

**ALEC Microburst Meeting
August 26-28, 2014
129 AGLS**

Tuesday, August 26th

Dr. Elliot gave a brief overview of the three day agenda (See Attachment A). The entire group will meet until 1:45. We will then take a 15 minute break and resume with faculty only.

Working draft of agenda (See Attachment B)

Summer Odom and Jamie Norgaard asked for anyone who has not taken the Strengths questionnaire to come to the front and get a book. Get results back to Summer by Thursday morning. At that time she and Jamie will give a brief overview of the Strengths program.

Dr. Elliot said that the agenda was not in any priority order. We will, however, take the simple items first. Some items will need additional work, but we hope to have most completed by the close of Thursday's session.

Introductions were made.

Dr. Elliot shared a ppt on Vision 2020 (See Attachment C) Presentation on key metrics at the 2014 Leadership Planning Retreat put on by the Dean of Faculties. Discussion on performance on the top ten metrics being used. How do we fit? How does it help the university?

Thirty one courses will be taught by adjunct/temporary faculty this fiscal year due to the high demand and faculty teaching already beyond a full load.

Workgroup Reports

TEI, Strong: Congratulated Theresa Murphrey on her recent promotion to Associate Professor. Workgroup meetings have been scheduled for the 2nd Friday on each month at 11:00 in 255 AGLS. First meeting is September 12th and all are invited. DAAD seminar will be December 15-17. Clarice will be attending the National FFA Convention as part of the recruiting of new students.

EXT, Cummings, Dr. Cummings was out of town. In lieu of a report, congratulations were extended to Cummings for promotion to Professor and to Ripley for promotion to Associate Professor.

ALED, 800 students enrolled (560 ALED and 240 USAL). The minor is up and running. Workgroup will meet on the 2nd Tuesday of each month at 2:00. Congratulations to Dr. Elbert on being selected as an Advanced Fellow.

AGSC, Rayfield, Dr. Rayfield announced that Dr. Larke retired June 30. There will be 17 student teachers in the fall. There is also the first intern working through the alternative certification program.

AGCJ, Dunsford, Congratulated Rutherford on promotion to Professor and Rayfield on promotion to Associate Professor. Holli Leggette has been hired as the new AGCJ Assistant Professor. Hannah Miller is new National ACT president and Sidney Holland is the new communications manager.

All workgroup meeting minutes will be added to the web site.

Alumni Relations and Development Initiatives

Torii Kapavik, Assistant Director of Development reported that our goal is \$800,000 cash in hand by the middle of September as part of the Grand Vision. She passed around a list of prospective contacts and asked everyone to note on the list if they knew anything about the person.

Ambrya hopes that everyone liked the goody bags that were on the tables. Items inside are new promotional items available for departmental use.

Two cards are available at the front table. One is for the birth of Bucky Lamb's daughter. The second is for the death of Cory Rosenbusch's mother.

New notepads are available with the new calendar.

Grand vision brochure is available at the front table.

Upcoming events:

- Development Committee – 10/3
- Internal Committee – 10/10
- Mock Interviews – 10/9
- Development Social – 10/18 (to be held at the Schnurigers)

Communications Plan

Rutherford and Redwine
Telling the ALEC Story (See Attachment D)

All news items are to go to ALECnews@tamu.edu. This address goes to Ambrya. She will then make sure it gets to the right person for distribution.

The web committee (Aguilar, Baldwin, Cochran, Fulton, Miller, Patil, Payne, Redwine) has been together for almost 18 months. They have been working really hard, but need our help and participation.

Stewards for each of the pages were identified 12 months ago. These stewards are:

- Elliot – Letter from DH, Vision/Mission
- Briers – History, Research
- Debbie – Organizational Chart
- Ambrya, Partnership/Collaboration, Giving, Former Students
- Clarice, Visit us, Assistantships

- Charlene, Directions/maps, Scholarships
- Rutherford/Jamie – Undergraduate
- Murphy/Clarice – Graduate, Distance Education, Certificates
- Tobin/Clarice – Advising
- Clement – Social Media/Study Abroad
- Tobin – Student Organizations, Internships
- Elliot/Bill – Impact

News blog gives us lots of visibility.

Social media consists of Facebook, Twitter, You Tube, and Linked In

Electronic newsletters

- ALEC Updates
- Graduate eNews
- Undergraduate

Travel Reimbursement

Elke went over changes to current travel reimbursement rules.

