

MINUTES
Departmental Meeting
Thursday, September 12, 9:00 a.m.
129 AGLS

1. 9:00 – 9:15 Welcome/Announcements/Bus Recognition Elliot
(See Attachment A)
Dr. Pina donated the monetary stipend associated with his Dean’s Outstanding Achievement Award to the Texas A&M Hispanic Network.

Congratulations Dr. Strong. He is the new Managing Editor for JIAEE.

Dr. Rayfield has been selected to serve on the AAAE Teacher Education Standards Committee.

Congratulations to Chris Bielecki. He has been selected to participate in the State Department’s 2013-14 Virtual Student Foreign Service (VSFS) eInternship program for Mozambique.

Reminder – AGSS will host the fall welcome back cookout at the Elliots on Friday, October 4 starting at 6:00 p.m.

Deadline is October 11 for student groups to let Angel Futreel know that they intend to have a booth at the College tailgate.

Out of 15 students serving Fall Internships in DC, five are ALEC students. Dr. Elliot has a tradition of taking them all to dinner each semester.

Busses were presented to:

Drs. Briers and Lindner from King
All graduate assistants from Fulton
Norgaard from Work Study Students
2. 9:15 – 10:00 Development Initiatives Elliot/Baldwin/Delisa
(See Attachment B) Monica Delisa, Assistant Vice President for Development for the College, presented a power point on her office and what it does. There are five officers on board – through the Texas A&M Development Foundation. They are Torii Kapavik, Cara Milligan, Darin Paine, Jon Rigelsky, and Patrick Williams.

The office handles accounts for three different organizations: 12th Man Foundation, Associate of Former Students and the Foundation.

Our goal should be to turn small ideas into big ideas. Role One is to identify fundable “Big Ideas, think BIG. Role Two is to make professional referrals. We know the people, they don’t. Let them be the facilitators. She talked a little about how to cultivate prospects. Role Three is to provide meaningful

gifting experiences. One way to do this is to call the donor with an update as to what his/her money is doing. Donors want to know that their gift is being used the way they intended, that they are appreciated, and that their gift is making a difference.

October 18th will be the first meeting of the ALEC Development Advisory Board. This will be a time for focusing efforts, thinking big, and going forward with a plan. The Board will need our input. They will, in turn, help us reach our identified goals. The draft presentations will be made by our various groups on October 9 during our Department meeting.

Dr. Briers asked about the value of internal priming of the pump. To show that we are committed. An internal campaign, with a 100% participation goal. Big or small gifts. Monica thought this would be an amazing tool. Dr. Briers and Ambrya will get together and develop a plan to present.

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|----|---------------|--|-----------------------------------|
| 3. | 10:00 – 10:10 | HIE California Field/Road Trip
(See Attachment C). Damian Dominguez and Bo Williford presented a power point on their recent study away to California. Eight undergraduate students participated. Over 200 interviews were conducted in California and an additional 200 here in Texas. Several areas in which research was conducted were: Healthy food in impulse areas, animals in sports and Castro District Case Study. | McKim/Student Participants |
| 4. | 10:10 – 10:20 | TexasData Portal, EPG Database, TexasInfo
Jeff Ripley and Tom Payne presented. On Monday, September 2nd, Organization Development launched a new portal for Texas A&M AgriLife Extension called TexasData. Initially launched with the new Extension Planning Groups application, over the next year, TexasData will serve as the central hub for Extension's evaluation and accountability data collection and analytics. The Extension Planning Groups app assists Extension Agents in managing and communicating with their various committees and provides them a detailed set of visualizations about the volunteers that make up said committees. | T Payne/Ripley |
| 5. | 10:20 – 10:30 | Study Abroad Updates (Status FY '13, Plans FY '14)
Poland

Guatemala
Report rescheduled for next month. | Mazurkiewicz/Clement

Moore |
| 6. | 10:30 – 10:35 | Haiti Update
Jimmy Lindner and Gary Briers were in Haiti Sep 6-11 at the request of Vice-Chancellor and Dean Mark Hussey and in collaboration with Dr. Joe Masabni of Horticultural Science. They were working with Dr. David Vanderpool, CEO of LiveBeyond in Thomazeau. They are planning programs of education and training, research and development, and outreach and extension for | Briers/Lindner |

graduate students, perhaps high ability undergraduates, and faculty members in what COULD become an international research and extension center for our department, our college, and our university and agencies. This could be a golden opportunity for us to test food and agriculture and One Health activities and programs. Haiti also needs assistance in improving food security, reducing poverty, increasing human health and nutrition; Dr. Lindner was particularly interested in these issues and offered RLOs to train, educate, and inform.

