Call to Order

Dean Karen Plaut called the meeting to order at 3:04 PM.

Approval of Agenda

Tim Kerr made a motion to add a discussion topic regarding a change to the College of Agriculture Constitution to the agenda. Lee Schweitzer seconded the motion.

There were no other requested changes to the distributed agenda. Marshall Martin introduced a motion to approve the modified agenda. Rick Meilan seconded the motion. The agenda was approved by unanimous vote.

Reports and Updates

Communication Changes & Communicating Change - Maureen Manier

Maureen began her remarks by discussing, “How has Agricultural Communications (AGCM) grown?”

- When it started there was a need for change to verify what changes need to be made, so we surveyed the college.
- Some results were surprising, some were not. - e.g. “If I know someone in AGCM then I know who to go to for help, but if not, then I’m often lost.”
- e.g. did not realize there was a need for AGCM to do more

She then went on to talk about the reorganization of AGCM.

- When a faculty or staff member went to AGCM for a project they would go to a specific person but there was a lack of collaboration which would not have resulted in the best outcome
- Worked with staff to get creative collaboration
- Hired key positions - e.g. senior editor for news magazine (someone with a vision for online and print magazine)
- Revising of the media relations area

Maureen then talked about the processes utilized by AGCM.
• Implemented Work Zone to keep track of AGCM work; allows AGCM to work better with each other and with AGCM clients
• Libris --> photo shelter that is accessible by anyone in the college - 400 people currently using/have access
• Tom Campbell is integral in maintaining and adding photos to Libris
• Events --> more emphasis on social media and connecting Ag events with college priorities – e.g. Spring Fest and State Fair

She continued her presentation by talking about the structure of AGCM.
• Leadership team --> several people who manage certain areas, as well as have an expertise in a discipline
• Multimedia --> graphics, video, animation
  o A large group that is evolving
• Media relations --> strategic consultation

Department Mission
• Creative collaboration has given the department a common sense of purpose

Maureen then touched on the changing communication practices.
• Death of news release --> no longer valid.
  o News is now on a 24-hour cycle
  o Reporters are doing more and are often being unfairly judged by how many clicks they get
  o What is generating news is vastly different from what it used to be
  o The news release has a different role
  o Now effectiveness is gained by making relationships
• Video and motion graphics are what gets people’s attention
• Reinvention of storytelling
  o 2019 is about image and videos and how they work together
  o The new term is “transmedia”
  o If just one aspect – e.g. the written word without a video, it does not work, and people don’t return

Maureen ended her presentation talking about “How do changes in AGCM affect you?”
• Extension materials --> some templates available
  o It is a new frontier
  o We need to determine the best way to reach the audience we want and get across the message we want to get across
• Media relations/content management
  o All the content we create must cross many content areas
  o Hired a national media consultant to help us reach people we never reached before – get us access to new people
  o Need to build productive relationship with faculty in order to tell the story
• In closing --> a college that is committed to innovation needs to be open to innovation (or to put it another way, a college that is open to innovation needs to be committed to innovation)
• AGCM is open to working with you

Following her presentation, Maureen then answered questions.

• Marcos Fernandez asked:
  o How do we measure effectiveness of a communications piece that is produced?
• Maureen responded:
  o We do monthly metrics --> views and clicks our stories receive.
  o Through Work Zone we see how many projects are in the works as well as how/when completed.
  o In addition, we send out a survey and have a 60% response rate.

• Linda Pfeiffer asked:
  o Has educational mission changed at all? We used to send students to AGCM for training, etc.
• Maureen responded:
  o No, not changed from our (AGCM) part.

• Linda Pfeiffer asked:
  o Are you aware of people who brought projects that are not worked or? Is there a form or a rubric that will tell whether a project would be worked on?
• Maureen responded:
  o Form that has been used for years. It has a high priority, medium priority, low priority
  o Not had the case that AGCM ever rejected a project; some projects may be low priority and thus takes 12 months to complete.

• Linda Pfeiffer asked:
  o Is there any info graphic training available?
• Maureen responded:
  o Yes, many hires in last 6 months have focused on info graphics. We definitely have people who can help and train in the area

A copy of Maureen Manier’s presentation is attached to the end of the minutes.

Consent Agenda – Action Items

Items on the consent agenda were considered. Dean Plaut asked if anyone wished to remove any item from the consent agenda for additional discussion. Barny Dunning made a motion to discuss Document XXI, Part I. Michael Saunders seconded the motion. Alan Talbert made a motion to approve the remaining items on the consent agenda. The motion was seconded by Mark Russell and passed unanimously.

Dean Plaut asked Andrea Liceaga, Chairperson of Agenda & Policy, to speak on the Constitution of the Agriculture Faculty. Andrea stated that at the December 2018 meeting the Faculty voted to
add a virtual meeting option to the constitution. However, in January after the constitution was sent to faculty for approval a concern was raised that the timing for virtual meetings was not explicitly stated. Thus, the language in the constitution needs to be updated to rectify the timing for a virtual meeting. A virtual meeting would be held to review the language in the constitution before sending it to all College of Agriculture faculty for ratification. Rick Meilan made a motion to hold a virtual meeting. The motion was seconded by Marshall Martin and approved unanimously.

Karen noted that the virtual meeting would occur before the end of the term. She also encouraged faculty to vote. She noted that 65 faculty voted on the last revision in January.