90 Day Reimbursement: Effective September 1st, all expenses (travel and personal reimbursement) must be adequately accounted for within 90 days or the expenses will be reported as taxable income to the employee and the travel card suspended. This policy has been implemented to meet the “reasonable period of time” in the IRS accountable plan. Expenses that fall within the IRS accountable plan are not reported as taxable income to the employee.

Also effective 9/1/2014, new local funds policy will be to reimburse actuals up to the GSA rate without receipts, but **receipts or substantiation are required if the daily meal expenses exceed the GSA rate.** Substantiation can be either the receipt or if the travel card was used, this provides the required substantiation.

Handbook Update

Dr. Elliot and Bill brought everyone up to date on status of handbook. It is online with six categories. Each category is access protected. Please look over the site and let Dr. Elliot or Debbie know of any changes.

Thursday, August 28th

Working draft of agenda (See Attachment A)

(Attachment E). Dr. Elliot’s notes.

Bus Awards:

- Leggette to Salazar
- Rutherford to Boggus
- King to Dunsford
- Elliot to McKibben

Workgroup Budgets

These budgets come through Dr. Rutherford. No IEEF replacement dollars yet. If you have needs now visit with her. Kenny and Tanya are on alert – as soon as funds are here – budgets will be released. Dr. Rutherford asked faculty to be careful and complete the request forms – costs are to be indicated.

Social Media

Hannah Miller distributed a social media information sheet (See Attachment F) and briefly updated group on activity at all levels (Facebook, Linked In, Twitter, and You Tube). Email stories can be sent to ALECnews@tamu.edu or for instant postings you can text them directly to Hannah at 361-877-9686.

International Minor

Dr. Wingenbach had Bill bring the website up for IDAG and then showed the group where information was on the site.

Positions

The Lockett and Larke positions have been returned to the dean. 90% of their salary goes to the Dean, 10% comes to us. That 10% is not enough to hire. Requested Assistant Professor position – we filled with Holli Leggette. Vestal is chairing a new search to find an AGCJ Assistant Professor. Moore has been named chair on the committee seeking a ALED Lecturer. An AGSC/ALED Advisor position was denied.

Three people were interviewed for the Ric Avery V G Young position.

SWOT/Strategic Plan Discussion

Table 10

SWOT on Diversity

- a. Dr. Pina, Group Leader
- b. Dr. Edney
- c. Cathryn Clement
- d. Elke Aguilar
- e. Victor Salazar

Diversity is not always due to race.

S it's graduate population, study abroads

W undergraduate is uniform, many faculty come from within.

Dr. Wingenbach stated that diversity of thought was extremely important.

Table 8 and 9

SWOT Extension/Strategic Plan

Strategic Plan Extension

- a. Susanna Coppernoll, Group Leader
- b. Dr. Mazurkiewicz
- c. Monica Love
- d. Jennifer Chilek

SWOT Extension

- e. Dr. Dromgoole, Group Leader
- f. Tanya Gunnels
- g. Michelle Payne
- h. Katy Weber

Discussion and update of ELearning section which will provide Texas AgriLife Extension faculty and staff with systems and support for the design, development and delivery of extension eLearning programs.

Leadership Program: Develop a systems approach to Leadership Training to address contemporary issues facing Extension faculty, elected officials, community leaders and agricultural leaders in Texas.

Table 7

SWOT Engagement/Service

- a. Dr. Vestal, Group Leader
- b. Ambrya Baldwin
- c. Dr. Elbert
- d. Hannah Miller
- e. Dr. Odom
- f. Kenny Stroud
- g. Vanessa Rutherford

Report was made by Baldwin.

S
W Aggie Bash/Communications
O Social Media, TALL, VG Young
T Mixed signals, closed minds, silos

Table 6
Strategic Plan Scholarship/Engagement

- a. Dr. Williams
 - b. Dr. Dunsford
 - c. Dr. Hanagriff
 - d. Tobin Redwine
 - e. Vidya Patil
 - f. Ashley Stewart
- Identify three ongoing scholarly engagement activities by August 31 of each year
 - Define four potential collaborative partners for the coming academic year
 - Identify four engagement activities, with collaborative partners, which will lead to scholarship

Table 5
Expectations and Aspirations

- a. Dr. Briers, Program Leader
- b. Bill Cochran
- c. Lockie Breeding
- d. Lori Costello
- e. Dr. Murphrey
- f. James Sledd