Briers spent part of the time collaborating with Mr. Edsel Redden, Ms Danette Philpot, and others to further develop similar programs with Christianville, a mission near Gressier, with ongoing programs in aquaculture/tilapia production, broiler production, goat seed stock and meat production, vegetable and fruit production, and food product research and development and marketing. Another area of utmost interest and need is primary and secondary agricultural science education. LOTS OF OPPORTUNITIES! If you are interested in working on either of these projects and have at least basic ag skills, please see Lindner, Briers, or Pina. You will be fed, have a place to sleep and have no output of money except travel to Haiti.

- | | | | |
|----|---------------|--|----------------------------|
| 7. | 10:35 – 10:40 | West Campus Proposed Project | Odom |
| | | Summer Odom attended a meeting on this project and reported that this new space would eventually house over 4000 students. The dorms will be built quickly. It will be more of a living environment. Located on 45 acres across Discovery from our building. Adjacent to the Howdy Gardens – which they plan to keep. Summer said the group was interested in space for HIE's. | |
| 8. | 10:40 – 11:00 | Faculty Meeting
P&T Update | Elliot
Wingenbach/Larke |

Travel Request Form Deadlines

Domestic (30 days prior to trip): e.g., travel October 1, 2013 due by September 1, 2013
International (60 days prior to trip): e.g., travel November 1, 2013 due by September 1, 2013

Upcoming Events

September 12, 3:00, COALS Awards Ceremony
September 23-27, Western Region AAAE, Lubbock
October 6, 6:00 pm, AGSS Welcome Back Cookout at the Elliots
October 18, ALEC Kickoff
October 25, Mary Seely Borlaug Seminar
October 28-31, National FFA Convention
November 7, 3:00 p.m., ALEC Distinguished Lecture, Dr. Gary E. Briers
December 23-January 1, Christmas/New Year's
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

Wednesday, October 9th @ 2:00 p.m.

Friday, November 15 @ 11:30 to 2 p.m. (Lunch provided)

Tuesday, December 10 @ 2:00 p.m.

ALEC: September 12, 2013

“You can’t stop the waves, but you can learn to surf”

