

October 7, 2021 - Unit Leader Meeting Minutes

October 7, 2021 UL Meeting

Present: Jason Ellis, Gina Nixon, Pat Melgares, Rob Nixon, Cory Spicer, and Monica Coverdale

Discussion Items:

- Cyber security awareness training – 16 modules and each one is an average of 4 minutes and quizzes in between. It is legitimate training.
- Pat gave a shout-out to Meg Drake for all her efforts coordinating the new agent training!
- Jason gave a shout-out to everyone in University Printing/Bookstore/Mailroom for their efforts in making the Sept. 28th President and Provost's tour a success!
- Upcoming candidate on-campus interview activities reviewed.

General Updates:

Academic

- ❖ Preparing for spring advising to start
- ❖ ACJ hosting alumni event Saturday, October 16, 3:30-6 – Umberger 3rd Floor
- ❖ ACJ advisory board meeting Friday, October 15, 12:30-3 – 313 Umberger and Zoom
- ❖ 20-day numbers are out – both programs down vs last year. Still second-highest level of past 5 years
- ❖ Master's up 15 vs last year (83% increase)
- ❖ Academic Program Review and Revitalization task force provided data dashboard access to academic unit leads. November meeting will provide data analytics methods.

Comm Solutions

Publishing

Recent projects:

- Garden guide for school gardens
- Landscape guide
- 4-H policy handbook
- 4-H project selection guide
- Digital Estate Planning
- Crop insect guide
- Kansas Waterers Handbook
- Feed Science, Swine and Cattlemen's Days

Currently looking for a student to replace Emily; student will work with Mark and Amanda (partially funded by AES dollars available to Amanda).

Digital media and videography

- ◆ Ag Today has made a shift to a shorter format, as of Oct. 1. This marks transition from Eric Atkinson's retirement to hiring of his replacement.

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- ◆ Interviews for new radio producer are scheduled for early November.
- ◆ Nathan Leatherman is on assignment in Salt Lake City for the Beef Cattle Institute (video work at the American Association of Bovine Practitioners annual conference).
- ◆ Nathan will be back for annual conference, talking about a video kit during the innovation expo on Thursday, Oct. 21.

Content (print, photography)

Three student writers currently – Taylor Jamison, Emily Halstead and Shelby Varner. Each is getting 1-2 stories per week.

Pat Melgares has served on the organizing committee for the Henry C. Gardiner Global Food Systems Lecture for five years. This year's speaker is Frank Mitloehner (Oct. 11 in McCain Auditorium). Promotional pieces (routed through DCM) included poster, Anderson Avenue marquee ad, vinyl banner hung on campus, news releases, Facebook advertising, newspaper advertising and more. Eric Atkinson will interview Mithloehner for radio during his visit.

Marketing

Meg Drake coordinated new agent training, which took place on Sept. 28. Six agents were on hand this fall. Training sessions included communicating impacts, social media best practices, developing a consistent message, incorporating video and photography into communications, working with the media (preparing for interviews), and publications and graphic design overview.

Unit members who participated in training this year include Meg Drake, Taylor Kennedy, Nathan Leatherman, Dan Donnert, Eric Atkinson, Jeff Wichman, Mark Stadlander and Phylcia Mau. Presentations were at the Wheat Innovation Center.

Comment from one agent: "Wow, I wish I would have had this information four months ago." Meg says we are working on a strategy with Jennifer Wilson and Laurie Chandler to make sure this is possible.

Other things the marketing team is working on:

- KSRE Website – developing landing pages
- Salesforce Development
- Annual Conference Planning
- Student Recruitment Social Advertising Strategy, Creative, Media Buy
- Ag Infrastructure PR Campaign Round II – Messaging focused on our ROI and explanation of Reconciliation Package
- Communication with HBCU schools
- October Statewide

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Business Office

- Summer leadership programs? <https://www.k-state.edu/provost/enrichment/leadership/> ; <https://www.k-state.edu/leadership/engagement/jamesrcoffman.html>
- Preparation for in-person CASE Institute in Wamego – Jon Ulmer lead
- Case institute over winter break – Brandie (on and off?)
- Increase in travel – conferences are starting to take place in person
- Interviews for Com Sol unit leader are scheduled for October 25-29.
- Interviews for Producer/Director - November 1-3.
- Group Health Insurance open enrollment is going on. Have been concerns raised about new vision provider.

Administration

- ✓ Voluntary Separation Incentive Program announced for faculty, deadline for requests for consideration due October 29, 5 p.m.
- ✓ Enrollment Management is somewhat working, but university still down in 2021 enrollment.
- ✓ College of Ag enrollment also down this year.

Technology

- Konica printer mappings in Windows have been updated to allow for proper driver installation after changes made by Microsoft. People using the UM 24 printer will have to re-add the Account Track code to their settings, instructions have been sent out.
- Issues with HP printers in UM 311A student work area have been addressed with Cody's assistance
- Client Services is investigating the JAMF platform for managing MacOS and iOS devices. If adopted this will greatly improve our ability to remotely assist with Mac deployments, app installs, etc. May involve a "charge-back" model where departments pay a small amount per managed Apple device.
- ITS has hired Gregory Flax for the new Director of Service Desk Operations role, starting October 18. Gregory will be overseeing both the IT Help Desk and our Client Services group.
- Cory will be out of the office Oct 14-15 and Oct 20-22.

Printing / Bookstore

- ★ Xante` flatbed printer has been installed and training is complete. Mandy has produce 25 yard signs so far and staff has practiced on multiple types of materials.
- ★ Rolland wide format and Intec plotter/cutter installation and training are scheduled for October 20, 21 and 22.
- ★ Webinar on paper supply issues and how shops are dealing with it. Availability is low and prices are high! Includes foam core and wide format roll materials.
- ★ Innovation Expo at Annual Conference –
- ★ New student hire for Union Copy Center – Scott Kirk