with Admissions, Alumni, COA, and 4-H on what that looks like for this year and will develop a University-wide photo scavenger hunt.
- Working with Amy Sollock (4-H) and Anna Setter (4-H Foundation) to develop official communications plan for the 4-H Grows Here brand campaign.
- Working with DCM and COA to develop key college messaging as it relates to SEM. Will be facilitating COA's messaging workshop in the next several weeks
- Started the process of working with Grain Science to develop new recruiting video
- Finalizing COA Campus Guide with Sandy Klein
- Working with Jennifer Wilson and Phylicia on new recruitment brochure for KSRE employment opportunities
- Chairing the Digital Media Specialist selection committee. Kicked off this committee and will be accepting applications through March 22.