1. Congratulations, Thank You, and Welcome:
 - a. TexasData portal, the new EPG database, and the TexasInfo site by our **Organizational Development** group.
 - b. **Dr. Piña** donated his Dean's Outstanding Achievement Award for Diversity monetary stipend to the Texas A&M Hispanic Network.
 - c. **Dr. Strong** is the new Managing Editor for JIAEE.
 - d. **Dr. Rayfield** was selected to serve on the AAAE Teacher Education Standards Committee.
 - e. **Chris Bielecki** has been selected to participate in the State Department's 2013-2014 Virtual Student Foreign Service (VSFS) eInternship program for Mozambique.
2. Announcements
 - a. Prospective Graduate Student Day is this **Friday, Sept. 13. 8:30-12:00 pm**. Faculty encouraged to come meet and greet at 9:15 am-10:00 am.
 - b. **October 4** Friday 6:00 p.m. AGSS fall welcome event (with dinner) at the Elliots.
 - c. **October 11** is the deadline for student groups to inform Angel Futrell that they want to set up a booth during the College tailgate.
 - d. **October 18** 2-7 p.m. ALEC Advisory Boards (Internal and Development) Kick-Off-Event, AGLS 129. Dry run presentations by each major and Extension **October 9** as part of our Department Meeting.
 - e. **October 25**. Mary Seely, former director Gobabeb Desert Research and Training Center will present a Borlaug Seminar. UNESCO World Heritage Site for the Namib Sand Sea (with assistance for TAMU students).
 - f. Graduate enrollment is up 63% from 2012. **43/267** new graduate students in the college or 16.1%
 - g. ANRP Fall Internship Program **5/15** are ALEC students.
 - h. Check out PESCA (congratulations to **Drs. Wingenbach, Rutherford, & McKim**) on our website: <http://alec.tamu.edu/ALECHome/PESCAGrant.aspx>
 - i. **Haiti: Jimmy Lindner** and **Gary Briers** were in Haiti Sep 6-11 at the request of Vice-chancellor and Dean Mark Hussey and in collaboration with Dr. Joe Masabni of Horticultural Science. They were working with Dr. David Vanderpool, CEO of LiveBeyond in Thomazeau. They are planning programs of education and training, research and development, and outreach and extension for graduate students, perhaps high ability undergraduates, and faculty members in what COULD become an international research and extension center for our department, our college, and our university and agencies. This could be a golden opportunity for us to test food and agriculture and One Health activities and programs. Haiti also needs assistance in improving food security, reducing poverty, increasing human health and nutrition; **Dr. Lindner** was particularly interested in these issues and offered RLOs to train, educate, and inform. **Briers** spent part of the time collaborating with Mr. Edsel Redden, Ms Danette Philpot, and others to further develop similar programs with Christianville, a mission near Gressier, with ongoing programs in aquaculture/tilapia production, broiler production, goat seed stock and meat production, vegetable and fruit production, and food product research and development and marketing. Another area of utmost interest and need is primary and secondary agricultural science education. **LOTS OF OPPORTUNITIES!**

3. Publications/Presentations
 - a. 2013 ACTER Posters accepted
 - i. **Sodek, Larke, Edney, Harlin, & Strong** - Assessing the Impacts Relative to Curriculum Delivery through Smart Pad Technology
 - ii. **Edney, Harlin, & Lindner** - Pathways? What pathways? A long-term analysis of the career cluster concept
 - b. Sharon Haba, Douglas D. LaVergne, **Chanda Elbert & Alvin Larke, Jr.** (2013). Examining the effect of grower demographic and personal characteristics on willingness to pay amounts per information delivery modes in Rwanda. *Journal of Agricultural Extension and Rural Development*.
 - c. Douglas D. LaVergne, Wash A. Jones, **Alvin Larke, Jr., Chanda Elbert, & Patricia J. Larke.** (2013). 4-H as a Catalyst to Enhance Quality of Life for Hispanic Individuals, *Journal of Extension*.
 - d. **Hanagriff, R.** and Lau, M. Winery Tourism Comparisons to Typical Travel Spending in Texas: Are Winery Consumers Bigger Spenders? Presented at: 20th annual Enometrics - Talca - CL - september 4-7, 2013.
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.)
5. Dutch treat lunch with Dr. E. - Contact Debbie King to schedule and leave a contact number (for rescheduling): September 17 & 30; October 1, 2, 4, 8, 9, 10, 21, 22, 23, 24, 28; November 6, 7; December 3, 4, 5, 6, 9, 10, 11, 12, 13, 16, 17, 19, 20.

