

MINUTES
Departmental Meeting
Thursday, January 16, 2:00 p.m.
129 AGLS

1. 2:00 – 2:15

Welcome/Announcements/Bus Recognition

Elliot

Attachment A.

Dr. Elliot expressed our sadness missing Debbie King for a few weeks. Charlene updated everyone on Debbie's status. She reported that she is doing well and started physical therapy. M'Randa visited her and indicated she looked good. Plans are to try to provide Debbie with a week worth of meals to help her out until she is able to get around better. Jamie and Charlene will be providing a meal calendar link and will send it out to everyone by Friday. In conjunction with these meals, the 2nd ALEC Cookbook is in the works, so perhaps you may have some recipes to send to Clarice.

Congratulations to Extension group for the Superior Service Awards! Extension represented well.

Congratulations to Dr. Glen Shinn! He serves as first speaker as part of the Global Food Opportunities Seminar Series at University of Arkansas.

Congratulations to Dr. Deb Dunsford! She co-authored book, "Writing the Story, A Guide to Reporting and News Writing for Journalists and Public Relations Professionals" with Dr. Doug Starr. She mentioned they have been working on the book for two years and was published.

Dr. Elliot addressed the announcement on his handout. A group of Tom Hargrove's friends collaborated and created an endowed scholarship in his name. The scholarship was approved last week. Tom Hargrove is an Alumni graduate, 1967, in agricultural journalism. Dr. Dunsford added that the movie, "Proof of Life" was based on his life story.

Dr. Elliot highlighted Dr. Roger Hanagriff's publication. Dr. Hanagriff provided details about the publication. The FFA Foundation funded a study asking how many high school students actually graduate. The study indicated an average of 86% do graduate. Results showed that the Ag students have a graduation rate that seemed to move up to 90%. If you would like a copy of the publication, please contact Dr. Hanagriff.

Dr. Strong reported on the Tunisian grant. Robert indicated that Borlaug folks worked very collaboratively on this proposal.

Dr. Elliot mentioned the project in South Sudan and asked Dr. Strong to report. Dr. Strong explained that the role of the project is to work with an army group to train them as extension and go to farms across the country.

Dr. Elliot mentioned Dr. Billy McKim is continuing to work with Rodeo Austin.

Dr. Cummings provided details of the water conservation grant. Water meters track daily use of water, collecting data every 15 minutes and transmitting the information back to the water companies.

Grand Vision – Dr. Elliot provided handouts. Attachment B and B2.

We are moving forward to ask the advisory board to help us raise 30-35 million for development of another building to house a laboratory and possibly office space. Dr. Sams and Dr. Hussey have been briefed and encouraged us to go forward. Ambrya will be arranging meetings with the advisory board soon.

Dr. Elliot was reminded everyone that there are plans for a 4th building to be built in our AGLS area. Final decisions of what this building will house are going to be made by the end of spring. This could affect what we want in our proposed building.

Buses were presented as follows:

Stavinoha to Undergraduate Advising team

Cochran to Redwine – Cochran also wanted to tell everyone a big thank you for the support and gifts with his new arrival.

V. Rutherford to Hanagriff

2. 2:15 – 2:30 Departmental Review Update Elliot
Dr. Elliot reminded everyone our departmental review is scheduled for next Tuesday, January 21, 8:30 am. Thank you to the three Associate Heads, all did a magnificent job.
3. 2:30 – 2:40 Undergraduate Program Update Rutherford
See Attachment C. Dr. Rutherford highlighted some items on the handout.

Review and take note of the deadline dates. Still need individuals to lead Costa Rica Study Abroad. Dr. Roger Hanagriff has shown interest.

Field trip fee - A request must be submitted each semester/year in order to add any field trip fee.

Change of majors – We cannot accept everyone. To be able to provide the best program for the students, an application must be completed. If you are unsure of what a student needs, please refer them to an UFG advisor.

High Impact Experience (HIE) – Scholarships have averaged about \$750. Students must be enrolled in department or enrolled in department minor. If faculty are interested in HIE funding, you may submit a proposal to Dr. Tracy Rutherford. Proposal guidelines detailed on second page of UG program update handout.
4. 2:40 – 2:50 Graduate Program Update Murphy
Dr. Murphy reminded graduate faculty that the next Graduate Faculty meeting will be Feb. 17, 1:30 pm, AGLS 129. The main item on the agenda is the discussion of the applicants. Deadline for application materials to be submitted is approaching, Feb. 1.

