

Fall 2012 Academic Notes
UNL College of Agricultural Sciences and Natural Resources (CASNR)

Welcome to the fall 2012 edition of the College of Agricultural Sciences and Natural Resources' Academic Notes. Through this report we will highlight major findings from the study conducted by David & Associates entitled ***Defining the CASNR Brand: Brand Audit, Research, Interviews, Brand Messaging, and Recommendations***. The study was completed during the spring and summer of 2012 with the report being submitted to CASNR in October, 2012. The objectives of the study were:

- 1) Explore the CASNR brand experience as perceived by students, alumni, faculty and staff;
- 2) Develop a brand position and messaging that accurately captures and conveys the essence for recruiting initiatives, and;
- 3) Provide recommendations to implement – especially targeting students not typically in CASNR.

The study demonstrates that individuals in CASNR play a critical role in the recruitment and retention of our students. I want to personally thank each and every one of you for making the College of Agricultural Sciences and Natural Resources the best career development institution for our students. Our students, alumni, staff, and faculty appreciate your efforts and dedication to ensuring the future of our agriculture, food, and natural resources system.

Look for the textboxes throughout the report that highlight some of the findings from the study.

Engler Agribusiness Entrepreneurship Program

The Engler Agribusiness Entrepreneurship Program offers both 12 and 18 credit minors to students across all majors of the college. To facilitate student access to courses, EAEP 275, EAEP 288 and EAEP 488 will be offered in both academic semesters. EAEP 288 and EAEP 488 are also available through online options this spring. All students interested in entrepreneurship are encouraged to participate with the Engler Agribusiness Entrepreneurship Club – for more information contact Tom Field, PhD at tfield2@unl.edu.

The URL for the Engler website is now <https://engler.unl.edu>

Study finding...Getting students to find their major, and then getting them to campus, is key to success. Most influential attributes of recruiting were 1) had the major/program I wanted, 2) campus environment, 3) quality of faculty, and 4) quality of facilities.

Advising Awards in CASNR

The **2012 Lawrence K. Crowe Undergraduate Advising Award** was given to Ms. Britta M. Osborne, Department of Biochemistry at the Undergraduate Advising Luncheon held on October 17, 2012, in the Nebraska East Union. Tom Fields, Engler Agribusiness Entrepreneurship Program, had a brief presentation on Academic Advising. The Crowe Family has provided a \$1,000 stipend to accompany this award. Congratulations Britta!

The **2012 Darrell W. Nelson Graduate Advising Award** was presented to Paul E. Read, Department of Agronomy/Horticulture, at the annual Fellowship Luncheon on October 17, 2012. A \$1,000 stipend accompanies this award. Congratulations Paul!

Nominations Due for Teaching Awards

Each year, CASNR nominates an individual from our College for the UNL Distinguished Teaching Award. This award comes with a \$1,000 cash award with funds provided through the Nebraska Legislature.

Last year, Professor Charles Francis with the Department of Agronomy and Horticulture was the recipient of one of the Distinguished Teaching Awards (congratulations, Chuck).

We know there are numerous individuals within your departments who are worthy of this recognition, and we are asking individuals to nominate a colleague for this year's UNL Distinguished Teaching Award.

The process developed several years ago has been streamlined allowing us to use information/data within an individual's Activity Insight for nomination development. Once we receive the names, a committee comprised of past recipients and the CASNR Associate Deans will prepare the formal nomination and submit it to the Office of the Senior Vice Chancellor of Academic Affairs.

To nominate a colleague for this teaching award, please send me (Dann Husmann) her/his name. The deadline to submit names is January 4, 2013 (Friday).

Study finding...Student experience at CASNR. Students cited the following key attributes for recommended CASNR to others: 1) friendly, welcoming environment, 2) sensing of caring for students, 3) smaller feel of campus, class size, etc., 4) connections with faculty, staff and students.