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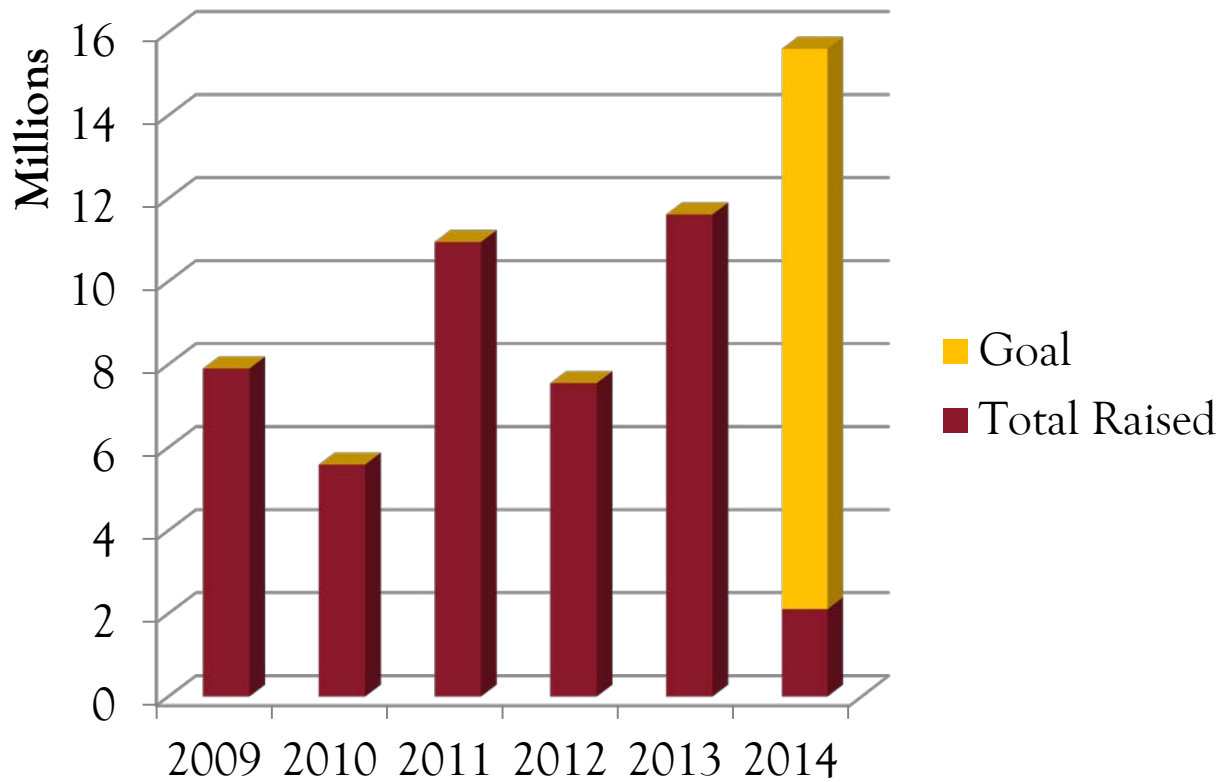




Development Organizations

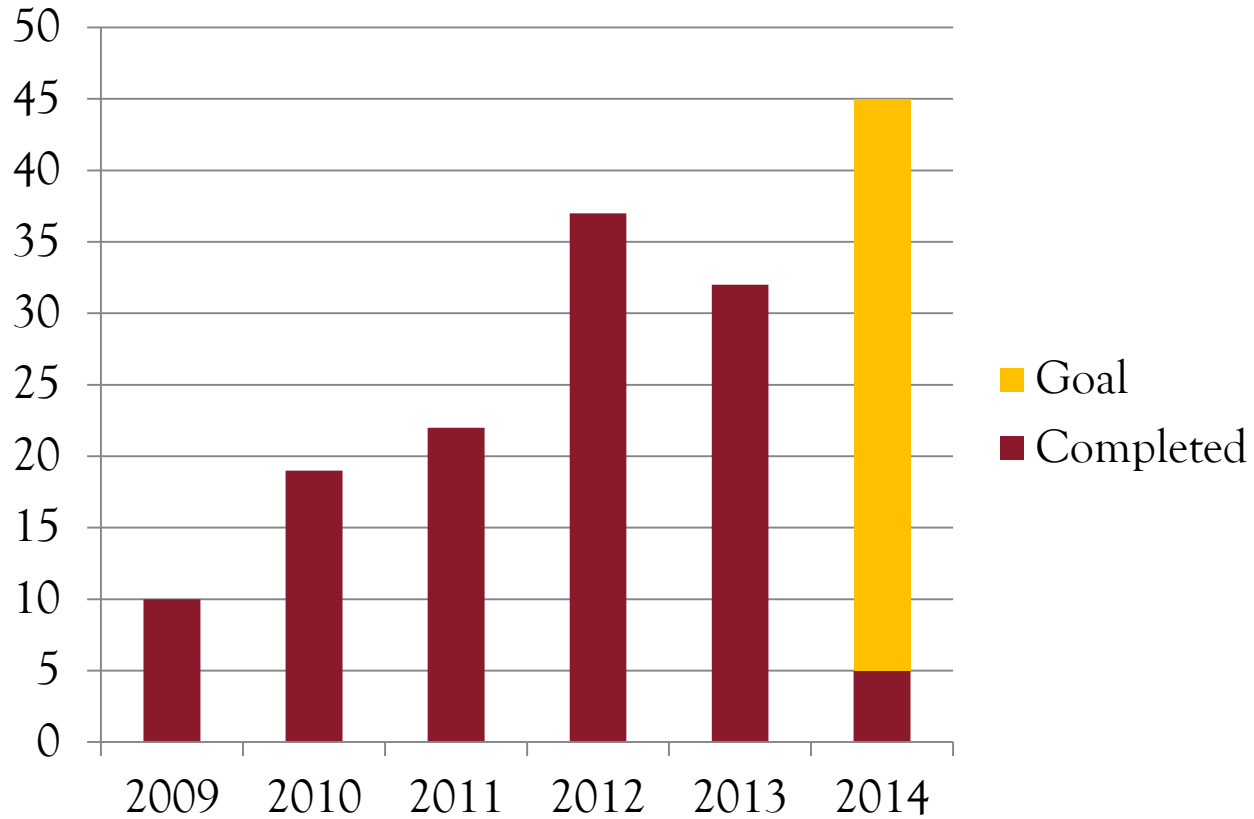
- **12th Man Foundation** – Capital & Scholarships for Athletics
- **Association of Former Students** – Small Unrestricted Gifts
- **Texas A&M Foundation** – Large Restricted Capital, Endowments, and Scholarships