Table 4
SWOT Teaching

- a. Dr. Moore, Group Leader
 - b. Jay P. Hancock
 - c. Charlene Boggus
 - d. Sarah Ho
 - e. Kasee Smith
 - f. Clayton Zwilling
- S Curriculum emphasizing translation of theory into practice
HIE
Collaboration on and off campus
- W Increase capacity at all levels for teaching and advising effectiveness
Improve facilities, equipment
Enhance minority graduation
Decrease class sized in ALED courses to improve faculty-student interaction
- O Certificate program to enhance degrees

- Pursue funding from former students
- Industry partnerships
- Student participation in HE
- T Perceptions of program standards/rigor
- Reduce class size while maintaining large WSCH
- Over commitment by some faculty to service
- Faculty and staff retention

Table 3

Strategic Plan Teaching

- a. Dr. Rutherford, Group Leader
- b. Dr. Harlin
- c. Dr. Boyd
- d. Jamie Norgaard
- e. Reid Stavinoha
- f. David Walther

Four and six separated but both are undergraduate. Separate six from undergraduate.
 What are our numbers?
 4 majors, 3 minors

Table 2

SWOT Research

- a. Dr. Rayfield, Group Leader
- b. Dr. Wingenbach
- c. Dr. Shinn

- S internationally recognized brand
- W lack of international collaboration
- O leader in STEM initiatives
- T loss of public value
- Rapid innovation – not keeping up

Table 1

Strategic Plan Research and Graduate

- a. Dr. Murphy, Co-Group Leader
- b. Dr. McKim, Co-Group Leader
- c. Clarice Fulton
- d. Dr. Strong
- e. Dr. Christiansen

Awards Committee

Dr. Murphrey reported that the committee was having good success in getting award nominations completed.

The 2014 College of Agriculture and Life Sciences Awards Ceremony is on Wednesday, September 10th at 3:00 in the AgriLife Center. We have three recipients: Summer Odom for Service, Robert Strong for Early Career Teaching and Elke Aguilar for Staff. Faculty receiving tenure or tenure and promotion will also be recognized: Dr. Tracy Rutherford, Professor; Dr. Scott Cummings, Professor and Extension Specialist; Dr. Theresa Murphrey, Associate Professor with Tenure; Dr. John Rayfield, Associate Professor with Tenure; and Dr. Jeff Ripley, Associate Professor and Extension Specialist.

The goal of the committee is to not miss any opportunities as they recruit nominations and assist in preparation of packets. Please remember that the committee does not prepare packets – they assist you in the preparation.

Rutherford brought up that nominees should not have to solicit nomination letters on their own. Murphrey and Moore agreed on behalf of the committee.

Strengths

Led by Odom and Norgaard.

AGSS

James Sledd announced the new slate of officers for AGSS:

- James Sledd, President
- Hannah Miller, Vice President
- Clay Zwilling, Secretary
- Ashley Stewart, Treasurer

The date and time for the Back to School Cookout has been set: September 12th at 6:00 p.m. at the Elliots. The pool will be open and families are welcome. A signup sheet will be sent out by Hannah.

MICROBURST AND DEPARTMENT MEETINGS

Tuesday, August 26th

11:30 – 12:30 Lunch Provided

12:30 - 2:30 Meeting

2:30 – 3:30 Faculty Only

129 AGLS

Wednesday, August 27th

10:00 – 11:30 Meeting

11:30 – 1:00 Lunch Provided

Larke Retirement Celebration at Lunch

129 AGLS

Thursday, August 28th

7:45 – 8:30 Breakfast Provided

8:30 – 11:30 Meeting

129 AGLS

Tentative agenda for all three days is attached.

I used meeting calendar acceptance as your RSVP for the three meal functions.

Many topics will be introduced or started on Tuesday and reports/final documents presented on Wednesday and Thursday.

AGENDA
(Not in priority order)
August 26, 27, and 28

State of the Department/College/University	Elliot
Announcements/Updates	Workgroup Leaders
SWOT	Associate Department Heads
Strategic Plan	Associate Department Heads
Handbook	Elliot/Cochran
Incentive Allocation of DE	Murphy/Rutherford
Expectations/Aspirations	Rutherford
International Minor	Wingenbach
Temporary Summer Adjunct Funding	Murphy/Rutherford
Communications Plan	Rutherford/Redwine
SAEF	Elliot
Alumni Relations & Development Initiatives	Baldwin/Kapavik
Strengths	Norgaard/Odom
Faculty/Staff/Grad Pictures for Web Page	AGLS 130 at beginning/end of each meeting