Summer and Fall schedules have been submitted. Next step is to review again which will now include meeting dates and times for each course. Clarice will send schedules out for review by next week. Funding for summer may be possible with a focus on courses of high demand.

There are still consistent concerns about GA Masters tuition being funded. We submitted 12 this spring, 10 were funded.
5. 2:50 – 3:00 Faculty Senate Update Harlin
No report at this time. Dr. Julie Harlin was not present.

6. 3:00 – 3:10 AGSS & HIE report Bielecki
 HIE - Chris Bielecki indicated he is working on developing two assessment rubrics this semester. One is a self- evaluation for the students to use and the other a college-wide survey for students to explain why they want to participate in HIE; who and how many are engaging/serving. He also would like to see a tab on the new web site for HIE.
- AGSS – Chris informed everyone about the new graduate student lunch scheduled for tomorrow, Jan. 17, 12:00 pm. Students will also be gathering over the weekend for a social. He mentioned Hannah Miller is working with AGSS now, and she is looking into service opportunities in the area. He reminded everyone, AGSS offers current students the opportunity to schedule practice defense sessions, and will help with prospective student visits.
- He mentioned AGSS officers as, Chris Bielecki, Emily Perdue, Kevin Andrews, James Sledd, and Hannah Miller.
7. 3:10 – 3:20 Social Media and Web Site Updates Miller/Cochran/Redwine
 Web site - Bill reported that ALEC is finally approved to move/launch the ALEC new web page template. The committee hopes to publish the new site by end of February.
 Social Media – Hannah shared a promotional slide which she encourages faculty to share in their classes. (Attachment D). She displayed the productivity numbers of our social links, and indicated that most were only her. She encourages everyone to post. Mainly growth in followers occurs when have campaign or contests posted. (Attachment D2).
- News Update – Tobin introduced news reporters, Caitlin Powers, and new hire, Patricia Ward. These news reporters will be the individuals contacting about news stories, so please provide them with news. Another member will be joining the web/news committee, Christina Stancu. She will be the image specialist/photographer for the department working with student organizations and news team.
8. 3:10 – 3:30 Faculty Meeting
 ALEC Performance Metric
 Merit Criteria, Factors, & Weights
 Tenure and Promotion Update
 APR's – What is next?

Travel Request Form Deadlines

Domestic (30 days prior to trip): e.g., travel February 1, 2014 due by January 1, 2014
 International (60 days prior to trip): e.g., travel March 1, 2014 due by January 1, 2014

Upcoming Events

February 1-4, Southern Region AAAE, Dallas (Papers due October 14th, Posters due October 21st)
 April 27 – May 1 AIAEE, Miami, (Abstracts/posters due by November 1)

Future Departmental Meetings

Tuesday, February 25 @ 9:00 a.m.
 Monday, March 17 @ 10:00 a.m.
 Thursday, April 17 @ 2:00 p.m.
 Wednesday, May 7 @ 8:30 (breakfast at 7:45 to 8:30) (new date)

ALEC: January 16, 2014

“Never doubt that a small group of thoughtful, concerned citizens can change world. Indeed it is the only thing that ever has. —Margaret Mead”