Fundraising Totals





Gift Agreements Signed





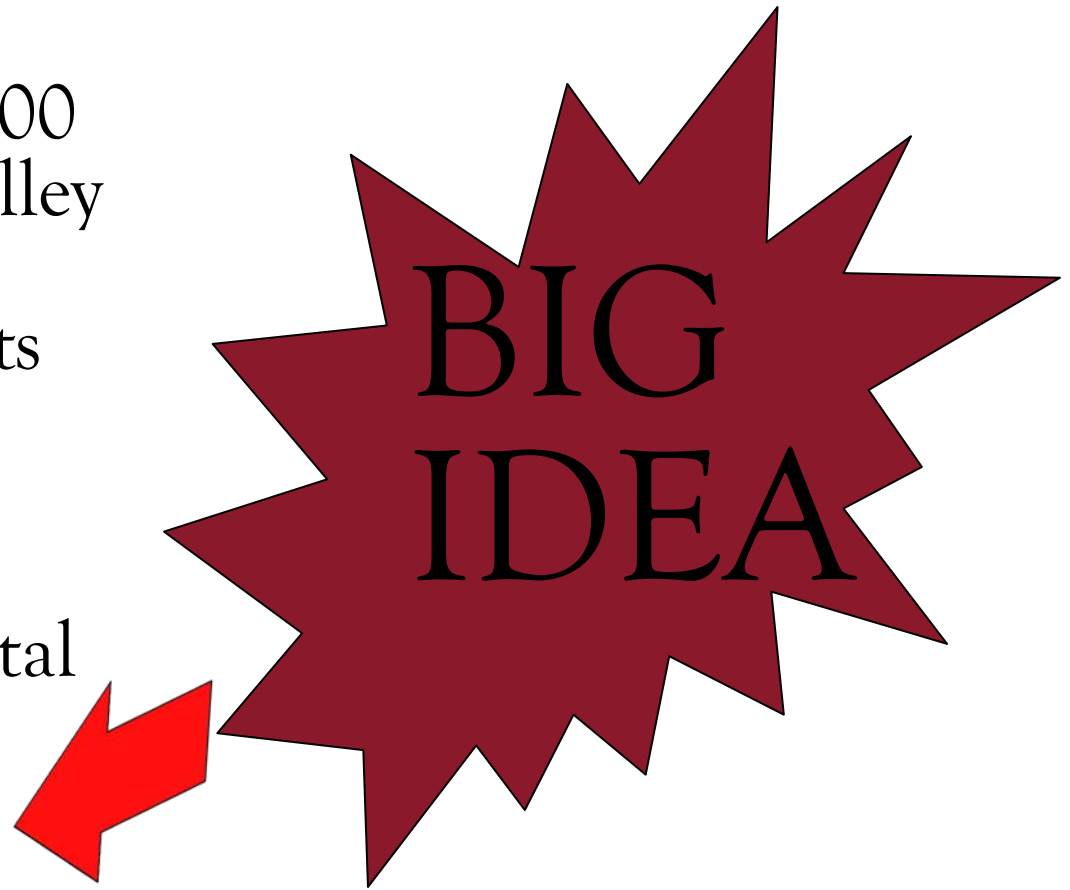
What's Your Role?