Faculty Only – Tuesday 2:30

Faculty Allocations	Elliot
Graduate Report	McKim
Tenure and Promotion Meeting Prep	Wingenbach
International = Graduate	Pina
Merit Input	Elliot

Wednesday

Bus Recognitions	
Elliot Report	Elliot

Travel Request Form Deadlines

Domestic (30 days prior to trip): e.g., travel September 1, 2014 due by August 1, 2014
International (60 days prior to trip): e.g., travel September 1, 2014 due by July 1, 2014

Upcoming Events

Monday, September 1st, First Day of Fall Classes
2014 College of Ag and Life Sciences' Award's Ceremony, September 10th at 3:00, Agrilife Center
WRAAAE Conference, September 22-26
Fall Development Advisory Board Meeting, October 3
Fall Internal Advisory Board Meeting, October 10
National FFA Convention, October 28
ACTER, November 18, Nashville, TN

Future Departmental Meetings

Monday, September 15th at 8:15 a.m.*
Monday, October 20th at 8:15 a.m.*
Monday, November 17th at 8:15 a.m.*
Monday, December 15th at 8:15 a.m.*

*Juice/kolaches/coffee from 7:30 to 8:15



Thankful For. . . . Proud of. . . .

- Agent On Boarding and Development
- Academic Advising
- Associate Department Heads
- Data Visualization and Information Graphics
- STEM Works (Agricultural STEM Integration Laboratory)
- Roscoe Project
- Individual Faculty Accounts





Thankful For. . . . Proud of. . . .

- HIE Opportunities
- Largest Agricultural Department in the US
- Endowed Agent Positions
- Teacher In-service Opportunities
 - June is Agricultural Science Month
- Dr. Joe Leadership Fellows
- Seven Study Abroad Programs





Thankful For. . . . Proud of. . . .

- Revamp of the TExAS planning
- ALEC Staff
- AgriLife Advanced Leadership Program
- Commissioner's Court Leadership Academy
- Workload Teaching Compliance
- 50% increase in scholarships/endowments
- Workgroup leadership





Thankful For. . . . Proud of. . . .

- National Leadership in Evaluation Accountability
- Graduate Student Growth
- CDE/LDE Events and Workshops
- CLUES and L3C
- Grants/Contracts Proposals and Success
- On-line Extension Learning
- International and National Professional Organization Leadership





Thankful For. . . . Proud of. . . .

- Evaluation of Extension Programs
- Research Productivity – journal articles
- International and National Fellows
- ALEC Students
- External Engagement – Advisory Boards
- Department Report Card – 3 PP & 3 P
- Adjunct/Temporary Instructors
- Dr. C.





Thankful For. . . . Proud of. . . .

- ALEC faculty
- FAST/CFFA/Aggie Reps/Peer Advisers/ACT
- Faculty promotions and tenure
- ALEC P&T process
- AGLS facility
- IMS transformation (and space)
- Having Debbie back





Planning for 2020 & Beyond: Key Metrics

José Luis Bermúdez

Leadership Planning Retreat

July 9, 2014



Context

- A number of decision points in the near future
 - TAMU strategic plan
 - Academic planning for capital campaign
 - TAMU enrollment plan
 - Ongoing conversation about financial planning and budget models
- Decisions need to be informed by a clear set of measurable goals



Challenges

- We have too many metrics
 - Vision 2020 identified 34 metrics
 - Other metrics associated with QEP, individual academic unit plans, etc.
- Many of our metrics are not disaggregated by college/dept., and so it is hard to develop strategies for improving performance



Overview

- Lay the groundwork for a discussion about how to focus on key metrics and use them to inform decision-making by
 - Evaluating TAMU performance on 10 widely used metrics
 - Benchmarking TAMU relative to 10th ranked V2020 peer on each metric
 - Disaggregating TAMU performance by academic college





Key Vision 2020 Metrics

Research

- (1) Research Expenditures
- (2) Federal Expenditures
- (3) Academy members
- (4) Faculty awards
- (5) Citations

Student success

- (6) Freshman retention
- (7) 4 year graduation
- (8) 6 year graduation
- (9) Students with Pell
- (10) % URM students



Vision 2020: Peers / Comparators

- Georgia Tech
- Indiana
- Michigan State
- Ohio State
- Penn State
- Purdue
- UC Berkeley
- UC Davis
- UCLA
- UCSD
- Florida
- Illinois
- Maryland
- Michigan
- Minnesota
- UNC
- Texas
- Washington
- Wisconsin



For Discussion

- What are the metrics that we need to focus on as a university?
 - must make sense on their own terms and be easily communicable
 - must be widely adopted as indicators of excellence (e.g. AAU/USNWR)
- How do we develop goals in connection with the selected metrics?
- What strategies will translate university-level goals into unit-level improvements?
- How should these goals/metrics be integrated into budgeting and financial planning?