1. Congratulations, Thank You, and Welcome:
 - a. **Scott Cummings** joins **Dr. Lindner** on the IRB board.
 - b. **Jeff Ripley** Texas A&M AgriLife Extension Superior Service Awards.
 - c. The ANR Regional Scan Forms-Project Team (Marvin Ensor, **Paul Pope**, **Jeff Ripley**, Ron Woolley) Texas A&M AgriLife Extension Superior Service Team Award.
 - d. **Ian Sprouse**, an undergraduate double major in agricultural education and agronomy with a crops emphasis, and a member of the Texas A&M Agronomy Society presented a poster entitled “Status of Plant Biotechnology in Texas Secondary Agricultural Science Curriculum” and it won 1st place in the undergraduate research poster symposium at the ASA, CSSA and SSSA national meeting.
 - e. **Dr. Glen Shinn** served as the first speaker as part of the Global Food Opportunities Seminar Series for the Dale Bumpers College of Agricultural, Food and Life Sciences, University of Arkansas.
 - f. **Douglas Perret Starr** and **Deborah Williams Dunsford** published “Working the Story, A Guide to Reporting and News Writing for Journalists and Public Relations Professionals.” Scarecrow Press ISBN: 0810889110.
 - g. **Leslie Morrow**: Won the Dallas Women and Media Essay Contest.
2. Announcements
 - a. Tom Hargrove endowed scholarship.
3. Publications/Presentations
 - a. **Hanagriff, R.**, Williams, R. and Box, K. “The Value of Agricultural Science Educaiton and the Texas FFA Association.
 - b. **Hanagriff, R.** and **Strong, R.** (2013). Using Score Carding Processes to Identify Barriers for Total Performance Rating (TPR) Values in a Commodity Association. The Journal of American Business Review, Cambridge, 2(1): 283-289.
 - c. **Marcus Sodek, Alvin Larke, Kirk Edney, Robert Strong & Julie Harlin** - research poster Assessing the Impacts Relative to Curriculum Delivery through Smart Pad Technology, at the ACTER Conference in Las Vegas, NV in December.
 - d. **Kirk Edney** presented the research poster “Pathways? What pathways? A long-term Analysis of the Career Cluster Concept” at the ACTER Conference in Las Vegas, NV in December.
 - e. **Lori Costello**; poster abstract accepted at the 2014 Southern Region AAEE conference in Dallas. The title of the poster is "Putting practice into process: Teaching writing in agriculture education". **Dr. Leggette, Dr. Rutherford** and **Dr. Deb** worked with Lori on the submission.
 - f. Accepted as a presentation at 2014 AIAEE- **Redwine, T. D., Rutherford, T. A., Salazar, V. K., & Wingenbach, G.**, (2013). #Safari: Using content analysis to describe sharing of an international high-impact experience.
 - g. Accepted as an innovative idea poster at 2014 SAAS Ag Comm conference- **Redwine, T. D., Rutherford, T. A., & Salazar, V. K.**, (2013). #Safari: Describing the reach of a high-impact experience using instagram, the social photo matrix, and collective interaction.
 - h. Accepted as a presentation at the 2014 TEXAAN (Texas Academic Advising Network) conference in Waco- **Lockett, L. L., Redwine, T. D., Ho, S., Stavinoha, R.**, (2013). A digital paradigm shift in advising using electronic degree plans.

- i. **David Walther, Dr. Summer Odom** and Dr. Leslie Ruyle: Snakebite - An Occupational Disease for Agricultural Workers: Development of a Prevention Strategy Using a Media Campaign. AIAEE Abstract, Miami, FL.
 - j. **Strong, R., Ho, S. P., Odom, S. F., & Irby, T. L.** (2013). A course focused on the critical issues in agriculture: Students' acceptance and use of mobile learning. *NACTA Journal*, 57(4), 57-64.
 - k. **Strong, R., Williams, J., Irby, T. L., & Wynn, J. T.** (2013). Country club management and self-directedness: Implications for academics and practitioners of leadership. *NACTA Journal*, 57(4), 38-44.
 - l. **Strong, R., & Irby, T. L., & Dooley, L. M.** (2013). Factors influencing students' behavioral intentions: Examining the potential use of mobile technology in agricultural education courses. *Journal of Agricultural Education*, 54(4), 149-161. doi:10.5032/jae.2013.04149
 - m. **Williams, K., Strong, R., & Lockett, L.** (2013). Expanding Cooperative Extension's audience: Establishing a relationship with Cowboy Church members. *Journal of Extension*, 51(6). Retrieved from, <http://www.joe.org/joe/2013december/rb7.php>
4. Grant Management 101 (should provide 3 out of 4 of these to the Department - meaning faculty become managers or facilitators of the grants).
 - a. Salary Savings (100% to Department [50% - Department] and PIs [50%] - restricted discretionary)
 - b. Indirect (40% to be split 60/40 between Department and PIs - discretionary)
 - c. Personnel (project director, support staff, GTAs, etc.)
 - d. Operations (e.g., travel, supplies, copying, printing, etc.)
 - e. Funded:
 - i. Hall, T.S., McWhorter, G., & **Strong, R.** (\$194,500). Tunisian Cooperative Project. United States Department of Agriculture - Foreign Agricultural Service.
 - ii. **McKim, B. R.** (2014) \$3,000 Consumer research grant for undergraduate research from Star of Texas Fair and Rodeo (Rodeo Austin)
 - iii. **Cummings, S.** & Brumbelow, K. Using automated smart water meters for water conservation. (\$246,000).
 5. Dutch treat lunch with Dr. E. - Contact Elke Aguilar to schedule and leave a contact number (for rescheduling): January 28, 30; February 5, 6, 10, 11, 12, 13, 14, 20, 21, 24, 26, 27, 28; March 10, 12, 18, 21, 24, 25, 26, 27, 28, 31; April 1, 2, 3, 4, 8, 9, 10, 11, 14, 15, 17, 18, 21, 22; May 6, 8, 9, 12, 13, 14, 15, 26, 27, 28, 29, 30; June 3, 4, 5, 6, 9, 10, 11, 12, 13, 16, 17, 18, 19, 20, 23.