Holling Family Award Program for Teaching Excellence

Nominations for the annual Holling Family Teaching Excellence Awards in Agriculture and Natural Resources are due on **January 11, 2013**. Nominations may be made by peers and/or administrators who feel that a particular individual effort is deserving of special recognition. Make sure your nomination includes specific information on how an individual's work matches with the criteria listed below since this is how each packet will be evaluated.

The Categories

- 1) Senior Faculty Teaching Awards, which are \$5,000 per individual.
- 2) Junior Faculty Teaching Awards, which are \$3,000 per individual.
- 3) Teaching Assistant Awards, which are \$1,000 per individual.

Criteria

For faculty nominations, the selection committee will consider:

- Identification of innovation in an educational program.
- Description of goals of the project, target audience, estimated numbers involved, other colleagues involved, and time line.
- Outcomes of teaching activity on the learners, types of learner activities utilized (e.g., active learning; cooperative or collaborative learning; interactive learning using technology; and distance learning processes).
- Evidence of peer evaluation of the nominee's work.

For teaching assistant nominations, the selection committee will consider:

- Successful performance in the classroom with preference given to those introducing imaginative and/or innovative instructional practices into the classroom or laboratory.
- Enthusiasm and commitment to teaching.
- Satisfactory progress towards a degree.
- Letter(s) of support from their graduate adviser/course instructor and students in the course.

Complete guidelines are available on the CASNR website:

http://casnr.unl.edu/LinksforFacultyandStaff/FacultyAwards#Holling_Family_Award.

Nomination forms are included with this e-mail. All nominations should be submitted through the appropriate IANR Head or Director to the cognizant Dean, or through the appropriate NCTA Program Director to the NCTA Dean. The deans will forward nominations to the Holling Family Award Program for Teaching Excellence Selection Committee, 103 Agricultural Hall, Lincoln, NE 68583-0702. Recipients will be recognized at a 2013 spring term reception, through the IANR news media and at appropriate CASNR, Extension and NCTA events/meetings. Questions may be directed to Dr. Dann Husmann, Chair of the Selection Committee, at 472-2201.

Enrollment Update in CASNR

CASNR undergraduate enrollment increased **3.7%** (71 students) to 2,009 [1,992 at UNL and 17 at UNO (2 pre-agricultural sciences, 10 pre-horticulture, 1 pre-food science and technology and 4 pre-natural resources)]. This is an **all-time high** CASNR undergraduate enrollment (previously 1,938 enrolled in 2011). Total UNL enrollment (undergraduate, graduate and professional) is 24,207, a -1.6% decrease from the previous fall.

The degree programs with the largest class of new freshmen (UNL, including UNO) were **Animal Science (67), Agribusiness (38), Agronomy (29), Forensic Science (28) and Pre-veterinary Medicine (26)**. **Nebraska residents were 82.3 % of first-time students.**

The top five degree programs based on CASNR enrollment are: **Animal Science (299), Fisheries and Wildlife (208), Agribusiness (199), Agronomy (170) and PGA Golf Management (120)**. **Biochemistry** has a total enrollment of 292 (94-CASNR, 198- CAS).

Thank you to everyone who assists with recruiting students to UNL!

Study finding...Student experience in personal growth. CASNR students agreed they have become more self-confident (77%), been encouraged to do new things (81%), stated CASNR helped them discover what they're really good at (69%), and that CASNR has helped them develop leadership skills (71%).

Changes in Advising

With the development and implementation of WebNow (UNL's paperless undergraduate advising system), students who enter and leave CASNR will be communicated to a student's current and anticipated adviser via an email message. Since freshmen students do not have a paper advising folder, faculty/staff will be alerted via an email message when a student enters or leaves a degree program. The CASNR Dean's Office will adhere to this process for all students who have paperless files.