ALEC

- How can ALEC support the university mission and vision?
- How can ALEC fulfill its mission and vision?
- What do we want our future to be?



Telling the ALEC Story

ALEC Web committee





**AGRICULTURE
& LIFE SCIENCES**
TEXAS A&M UNIVERSITY

TEXAS A&M
FOREST SERVICE

TEXAS A&M
TVMDL
VETERINARY MEDICAL
DIAGNOSTIC LABORATORY

TEXAS A&M
AGRILIFE
EXTENSION

TEXAS A&M
AGRILIFE
RESEARCH

TEXAS A&M
AGRILIFE

SEARCH

FORMER STUDENTS

CURRENT STUDENTS

FUTURE STUDENTS

FACULTY/STAFF

Department of

Agricultural Leadership, Education, and Communications



ABOUT ▾

ACADEMICS ▾

OPPORTUNITIES ▾

EXTENSION ▾

RESEARCH ▾

IMPACT ▾

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CONTACT

FORMER
STUDENTS

CURRENT
STUDENTS

FUTURE
STUDENTS

FACULTY
STAFF

GIVING

**ALEC Students
Experience Washington DC**

Click here to read about ALEC
646 students connecting with
global agencies and the power
of the Aggie Network



Department Website

alec.tamu.edu

- User-oriented redesign phase
 - Two focus groups in 2012 used in planning
 - Two-part usability study in 2014 after launch
- 124 individual pages
- Functional features, updated content
- Web and mobile ready





ALEC News

Four ALEC Students Receive USC Scholarship

Posted on August 20, 2014 by Patricia Ward



By: Patricia Ward This year Texas A&M's University Staff Council provided scholarships to students who serve as full-time staff members at the university. The scholarship, with support from The Association of Former Students, is designed to recognize students who are actively showing commitment to the university's mission of teaching, research and service. Recipients of the scholarship must be a full-time employee at Texas A&M and must maintain a 3.0 GPR to be considered for the scholarship. The scholarship is based on the applicant's written essay describing how...

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RECENT POSTS

- [Four ALEC Students Receive USC Scholarship](#)
- [2014 ALEC Dean's Outstanding Achievement Winners](#)
- [Aggie Reps Attend State FFA Convention](#)
- [Aggie Bash and VATAT Conference](#)
- [Faculty Receive Awards at NACTA Conference](#)

RECENT COMMENTS

- Mac McAllister on [Agricultural Science Team Recognized by Lincoln Electric](#)
- Hannah on [ALEC Faculty Recognized at Annual AIAEE Conference](#)
- Aggies On Every Continent | TAMUtimes on [The End of a Journey: Briers and Wingenbach Travel to Peru for Project Wrap-Up](#)
- Mary Aggie on [Houston Livestock Show and Rodeo Becomes the Classroom for ALEC Students](#)
- Homepage on [ALEC Student Recognized for Essay](#)



News Blog

ALECNNews.tamu.edu

- Before 2012
 - One image per month, two stories per semester
- 2012-2014
 - More than 200 posts
 - 195 original news stories
 - Two part-time undergraduate students



Social Media



[TX.ag/ALECfacebook](https://www.facebook.com/TX.ag/ALECfacebook)
1132 Facebook fans



[TX.ag/ALECLinkedin](https://www.linkedin.com/groups/TX.ag/ALECLinkedin)
238 group members



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



[TX.ag/ALECYoutube](https://www.youtube.com/watch?v=TUAg/ALECYoutube)
1601 youtube views



View this email in a web page

ALEC Updates

Agricultural Leadership, Education & Communications Former Student News

[former students](#) | [give](#) | [visit](#) | [contact us](#)



ALEC Undergraduate Newsletter

Thursday, March 27th, 2014

In This Issue

- Degree Planner Workshops
- Collegiate FFA Agriculture Ambassador Program
- Academy for Future International Leaders
- USDA RD Trainee Program
- Harvest Help This Summer
- ALEC Awards Reception

Important Dates

April 14th: Q-Drop deadline; Last Day to change KINE 198/199 Grade Type; Last Day to officially withdraw

Degree Planner Workshops

The ALEC department will be holding help sessions for the degree planner tool in HOWDY. Mark your calendars for April 1 & 2 at 7:00 p.m. in AGLS 111A. Peer Advisors will assist students with submitting degree plans for approval. The degree planner is required for students who entered Texas A&M University in the fall 2013 term and thereafter. Failure to submit a degree plan will result in registration blocks in the fall 2014 semester.