ALEC Grand Vision

At completion of this project, ALEC will be the premier department of its kind within the United States and beyond providing world-class education and high impact experiences for all students, arming them with the tools and experience required to impact the world, while maintaining small class sizes and one-on-one access to professors; affording faculty the time, space and resources to engage in meaningful research which will enhance academic programs and strategic initiatives; and imparting the resources required for faculty and departmental members to collaborate and develop solutions for local and international issues.

Agricultural STEM Integration Laboratory

Establish a facility and program configured to support a studio model of self-paced, competency-based, project-based learning for future agricultural science teachers complete with equipment, appropriate learning resources, instructional staff, technicians, and assistants.

The Agricultural STEM Integration Laboratory is envisioned as containing several studios. Each studio will accomplish the same goals (safety/skill development/STEM integration) – for a broad range of 'content areas' e.g. Agricultural Mechanization (Design/Fabrication, Agricultural Power), Plant Science (Agronomy/Horticulture, Range, Forestry, etc.), Animal Science (Small and Large Animal Production, Vet Med, Aquaculture, Wildlife, etc.), with the breadth or specificity of each content area "Studio" determined by the funding level.

This laboratory will address 3 issues:

1. Insure that graduates possess ability to teach essential skills
2. Keep students safe
3. Provide students with real-world applications of the fundamental scientific and mathematical concepts many high school students fail to master

Design and Fabrication Studio

The Design and Fabrication Studio will provide A&M students with an opportunity to apply concepts and skills in real-world settings. Project design and fabrication educationally serves as the illustration and application of science, technology, engineering, and math (STEM) concepts that are usually taught without context throughout the rest of the curriculum.

The studio is envisioned to facilitate both formal course instruction and experiential learning in support of instruction for ALEC, AGSM, and BAEN majors. The studio is intended to expose students to modern techniques and tools for the design, development, fabrication, and assembly of devices, mechanisms or products. The studio will be equipped with tools for plastic, wood, and metal forming with modern hand tools, power tools, and numerically controlled equipment. The Studio will contain workstations for small IC engines, hydraulics, and other laboratory exercises on power and energy concepts. Examples include electrical wiring, electrical motors and controls, and renewable energy.

Anticipated outcomes from the studio:

1. ALEC graduates will impact thousands of high school students annually when they enter teaching.
2. BAEN and AGSM graduates will gain practical skills and experiences to better prepare them for the workforce.
3. Professional Development workshops will be offered by the joint faculty to industry and educational audiences.
4. FFA and 4-H events, competitions, and educational workshops will be offered in the Studio.

ALEC Grand Vision

Center for the Advancement of Applied Social Media

This center will address 4 challenges facing agricultural communicators:

1. Improving our understanding of consumer perceptions, behavior, and decisions related to agriculture, food, and natural resources
2. Identifying factors that interest and motivate consumers
3. Establish industry partnerships and facilities that enable AGCJ students and faculty to integrate research findings into practice through academic and experiential activities.
4. Improving agriculturalists' ability to effectively target and engage complex audiences that comprise the 98 percent of Americans who are not actively engaged in agriculture.

Leadership Academy

Establish a laboratory where students can engage in experiential learning and application through:

1. Indoor ropes course
2. Classrooms with movable desks and chairs
3. Small-group rooms where students can work on team projects
4. Open-area space where student organizations could be housed

Evaluation and Accountability Laboratory

The Evaluation Support Team within Organizational Development provides support in all aspects of evaluation including planning, data collection, data analysis, interpretation, and reporting.