What is a Faculty Members Role in Fundraising??

ROLE 1 - Identify fundable “Big Ideas”

- What is a BIG IDEA?
 - Life or Program Changing
 - Life Saving
 - Reflects long term view for institution
 - Can be passionately stated and defended
 - BIG FUNDING is NOT given to small ideas.
 - Achievable but not without a stretch

Sanford pledged \$400 million to Sioux Valley Health, which promptly changed its name to Sanford Health. The money will be used to transform his hospital system into a *Mayo Clinic-like medical destination for pediatrics.*





Development Process

Example of Big IDEA versus small idea

*What if Mr.
Healthcare Executive
had instead said:
“Mr. Sanford
without your
support we will be
unable to pay all our
bills and will have to
make some hard
decisions”?*

Small Idea



What is the Faculty Member's Role in Fundraising??

ROLE 2 – Make Professional Referrals

You know people we don't!

Identifying Prospects

- **Databases**
 - Relationship to College
 - Wealth/Affluence

- **Participation/Behavior**
 - Small Annual Gifts
 - Accessibility

- **Introductions**
 - Not self-identified
 - Relationships
 - Affinity

Cultivating Prospects

- **Information/Communication**
 - Newsletters, awards, class talks, campus visits

- **Discovering Passions**
 - Key words, repeated topics, life experiences

- **Tipping Points**
 - Job, family, retirement, health

What is the Faculty Member's Role in Fundraising??

ROLE 3 – Provide a meaningful gifting experience.

What makes an experience meaningful?

- Your gift is being used the way you intended.
- You are appreciated.
- You know that your gift is making a difference.

Whatever happened to my puppy?

How impactful would it be if you knew your money made
this difference?
Wouldn't it be great if you received this back in the mail a month
after giving - HERE is what happened to your puppy



If I give today - I want to know what
happened to my puppy.



p?
streets?