Collegiate FFA Agriculture Ambassador Program

Greetings from Indianapolis!

Do you know a college student studying agriculture? Do they have a passion for spreading the good word about the industry? Please share this opportunity with them!

Applications are now available for the 2014-2015 National Collegiate FFA Agriculture Ambassador team! Selected students are trained to give presentations and facilitate workshops to audiences of all ages who are interested in learning more about the agriculture industry.

Please review the FAQ prior to beginning the application process: https://www.ffa.org/documents/col_agambassador_faq.pdf

When prepared, complete the application: <https://register.ffa.org/event/34809>

To learn more about the program, please visit our webpage located here: <https://www.ffa.org/Programs/Outreach/AgAmbassadors/Pages/default.aspx>

Applications are due on **Tuesday, April 15th at 5:00pm EST**. Don't delay, get started today!

ALEC GRADUATE E-NEWS

Discover, educate, serve, and inspire



Issue 1 — August 15, 2014

Howdy! Fall 2014 semester kick-off!

NEW — Introducing Graduate eNews! Graduate eNews information will be sent to all graduate students the third Friday of each month. If you have any items you wish to include in the Graduate eNews, please send the details to cfulton@tamu.edu by the third Monday of the month.

TAMU Migrates to Google Apps for Education



ALEC Graduate Assistants 2013-14



eNewsletters

- ALEC Updates
 - Former students, faculty, staff, and board members
 - 2,925 contacts (36% were opened, 153 hits)
- Graduate eNews
 - Delivered monthly. Sent to all graduate students, faculty, and staff
- Undergraduate
 - Delivered weekly. Produced by undergraduate students for undergraduate students.



Tell Your Story

alecnews@tamu.edu

Subtitle



ALEC Departmental Meeting

August 27, 2014

1. Congratulations, Thank You, and Welcome

Congratulations to:

- a. Our ALEC faculty members who earned their promotion or tenure: **Dr. Tracy Rutherford**, Professor; **Dr. Scott Cummings**, Professor and Extension Specialist; **Dr. Theresa Murphrey**, Associate Professor with Tenure; **Dr. John Rayfield**, Associate Professor with Tenure; **Dr. Jeff Ripley**, Associate Professor and Extension Specialist
- b. **Dr. Summer Odom** who was selected as a 2014-15 Service-Learning Faculty Fellow for her clear commitment to the university's focus on High Impact Learning Experiences and integrative learning.
- c. **Hannah Miller** and **Sidney Holland** on their new officer positions with National ACT as President and Communications Coordinator. We are proud of you both!
- d. **Dr. Holli Leggette** now assistant professor in AGCJ and for winning the Runner-Up Dissertation Award at the ACE Research Conference. Portland, OR. June 24, 2014
- e. Our ALEC recipients of the 2014 College of Agriculture and Life Sciences Dean's Outstanding Achievement Awards: **Dr. Summer Odom** for the Service category, **Dr. Robert Strong** for the Early Career Teaching category, and **Elke Aguilar** for the Staff category.
- f. **Dr. Billy McKim**, **Dr. Scott Cummings**, and **Dr. Jennifer Williams** for T- Camp namesake this summer.
- g. Former ALEC student, **Blaze K. Currie**, as the recipient of the 2014 College of Agriculture and Life Sciences Outstanding Early Career Alumni Award.
- h. **Paul Pope** for his Specialist of the Year Award presented by the Texas County Agricultural Agents Association in June.
- i. **Drs. Roger Hanagriff**, **John Rayfield**, and **Kirk Edney** for their Outstanding Poster "The Flipped Classroom for Teaching Supervised Agricultural Experience to Students;" **Dr. Roger Hanagriff**, **Dr. John Rayfield**, **Lockie Breeding**, and **Kasee Smith** for their Outstanding Poster "A Descriptive Analysis of FFA Students Use and Frequency of Use of Social Media in Texas," and **Dr. Jack Elliot** as Outstanding Agricultural Educator. AAAE National Conference, Salt Lake City, UT. May 20-23, 2014
- j. **Dr. Chanda Elbert** for being selected as an Advance Diversity Fellow.
- k. **Dr. Jennifer Williams** and **Dr. Robert Strong** for their Outstanding Research Paper Presentation: *Examining Agricultural Leadership Students' followership and self-directed learning style*. ALE Annual Conference. San Antonio, TX. July 13-16, 2016
- l. **Dr. Jennifer Williams** for being the Invited speaker for the 2014 TAMU New Faculty Orientation (Exemplary Teaching)
- m. **Dr. John Rayfield** for being elected chair of the editing managing board for the Journal of Agricultural Education at the AAAE National meeting in Salt Lake City, Utah.
- n. **Dr. Tim Murphy** for completing his term as AAAE President.