This laboratory will involve

1. Electronic Evaluation Response System
2. Employee Development Training

Global Academy

Anchored by five Norman Borlaug Institute for International Agriculture Senior Scientists, the Academy provides research-based program development and knowledge for global policy-makers and agricultural leaders in order to assure safe food, healthy animals, and a sustainable living environment. The Academy's goals include reducing poverty and hunger while increasing economic opportunities, fostering entrepreneurship, and conserving agricultural land. Faculty participate in the Academy through a variety of activities and programs. Academy members have recently conducted projects in Peru, Namibia, Guatemala, Brazil, Armenia, Iraq, Afghanistan, South Africa, and South Sudan. These projects are comprehensive by design and crosscut through all five thematic areas. For example, in 2011 The World Conference for Value Chain Sustainable Agriculture for Economic Development and Food Security (held in Windhoek, Namibia) was organized by ALEC faculty and featured research that cut across all five Grand Challenge themes. Our Instructional Materials Service (IMS) provides agricultural and environmental curriculum and reference materials that, again, embrace all five themes. In addition, ALEC faculty lead study abroad trips on four continents.

Grand Vision



Background

1. A skilled and educated workforce is an essential component for future economic growth in Texas and the nation.
2. The educational focus in the US the past several decades has centered on learning knowledge and content without a strong emphasis on application or context. This situation has created a generation of students who lack basic skills in the safe operation of tools and equipment found in the agricultural industry. Students often recognize these deficiencies, but lack the available facilities and mentoring to address them.
3. Biological and Agricultural Engineering (BAEN) and Agricultural Leadership, Education, and Communications (ALEC) are positioned to increase skill attainment and improve the understanding of science, technology, engineering, and math (STEM) principles in their graduates by converting a BAEN laboratory into a Design and Fabrication Studio.

Design and Fabrication Studio

The Design and Fabrication Studio will provide ALEC and BAEN students with an opportunity to apply concepts and skills in real-world settings. Project design and fabrication educationally serves as the illustration and application of STEM concepts that are usually taught without context throughout the rest of the curriculum.

The Studio is envisioned to facilitate both formal course instruction and experiential learning in support of instruction for ALEC, AGSM, and BAEN majors. The Studio is intended to expose students to modern techniques and tools for the design, development, fabrication, and assembly of devices, mechanisms or products. The Studio will be equipped with tools for plastic, wood, and metal forming with modern hand tools, power tools, and numerically controlled equipment. The Studio will contain workstations for small IC engines, hydraulics, and other laboratory exercises on power and energy concepts. Examples include electrical wiring, electrical motors and controls, and renewable energy.

While the Studio would be available during normal course hours to service lab exercises in formal courses, this learning environment could be configured to support a studio model of self-paced, competency-based, project-based learning. Project assignments, tightly integrated into the ALEC and BAEN course curriculum, will be assigned and students will demonstrate their competency of the necessary skills through the construction of these projects. Appropriate learning resources will be available in the studio, tailored to meet the immediate needs of A&M students, providing opportunities to learn and apply skills and techniques. A Director would supervise the Studio and its instructional staff, technicians, and assistants, while maintaining Studio open hours for independent student work.

1. Renovation of north wing of Power and Machinery Building	\$1.5 M
2. 24 workstations to serve course laboratories and contests	\$0.5 M
3. Equipment (anticipated 1:1 match with vendors to double value)	\$1.0 M
4. Endowment for director, student technicians and equipment upgrades	<u>\$3.0 M</u>
5. Total funds needed	\$6.0 M

Outcomes

- ◆ ALEC graduates will impact thousands of high school students annually when they enter teaching.
- ◆ BAEN and AGSM graduates will gain practical skills and experiences to better prepare them for the workforce.
- ◆ Professional Development workshops will be offered by the joint faculty to industry and educational audiences.
- ◆ FFA and 4-H events, competitions, and educational workshops will be offered in the Studio.