CASNR Career Fair Update

The 2012 CASNR Career Fair was held on Thursday, October 4, 2012 in the Nebraska East Union from 10 a.m. to 3 p.m. The CASNR Career Fair was held in conjunction with Career Fair Week, which featured three days of Career Fairs with over 300 employers participating in whole. 564 students and alumni from the University and local community attended the CASNR Career Fair to visit with 76 employing organizations and graduate institutions. Representatives from local, state, and national organizations attended to connect with students as they seek full-time and internship opportunities. New employers that came to the career fair included: AgVenture, Inc.; Centennial Ag Supply; CoBank, ACB; Farmway; Felsburg Holt & Ullevig; FLM+ Advertising; Hertz Farm Management Inc; Horizon Systems, Inc.; Menard Inc; Milk Specialties Global; Nebraska Corn Board; Modern Woodmen of America; Nebraska National Forests & Grasslands; Northwestern Mutual Financial Network; Nutra-Flo Company Inc; Orthman Manufacturing Inc;

Stine Seed Company; Summit Farms, LLC; Target; The Climate Corporation; UNMC College of Public Health; Wells Fargo Bank - Commercial Food & Agribusiness. In addition to the career fair, we hosted the eighth annual "CASNR Dean's Employer Appreciation Banquet". It was held the evening before the career fair with 40 employers and department representatives in attendance. The annual Faculty/Employer Brunch was held the morning of the career fair with 102 employers and faculty in attendance. The day after the career fair 230 interviews were conducted and another 57 interviews occurred during the next week.

Employment Seminar (AGRI/NRES 388)

The Employment Seminar was held on Tuesday evenings from 6-8 p.m. for the first eight weeks of the fall semester. Subjects covered included: resume and cover letter development; speed networking; job search strategies on the Internet/Husker Hire Link; job search ethics and job offer evaluation; interviewing and professional etiquette; preparing for a career fair; industry mock interviews; and etiquette dinner and discussion. Forty-six students participated in the course. Thank you to the departments and your faculty for assisting with this fall's experience.

ACE Reporting Requirements

Please note that **all** ACE courses MUST archive all assessment materials defined in the original ACE proposal **every** semester the course is offered. Failure to provide this archiving may result in decertification and loss of ACE status. This could be particularly interesting for ACE 10 courses which are required for completion of degree requirements. If you have questions, please contact John Markwell.

Study finding...CASNR students strongly agreed with the following CASNR characteristics: welcoming (69.3%), safe (67%), career focused (63.7%), student focused (60.9%), comfortable (62.9%) and relevant to the real world (59.4%).

Policy on Minimum Class Enrollments

The CASNR policy on class size is that undergraduate classes with less than ten students, or graduate classes with less than five students, require permission to be offered. Instructors of such classes should contact their unit administrator requesting that an email be sent to the CASNR Dean seeking permission to offer the class. If permission is not received, the class will not be used for CASNR teaching load calculations. In a recent survey, it appeared that a significant number of classes in CASNR are being offered in spite of low enrollments. Units should consider whether it is possible to offer such classes on a less frequent basis, or move a class with multiple sections to a larger room; such action may help increase curricular flexibility and help with staffing shortfalls.

Update on PEARL Assessments—Consider Combining with ACE

A significant number of the PEARL assessment programs are not being completed or the data input into the reporting system. This has been due to a combination of factors including change in Unit PEARL Coordinators, changes in the courses in which assessments were given when the

PEARL system originated five years ago, and a perception that PEARL is no longer necessary now that ACE has been initiated. There is a strong concern at the College administrative levels that spotty or incomplete assessment reporting could jeopardize academic program reviews in the future, so there will be increased emphasis on compliance with minimum reporting in the PEARL System. One of the changes that will be implemented this academic year is to have the academic program's ACE 10 assessment be integrated into the PEARL system. More information about this change will be sent to units through their administrators in the near future.