Barny Dunning began this discussion on the changes to the Multicultural Awareness requirement by thanking the efforts of DATA committee. He then stated (1) Don’t really see how courses were included or excluded, and (2) also concerned that courses were excluded because a syllabus was not obtained.

Barny went on to discuss the impact of the change: I would look at this a different way --> 30 courses were the best choices by students and their advisors rather than looking at the limited number who took the course. (e.g. I have some devout students who have taken the Religions of the East or Religions of the West courses and these allow them to take courses in an area of interest to them.)

Orla Hart then stated - Regarding the Learning Outcomes, it is not that any of them went away, but rather they were incorporated into the 4 outcomes stated in the document. You are correct, it was a lengthy process. We made multiple attempts to get a syllabus from a faculty member and/or department. We did not exclude a course without attempting to gain information. Rather wanted to state that CoA graduates were definitively meeting specific learning outcomes. Wanted to make sure that students are looking at outcomes from a multicultural point of view. Want to prepare students to work in a domestic multicultural environment.

Pam Morris added: The College has been discussing this since 2004. We have worked with industry to prepare students. We have revised the learning outcomes over the last 4 years based on input/feedback from CSRC. Our students need to be culturally competent and self-aware.

Mark Russell stated that we need to differentiate between culture courses and courses that increase culturally competent/intercultural competency.

Mike Saunders stated this is a technical comment – one course (PSY 35500) on the list has pre-requisites. I thought CoA core courses were not to have pre-requisites.

Orla responded, we saw no reason to exclude the course even if only those getting a PSY minor or double major would complete that course.

Citing no further discussion Dean Karen Plaut called for a vote. Jon Neal moved to approve as written in agenda. Mark Russell seconded the motion. The change in Multicultural Awareness requirement was approved 45 to 2.

Memorial Resolutions
Report Items

Standing Committee Reports:

1. **Agenda and Policy Committee – Andrea Liceaga**
   Set the agenda for COA Faculty Meeting twice a year and the topics presented to the committee over the course of the year.

2. **Area Promotions – Karen Plaut**
   Can report where we are currently: 8 associate professors and 8 full professors.

3. **Curriculum and Student Relations Committee – Peter Goldsbrough**
   Worked to shorten the document for the faculty meeting by taking out syllabi and linking to Curriculog. Also spent time talking about Data Science. If you are passionate about Data Science talk to CSRC representative.

4. **Grade Appeals – J. Marcos Fernandez**
   Two came forward and both were resolved.

University Senate Report – Robert Pruitt

1) State of Civics Literacy for Purdue Students. Town Hall video on the subject is online.
2) relationship between Purdue Global and Purdue Main Campus; need to have Purdue Global courses reviewed if we want to have it appear on Purdue Main Campus transcript.

Dean’s Report – Dean Karen Plaut

Due to time, Dean Plaut provided a quick overview of her report. She began by commenting on the College’s rankings and the need to continue moving forward. She provided a summary of the rankings—#12 in the World; we were #9 and dropped. Still #6 in the US. We think metrics were skewed for International Institutions. We think we are a great international college!

Dean Plaut then went on to talk about new leadership, new faculty, and new searches for faculty. She also talked about leadership searches, specifically Hazel Wetzstein stepping down from HLA. The hiring process for a new HLA Department Head begins this spring. Karen added that there has been quite a large change in the leadership team.

Dean Plaut spoke on the recruiting and yield efforts for those students starting at Purdue in Fall 2019; admitted and applied numbers are up and 69% of Indiana residents accepted; also individuals should consider Pathway to Purdue Agriculture. Karen went on to discuss online activities; we discussed a Masters in Digital Agriculture; we are going to start with a certificate program because it’s not cost effective to begin a new Masters. Dean Plaut then provided a couple of examples of the College’s role in digital agriculture. She highlighted Jian Jin (gives lots of information about the crop) and Bob Nielsen (educating and helping our farmers use data with drones). Karen added that the video with Bob is really nice work from Extension.
The College of Agriculture has a line item request to the State of Indiana. However, the College is not likely to get an increase in line items; this is because of the College of Veterinary Medicine; it is their turn and we are pleased for them.

Dean Plaut concluded by highlighting an upcoming Ag Week event. 150,000 meals to be packed during Hammer Down Hunger—75,000 locally, 75,000 overseas.

**Adjournment**

The meeting was adjourned at 4:31 PM.

**Next Meeting**

The 2019 Fall Semester Agricultural Faculty meeting is scheduled for 3:00 PM on Wednesday, December 4 in the Deans of Agriculture Auditorium in Pfendler Hall.

Respectfully Submitted,

Timothy P. Kerr
Secretary, Agricultural Faculty
COMMUNICATION CHANGES
& COMMUNICATING CHANGE
AgCommunication’s Growth

- Customer Service Survey
- Meetings with department heads and faculty
- Input from AgComm staff members and others from College
- Previous experience leading departments through transformation process
Reorganization

- Breaking down silos
- Creative collaboration

Key positions:

- Senior editor for new magazine
- Motion graphics
- Diverse communications expertise
- Media relations vs. news
Processes

Libris
Processes

- Events
Agricultural Communications

- Events
- Processes
- Multimedia
- Media Relations/Content
- Communications
AgComm will collaborate with our colleagues to be a strategic, innovative partner.
Changing communication practices

- The death of the news release
- Video and motion graphics rule
- The Reinvention of Storytelling
How changes impact your relationship with AgComm

- Extension materials
- Media relations/content management
- Communications strategy