Undergraduate Program Update – January 16, 2014

Curriculum updates

1. Important Dates & Deadlines
 - a. Faculty-Led Study Abroad Proposal deadlines (<http://globalsupport.tamu.edu/content/proposals-faculty-led-programs>)
 - i. March 1, 2014 for Wintermester and Spring 2015
 - ii. April 15, 2014 for Maymester & Summer 2015
 - iii. October 1, 2014 for Fall 2015
 - b. Field trip fee requests (<http://sbs.tamu.edu/media/26936/Trip-Request-Form.pdf>)
 - i. July 1 for Fall semester courses
 - ii. October 1 for Spring semester courses
 - iii. April 1 for Summer semester courses
 - c. Change of Major/minor application deadlines (ALED, USAL, & AGCJ)
 - i. March 10, 2014 for Summer & Fall
 - ii. June 10, 2014 (AGCJ only)
 - iii. October 10, 2014 for Spring 2015
2. Change of Major Requirements
 - a. ALED
 - i. GPA 2.0 or higher
 - ii. Completed less than 90 hours
 - iii. Completed 1 Math and 1 AGLS course
 - iv. Complete application with essays & case study
 - b. USAL-LED
 - i. GPA 2.0 or higher
 - ii. Completed less than 90 hours
 - iii. Completed 1 math
 - iv. Complete application with essays
 - c. AGCJ
 - i. GPA 2.5 or higher
 - ii. Less than 70 hours
 - iii. Complete application & case study
3. Undergrad Curriculum Committee meetings
 - a. Chair, Deb Dunsford
 - b. Purpose: Review all new courses (289, 380, 489), course changes, curriculum changes
 - c. Meets monthly as needed
 - d. January 15 deadline for next meeting
 - e. Sarah Ho is managing undergrad course/room scheduling. Meeting 1/30
4. International Agriculture Academic scholarships
 - a. Spring deadline: February 15, 2014
 - b. University wide study abroad scholarship deadline: February 1, 2014
5. HIE Update
 - a. Submit funding proposal for HIE experiences (study away, undergrad research, honors, or fellows)
 - i. Spring 2014 courses by Feb 1.
 - ii. Summer 2014 requests due by April 1.
 - b. HIE graduate assistant report (Chris Bielecki)

HIE Funding in ALEC

High Impact Experiences foster deeper learning and active student engagement. With funding provided by the College, the Department of Leadership, Education, and Communications encourages and supports development of High Impact Experiences by all faculty. Submit proposals to Tracy Rutherford, Associate Head Undergraduate Programs.

Funds may be requested for student support; student travel; specialists and speakers; and course materials and supplies. These funds cannot be used for salary, faculty support, or faculty travel.

Proposal Deadlines: **Spring 2014 – February 1**

Summer 2014 – April 1

How to Apply:

Submit a proposal with a brief description of the following components of your HIE:

- A. The HIE activity/experience
- B. Goal of the HIE activity/experience.
- C. How the HIE improves learning, fosters deeper engagement or broadens the student experience.
- D. Schedule of activities
- E. Assessment plan
- F. Budget

Awards Announced : **Spring 2014 – February 14**

Summer 2014 – April 15

Follow the ALEC Department on Social Media



[TX.ag/ALECfacebook](https://www.facebook.com/ALEC)



[TX.ag/ALECLinkedin](https://www.linkedin.com/company/ALEC)



[TX.ag/ALECTwitter](https://twitter.com/ALEC)



[TX.ag/ALECYoutube](https://www.youtube.com/ALEC)

ALEC Department Social Media Report

December Report

Facebook

Follower Goal: 1200 (Current: 978)

Post Goals: Content at least 1-2x day, department created photo content a week 1 -3x, question a week that requires feedback 1-2x, and either video or trivia once a week.

Engagement Goals: Have likes on every post, comments on every photo, and answers to the weekly question or trivia. Aim to create more content that could be “shared” to try and bolster more page likes.

Twitter (Launched 11/1/13)

Follower Goal: 50 (Current: 5)

Post Goals: Original content 1x day, RT 2-3x’s

Engagement: In this beginning process we will only post department created content and re-tweet Texas A&M twitter accounts. This account is growing slowly as we don’t have a lot of content currently.

LinkedIn

Member Goal: 180 (Current: 170)

Post Goals: 3x a week

Engagement Goals: Ask professor, faculty, and staff to become involved in conversations on LinkedIn.

Social Media Campaign Efforts

12/13/2013 Photography Class Contest

- Increase by 23 followers on Facebook
- Over 1000 likes on the photography albums posted

Future Idea’s

- Advising Minute videos: Have the ALEC advisors answer common questions about registration. This can be a resource can be referenced when receiving large amounts of similar questions.
- Timeline Contest: A contest on our page to get more engagement from students. Possible contest could be designing a cover photo for our page, sharing out page, etc. Would need a “prize” to give to the winner.
- I will be sending out social media slides again at the beginning of the semester for professors to share. We post scholarship, internship, study abroad, research and many other opportunities for students. Please share with your students.

