

Unit Leader Updates, May 16, 2019

Jason Ellis:

- Working with KSRE administration to support development of new bookstore site; publications review and tracking system.
- Susan Schiff has accepted the position of Marketing Specialist and will start May 28.

Gina Nixon:

- The business office is gearing up for fiscal year end.

Rob Nixon:

- Gage Woodyard is graduating! He has worked at University Printing for 3 years and will be missed.
- Commencement program is delivered
- Rick Butler participated as a judge for the web design portion of the FFA CDE project.
- We offered to transfer our Harris collator to the state printing plant.
- St George 4th grades students toured our print shop on May 7th.

Jason Hackett:

- Brad and Jason attended Legislative update meeting (below).
- Team used the lists generated for that meeting to begin working the coverage lists for the next Statewide and Ag Report.
- Metrics from the last Statewide showed a 10 percentage-point jump in opens and clicks among legislators. The lead assumption is that this was due to industrial hemp being the lead item in the subject line.
- Pat has been invited to participate in a weeklong biosecurity training and will write a number of stories about it.
- KSRE New Agent Orientation leaders said once again that the afternoon spent with the News Media Services team was a highlight of the agents' time during the three-day "Art of Extension" training orientation block. During discussions about what parts of orientation could be moved to online live or recorded video sessions, Jason suggested that the NMS session could be considered (because then it could also be used for other agents in addition to new agents), but KSRE leaders responded quickly to say the hands-on time and small-group discussions at Dole Hall are too valuable to stop doing them live and in person.

Mark Stadlander:

- Spring 2019 Ag Report has been delivered. It is posted here: <https://www.k-state.edu/agreport/>
- Phylcia Mau is working with Gregg's office to prepare a map showing extension districts in Kansas. There will be a new district in July.
- The team will be working with Jan Middendorf to edit USAID SIL documents.

Megan Macy:

- Met with Ernie Minton, Marty Draper, Susan Metzger, Phylicia, Brad and Jason H. to review the 2019 Legislative Update and begin brainstorming concepts and ideas for 2020.
 - Pleased with printed one-pagers and would like to continue with that template
 - Ernie's two primary priorities are building on the budget to address student enrollment/recruitment and infrastructure
 - Marty identified top research priorities to begin focusing on
 - Gregg and Paula were unable to make the meeting but provided several key initiatives
- Refined SEM college messaging value propositions (what was produced at the messaging workshops). Will be getting these into college leadership hands this week or early next
- New Agent Training KSRE Branding Zoom Training
- Out of the office Friday, May 17