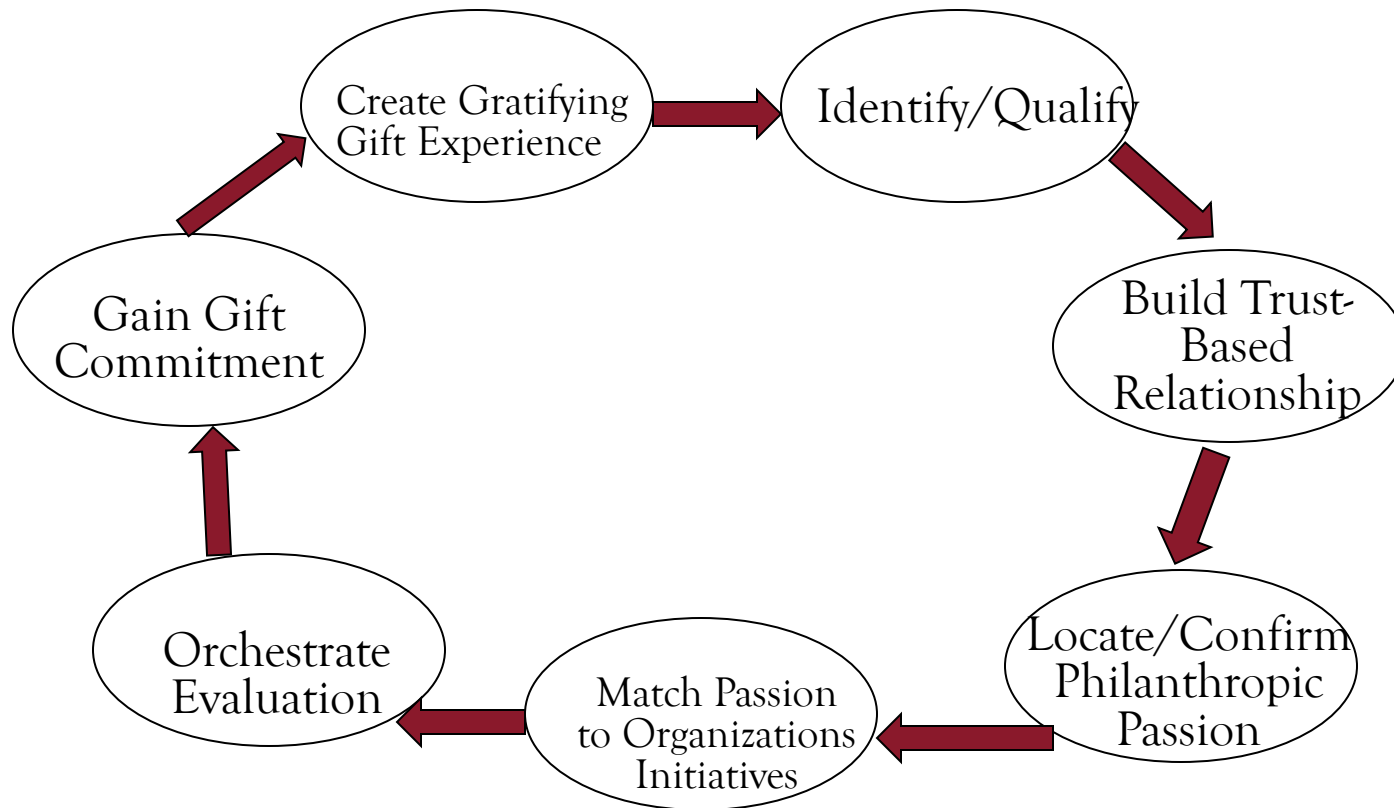
If this was the image you associated with how your money affected
this dogs life - wouldn't you think it were money well spent?



The Equation

Financial Ability + Passion + Gratifying
Gifting Experience = The Next Big Gift

It's a Cycle... "The 'ask' is not the ending;
it is simply part of the process."



More Than Just 'Thank You!'....Encouraging the next big gift

- Facilitating satisfying donor involvement with the institution
- Asking donors for gifts that fulfill their dreams and provide maximum joy (PASSION Gifts)
- Show appreciation for gifts privately and publicly
- Help donors see the impact of their gifts
- Valuing donors beyond their ability to contribute financially

Definition of Gratifying Gift Experience - The Donor's Perspective

- IMPACT - Is the gift making a difference in the way I, the donor, desire?
- RESPECT - Do they appreciate me as a person? As opposed to "they just want my \$money\$"
- EXPECTATIONS - Is what's happening in line with my expectations?



Great Stewardship + Meaningful
Engagement = The Next BIG Gift

QUESTIONS?



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California Study Away

July 5-August 4

Major Projects and Assignments

Consumer Qualitative Interviews

Grocery Store Content Analysis

Animals in Sports

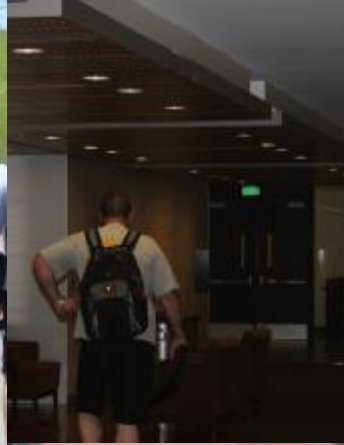
Castro District Case Study



Consumer Qualitative Interviews



Grocery Store Content Analysis



Animals in Sports

Castro District Case Study

Results

~200 Consumer Interviews

~50 Store Layouts and Observations

~120 Face-to-Face Surveys

Digital Media Research & Development

~12 Undergraduate Research Scholars