Facebook Metrics

Dec 01, 2013 - Dec 31, 2013

Snapshot

Total Likes ?

978

↑ 3.3%

New Likes ?

35

1 (daily avg)

People Talking About This ?

1

↓ -95.5%

Weekly Total Reach ?

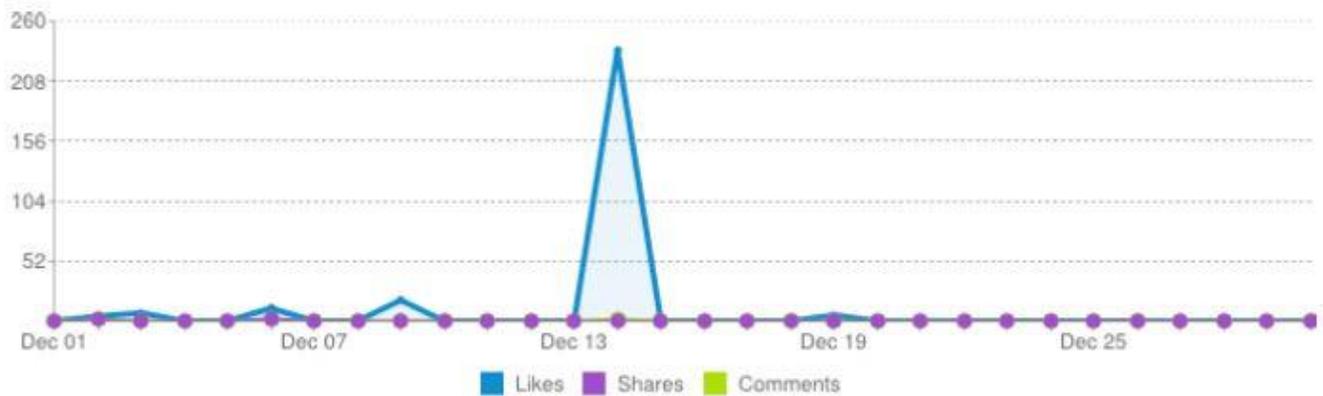
70

↓ -80.2%

Daily Likes



Daily Post Feedback



Twitter Metrics

Dec 01, 2013 - Dec 31, 2013

Profile Summary

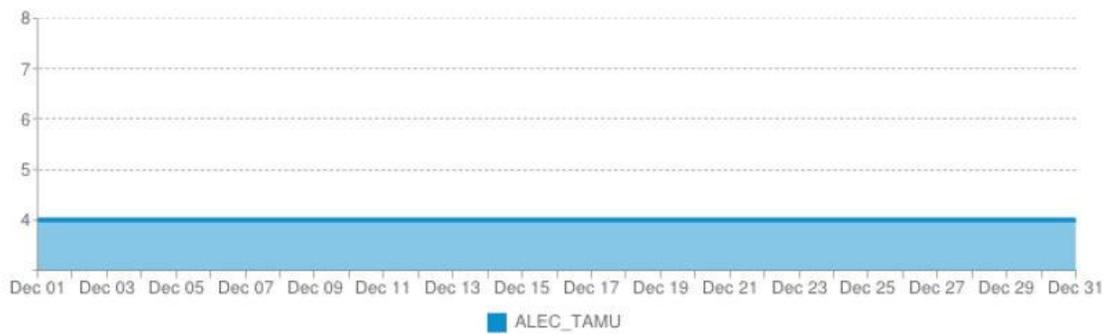


@ALEC_TAMU
ALEC

Followers: 5
Following: 16
Listed: 1

Agricultural Leadership, Education, & Communication official twitter. #TAMUalec

Follower Growth



LinkedIn Metrics



Agricultural Leadership, Education, & Communications -- Texas A&M University
170 members Member

Discussions Promotions Jobs Members Search

Summary Demographics Growth Activity

SHARE THESE STATS

MEMBERS
170

COMMENTS LAST WEEK
0

SENIORITY

Seniority	Count
Entry	69
Senior	34
Manager	16
Owner	11
Director	9

LOCATION
43% Bryan/Coll...

FUNCTION
16% Education

STARTED ON
February 27, 2013