2. Announcements

- a. **90 Day Reimbursement:** Effective September 1st, all expenses (travel and personal reimbursement) must be adequately accounted for within 90 days or the expenses will be reported as taxable income to the employee and the travel card suspended. This policy has been implemented to meet the "reasonable period of time" in the IRS accountable plan. Expenses that fall within the IRS accountable plan are not reported as taxable income to the employee.
- b. Also effective 9/1/2014, new local funds policy will be to reimburse actuals up to the GSA rate without receipts, but **receipts or substantiation are required if the daily meal expenses exceed the GSA rate**. Substantiation can be either the receipt or if the travel card was used, this provides the required substantiation.
- c. **State Employee Charitable Campaign** kicks off September 1. You can donate by logging in <https://sso.tamus.edu> Contact Jamie or Elke for more information.
- d. **Paul Pope** earned his SAS Programmer Certification this summer.
- e. **Dr. Andy Vestal** is chairing the search committee for the next AGCJ assistant professor.

3. Publications/Presentations

- a. Rosch, D., **Boyd, B. L.**, & Duran, K. (2014). Students' self-identified long-term leadership development goals: An analysis by gender and race. *Journal of Leadership Education*, 13(3), 17-33.
- b. **Boyd, B. L.** (2014). Leadership that settled the frontier. *Journal of Leadership Education*, 13(2), 169-175.

- c. **Strong, R.**, Ganpat, W., Harder, A., **Irby, T. L.**, & **Lindner, J. R.** (2014). Exploring the use of information communication technologies by selected Caribbean extension officers. *Journal of Agricultural Education and Extension*, 20(5), 485-495. doi: 10.1080/138922X.2014.927373
 - d. **Strong, R.**, & **Williams, J.** (2014). Understanding students as followers: Discovering the influence of followership style on self-directed learning. *Journal of Agricultural Education*, 55(2), 201-213. doi: 10.5032/jae.2014.02201
 - e. **Moore, L. L.**, & **Stewart, A. Y.** (Accepted). An empirical analysis of the literature cited in the *Journal of Leadership Education*. *Journal of Leadership Education*.
 - f. Velez, J. J., McKim, A. J., **Moore, L. L.**, & Stephens, C. A. (accepted). A nationwide assessment of the scope and impact of agricultural leadership education. *Journal of Agricultural Education*.
- NACTA Journal. Volume 58, Supplement 1. 2014 NACTA Abstracts. Montana State University, Bozeman. June 25-28, 2014**
- g. Agricultural Students' Perspectives of International Experiences: Opportunities and Challenges to Meeting Students' Needs. **Theresa Pesi Murphrey, Katy Lane, and Holli Leggette**
 - h. Describing Social Media Footprints of High Impact Experiences using Instagram. **Tobin Redwine, Tracy Rutherford, Gary Wingenbach, and Victor Salazar**
 - i. Determining the Relevance of Adopting the Context-Specific Knowledge Domains for Writing Expertise to Teach Writing in Agriculture. **Lori Costello, Holli R. Leggette, Tracy Rutherford, and Deborah W. Dunsford**
 - j. What Writing Factors Help Students Become Better Communicators, Critical Thinkers and Knowledge Creators? **Holli Leggette**
 - k. Negotiating the Rapids of High-Impact Experiences. **Sarah Ho, M. Reid Stavinoha, Tobin D. Redwine, and Landry L. Lockett**
 - l. An examination of High Impact Learning Opportunities Provided in Departments of Agricultural Education: Encouraging Learning in Varied Ways. **James Sledd, Holli R. Leggette, and Theresa Pesi Murphrey**
 - m. The Flipped Classroom for Teaching Supervised Agricultural Experience (SAE) an Innovative Tool for Preparing Agricultural Educators. **Roger Hanagriff, John Rayfield, and Kirk Edney**
- VATAT Professional Development Conference Workshops. Abilene, Texas. July 28 – August 1, 2014**
- n. Educational Excellence Website. **Kirk Edney, Julie Harlin, and John Rayfield**
 - o. IMS Resources to Help Teachers Assist Students in Career and Leadership Development Events. **Kirk Edney and Roger Hanagriff**
 - p. The Importance of Diversity in Agriculture. Lydia G. Garcia, **Darrell Dromgoole**, and Andra Johnson-Collins.
 - q. AET 101. **Tim Murphy and Roger Hanagriff**
 - r. Advanced AET 101. **Roger Hanagriff and Tim Murphy**
- ALE Annual Conference. San Antonio, TX. July 13-16, 2016**
- s. Hayes, E., **Boyd, B. L.**, & Williams, J. (2014). The impact of an ethics class on student's cognitive moral development. *Juried Selection Proceedings (Abstract)*, Association of Leadership Educators Annual Conference, San Antonio, TX.
 - t. **Boyd, B. L.** (2014). Teaching moral theories using Lone Survivor. *Juried Selection Proceedings (Abstract)*
 - u. Futrell, A., & **Williams, J.** (2014, July). Generational differences in perceptions of leadership: A look at leadership educators.
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 (TBD)**
 - c. Personnel (project director, support staff, GTAs, etc.)
 - d. Operations (e.g., travel, supplies, copying, printing, etc.)
 - e. Funded:
 - i. McWhorter, M., Hall, Thomas, Murano, E., Acuff, G., & **Strong, R.** (2014). *Lab Capacity Gap's Assessment West Africa* - USDA Foreign Agricultural Service (\$54,515)
 5. Dutch treat lunch with Dr. E. – Contact Debbie King to schedule and leave a contact number (for rescheduling): September 2, 4, 8, 9, 10, 11 & 12; October 1, 2, 7, 8, 9, 13, 14, 15, 16, 17, 20, 21, 22, 23, 24 & 27; November 4, 5, 6, 7, 14, 24, 25 & 26; December 2, 3, 4, 5, 15, 16, 17, 18 & 19.