Reminder on Implementing CIEQ

It is time to start thinking about administering the CIEQ evaluation for the Fall semester. For the most meaningful results, the instrument may be administered anytime during the last five weeks of the semester. Do not administer the instrument on the day before an exam, the day of an exam, or the day following an exam. Make sure that students have adequate time to provide feedback on the back of the instrument. Please make sure that the information bubble sheet has the instructor's correct name. You only need to administer the CIEQ instrument if you were an instructor for five or more weeks of a course. If you have questions about interpretation of the CIEQ results, contact John Markwell.

Classroom Emergency Preparedness and Response Information: Each faculty member has been asked to attach the Emergency Procedures Quick List (A PDF document available at <http://police.unl.edu> or download directly at http://emergency.unl.edu/doc/Emergency_Procedures_Quicklist.pdf) to their course syllabus and/or include it in their on-line course information. Additionally, faculty are encouraged to take a few minutes during their first lecture to discuss the handout and ensure that their students have 'situational awareness' in the classroom.

Study finding...Alumni interviewed said they felt very well prepared for their first job in the marketplace and they were quick to credit internships and faculty advisors for helping them better understand their career path and the expectations and requirements to succeed along their path.

Update on Doctor of Plant Health

The Doctor of Plant Health Program is working across the departments of Agronomy & Horticulture, Entomology, and Plant Pathology to provide an interdisciplinary professional program dealing with comprehensive plant health and the management of plant systems. The program currently has 13 students and hopes to graduate its first student in spring 2013.

We encourage undergraduate advisors in biology and plant related majors to inform students of this professional opportunity. The DPH is a rigorous program and should be a consideration for graduating seniors and Master's students who have career interests in practical aspects of plant health and managing plant systems of all types. Interactions with prospective employers

demonstrate strong employment prospects in this agricultural related area. For more information on the DPH program, visit the website www.dph.unl.edu or contact Gary Hein, Program Director at 402-472-3345 or ghein1@unl.edu.

Ag and Natural Resources Literacy Update:

Chancellor Perlman and the Institute of Agriculture and Natural Resources (IANR) have defined goals for innovating agriculture and natural resources to 2025. One of these goals is related to the topic of agricultural literacy and more broadly, science literacy. In response to this goal, CASNR faculty have developed a series of new courses and/or revised existing courses that address important issues and challenges for the future of agriculture within the context of natural resource use, management, and long-term global needs and sustainability.

Listing of the courses that will be available spring 2013:

Invasive Plant Science: Impacts on Ecosystems, AGRO/NRES 107, ACE 9

Landscape and Environmental Appreciation, HORT 200, ACE 7 and 9

Energy in Perspective, ENSC 220, ACE 9

Natural Resource Conservation in Society, NRES 111, ACE 8 (proposed)

Developments in the Campus Discussions on the Life Sciences

The Course Development Committee has completed the task of developing the course proposals for the two new life sciences courses (LIFE 120 and 121) and accompanying laboratories (LIFE 120 L and 121 L). The Course Development Committee was comprised of the following faculty: Stacey Smith, Jack Morris, Peggy Tilgner, Candace Kohnke, Roberto Cortinas, Harkamal Walia, Phil Miller, Melanie Simpson, John Osterman, Brian Larkins, and Tiffany Heng-Moss.

The college curriculum committees for Agricultural Sciences and Natural Resources, Arts & Sciences, and Education and Human Sciences have approved the new life sciences courses and laboratories. The LIFE courses and accompanying laboratories will be offered starting Fall 2013 pending approval by the University Curriculum Committee.