Facebook

Total Likes: 1132
Average Weekly Reach: 2102

Twitter

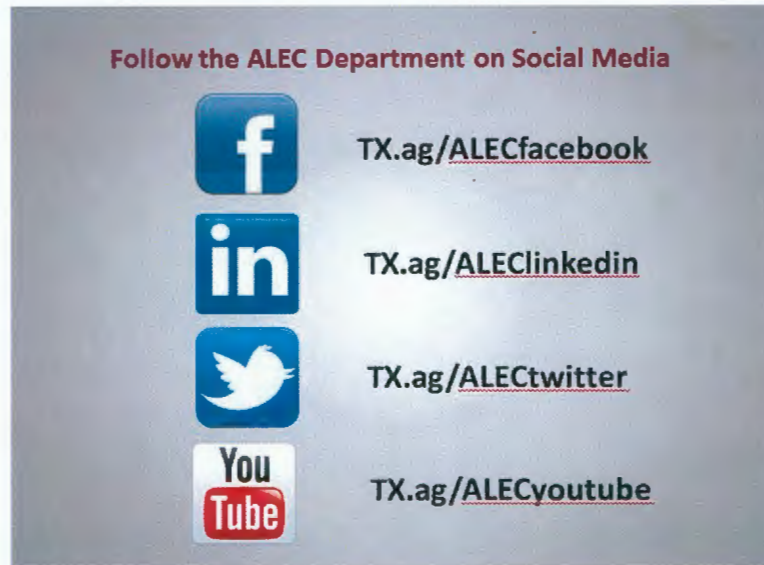
Followers: 92
Average Clicks to the News site: 3

LinkedIn

Group Members: 283

YouTube

Views: 1607



Engage with us using #TAMUalec on your social media posts!

Facebook Strategy

- Become active listeners of our audience
- Gain user generated content via giveaways

Twitter Strategy

- Become active conversationalist on twitter
- Create a community within ALEC for answering questions

LinkedIn Strategy

- Post regular content including internship and job opportunities
- Answer questions promptly and directly

YouTube Strategy

- Use as supplement to department opportunities
- Ask Student Organizations to create videos to increase awareness

Instagram Strategy

- Create engagement using photos and user generated photos (reposts)
- Start a trending hashtag for our department #AggiesInAg

Email story opportunities to ALECnews@tamu.edu or for more timely content contact Hannah via text 361-877-9686