CASNR Scholarship Report

2012-2013 Scholarship Report

Total number of Scholarships given by CASNR	1001
Total number of Students receiving Scholarships from CASNR	892
Total percent of students receiving awards from CASNR	44.4%
Total Amount Awarded through CASNR	\$1,178,739.00
Average Value of all CASNR Scholarships	\$1,179.42
Maximum Value of all CASNR Scholarships	\$10,000.00

College Level Awards

Total Awarded through Dean's Office	\$703,280.00
Total Number of Scholarships Awarded through Dean's Office	601
Total Number of Students receiving Awards through Dean's Office	553

Departmental Level Awards

Total Awarded through Departments	\$475,459
Total Number of Scholarships Awarded through Departments	400
Total Number of Students receiving awards through Departments	339

CASNR Week Activities for Spring 2013

Friday, April 12	Bowl-A-Thon sponsored by Student Involvement and EC Residence Halls
Saturday, April 13	CASNR Fun Run Burr Hall Bull Fry Block and Bridle Cake Competition
Sunday, April 14	CASNR Week Banquet Reception hosted by Student Involvement before banquet Alpha Zeta Initiation Study Abroad Recognition
Monday, April 15	CASNR Week Blood Drive
Tuesday, April 16	Lunch on the Lawn Community Night
Wednesday, April 17	Club Adviser Luncheon
Thursday, April 18	Undergraduate TA Luncheon Barbecue sponsored by Alpha Gamma Rho and Sigma Alpha
Friday, April 19	UNL Rodeo
Saturday, April 20	UNL Rodeo

Study finding...Like students, faculty use the words "family," "community" and "student-focused" frequently in their characteristics of CASNR. Faculty take their advising roles seriously and see this as a distinct advantage to students. From a faculty member the following: "I have a foot on both campuses and I can see a cultural difference between the way departments interact, the staff and faculty interact, the way the students and faculty interact in this college. You get that family sense – and overwhelming congeniality between the people."

CANSR's Salute to Graduates

The May 2012's Salute to Graduates ceremony was attended by 127 of 240 graduates and an audience of over 670 family members, faculty, staff and guests. The Salute to Graduates ceremony, moderated by Vice Chancellor Ronnie Green and CASNR Dean Steve Waller, continues to receive praise from attendees. Frequent comments tell us that those attending appreciate its personalized focus and individual recognition. Over 5,790 family members and friends have experienced the vibrant East Campus Environment to attend Salute ceremonies each May and December in the Nebraska East Union. Over 1,115 graduates have now made Salute a great tradition since the ceremony was inaugurated in December 2005.

Emeriti Faculty in CASNR

Emeriti faculty are a rich resource in the College and their contributions are highly valued. In 2009 CASNR emeriti faculty were brought into the CASNR Alumni Association as Honorary Emeriti Life Members as a way to keep them informed of activities in the College. New emeriti are brought in each year. The Award for Engagement of Emeriti Faculty, recognizing the department that best nurtures and accepts the contributions of emeriti, was established in 2009. This award is presented annually at the CASNR Week Banquet in April.

Fall 2012 Alumni Reunion

The annual CASNR Alumni Association football reunion and benefit silent auction was held September 15 prior to the Arkansas State game. Some 110 alumni and friends were in attendance for the event which included a lunch before the game.

The silent auction provides scholarships; this year generated \$4,927 for our students. Many generous donors contributed 74 great auction items ranging from fine wine to Madagascar hissing cockroaches (thanks, Entomology). An equally important part of the auction: The generous bidders who buy the items. We heard many positive comments and promises to return next year.

R. B. Plummer Student Loan Fund

In 1943, Ralph Ballard Plummer established through his Last Will and Testament the R. B. Plummer Student Loan Fund. It was Mr. Plummer's desire to assist students in the College of Agricultural Sciences and Natural Resources with financial support to continue and complete their baccalaureate program (and graduate program too). As a result, CASNR is able to meet the needs of students who encounter financial hardships by providing low interest loans from the R. B. Plummer Student Loan Fund. Students apply for an R. B. Plummer Student Loan by completing an application (available in the CASNR Dean's Office) and making an appointment with the Associate Dean in the college. Once a student graduates, arrangements are made through the University of Nebraska Foundation to construct a repayment plan to complete the requirement of the student loan. Please make your students aware of the R. B. Plummer Student Loan Fund and have students stop by the CASNR Dean's Office for more information (103 Agricultural Hall).