

**NCAC-024**  
**2013 Committee Meeting Minutes**  
**Starkville, MS**  
**January 3-4**

**Chair**

George Wardlow, University of Arkansas

**Vice-Chair**

Rob Terry, Oklahoma State University

**Administrative Advisor**

Karen Plaut, Purdue University

**Secretary**

Mark Balschweid, University of Nebraska-Lincoln

**THURSDAY, JANUARY 3**

**Members in Attendance:**

**Mark Balschweid** – University of Nebraska; **John Ewing** – Penn State University; **Steve Frazee** – Texas Tech University; **Bryan Haines** – University of Kentucky; **Steve Harbstreit** – Kansas State University; **Robert Torres** – University of Arizona; **Gary Straquadine** – Ohio State University; **Brian Warnick** – Utah State University; **Wade Miller** – Iowa State University; **Tim Murphy** – Texas A&M University; **Michael Newman** – Mississippi State University; **Ed Osborne** – University of Florida; **Travis Park** – Cornell University; **Karen Plaut** – Committee Administrator; **John Ricketts** – Tennessee State University; **Rob Terry** – Oklahoma State University; **Greg Thompson** – Oregon State University; **Roger Tormoehlen** – Purdue University; **George Wardlow** – University of Arkansas,

**Guests:** Dr. George Hopper, Dean and Experiment Station Director, College of Agriculture; Dr. Wes Berger, Associate Dean for Research, College of Agriculture.

**Call to Order:** Chair Wardlow called the meeting to order at 8:30 am in the second floor conference room of the Lloyd-Ricks-Watson Building on the campus of Mississippi State University.

**Welcome:** Wardlow welcomed participants and introduced Michael Newman, who in turn introduced Dean and Experiment Station Director George Hopper and Associate Dean for Research Wes Berger.

**Introductions:** Participants and guests introduced themselves.

**Approval of Minutes:** Wardlow presented minutes of the 2012 meeting. Minutes were approved as presented. Wardlow instructed Balschweid to post the approved 2012 minutes to the NIMSS website.

**Charge:** NCAC024 Administrator Plaut delivered the meeting charge to the committee. Plaut clarified that NCAC is an administrative advisory committee for agricultural education. She challenged the group to consider the importance of social science research

in the grand challenge of feeding a growing, global population. She indicated the need to encourage faculty in our units to develop multi-state projects for this group to advance the scholarship for the disciplines this group represents. She indicated that 25% of Hatch monies coming in to universities must be spent on multi-state projects. These dollars can be allocated to salaries for faculty and graduate students assigned to multi-state projects. However, all personnel considered for these dollars must have an experiment station appointment. Plaut also highlighted the lack of diversity on this group.

Plaut stated that there were no projects for this group to review this year.

Wardlow initiated discussion to address Plaut's charge by asking the following questions:

- What are the National Research Agenda priorities?
- What are 2-3 opportunities within each priority?
- What are the strategies to address these needs?
- What do we end up with deliverables from these teams?
- How do we create research teams, members, champions for each priority?
- How do we market these and/or highlight our capabilities?
- How does our research become recognized by agencies and others?

Balschweid shared a sortable spreadsheet\* that provided institutions and respective faculty with a list of their areas of research interests aligned by NRA Research Priorities. Discussion followed. It was concluded that those individuals interested, willing, and with the time to commit to working on a multi-state research project be included in the master list.

Osborne presented a document titled the *Development of NRA Research Programs and Teams\**. This document represented a summary of the activity and discussion related to this from the AAAE National Meeting in Asheville, NC in May 2012. Osborne then distributed the *AAAE National Research Agenda 2011-2015 Priorities, Key Outcomes and Major Research Teams\**. Discussion followed.

Further discussion highlighted balancing the historical emphasis on teaching with the expectations for research.

Wardlow indicated the focal point of this meeting should be to identify leaders for each area of the NRA and to help them develop research teams.

**Lunch Break:** Newman and MSU faculty provided a tour of the facilities for the School of Human Sciences along with a driving tour of the MSU campus.

As lunch concluded, Terry led a discussion regarding high priority work teams. He posed the question *what does success look like for these groups?* and *where do we want these groups to be one year from now?* Discussion followed regarding the ultimate goal being the submission for a development committee through the Experiment Station system. The group identified the following tasks to accomplish the purpose of aligning individuals to lead each NRA priority area:

- Identify a leader for each research priority area
- Identify an individual from NCAC024 to serve as ex-officio
- Conduct a webinar open to the profession providing initial information for the priority area
- Use interest from the webinar to assemble a team interested in the priority area
- Hold a meeting (apart from regional and national AAAE meetings) with interested faculty

Research Priorities:

1a. Agricultural Literacy WDC027 – Brian Warnick and Carl Igo, Co-Chairs (Warnick)  
 1b. Agricultural Comm Group – David Doerfert and Dwayne Cartmell, Co-Chairs (Terry)

2a. Ag Tech Systems – Ryan Anderson and Don Edgar, Co-Chairs (Harbstreit/Wardlow)  
 2b.

3a. SDC343 – Brian Myers, Chair (Osborne)  
 3b. Diversity – Susie Wittington and Levon Esters, Co-Chairs (Tormoehlen)

4a. Motivated Learners – Grady Roberts and Neil Knobloch, Co-Chairs (Torres)  
 4b. Teacher Preparation - Brad Greiman and Gaea Wimmer, Chair (Newman)

5a.  
 5b.

6a.  
 6b. Agricultural Leadership – Mark Brennan and Bob Birkenholz, Co-Chairs (Straquadine)

Osborne stated that the importance of these teams is not necessarily the development of a particular project or outcome, but that ongoing dialogue and conversation around the research topics is taking place. The specific outcomes (multi-state projects, grants submitted, research studies launched, etc.) will flow from the meetings that occur.

Balschweid led a discussion regarding messaging and communicating agricultural education's research enterprise and capacity to outside entities. As part of the discussion Osborne distributed a listing of NCAC024 Stakeholders\*. Torres asked *what impact or change has our research contributed to?* Plaut provided an example from the animal science profession for their efforts in promoting animal science research. They utilize an external consultant who has produced communication pieces to indicate their identity as a profession and what they can provide stakeholders. Wardlow stated that administrators and policymakers are two groups to focus on. Plaut suggested talking with representatives from Lowell and Walt (?) consulting group in Washington D. C. Plaut suggested inviting the NIFA Director to the AAAE meeting as a way to establish further relationships. Osborne suggested identifying our disciplinary perspectives as *agricultural communication, agricultural leadership, agricultural education in formal settings and extension*. In addition, Osborne suggested approaching Dr. Howard Silver, Executive Director of COSSA

(Consortium of Social Science Associations) for assistance in getting our discipline's perspectives and capabilities heard in DC.

Discussion followed concerning NCAC024 and the committee's relationship with AAAE and other professional societies in social science. It was determined that NCAC024 should be separate from AAAE, complete with a separate NCAC024 website. Tormoehlen agreed to host a new NCAC024 website at Purdue University and begin work to establish the site in 2013. Park suggested creating a federation of social scientists to include those societies involved in extension, communication, leadership, rural sociologists, etc. Discussion followed.

### **New Business:**

Torres agreed to host NCAC024 in 2014 in Tuscon, Arizona. The group decided to set the dates for the annual meeting for January 8-10, 2014 at the University of Arizona campus.

**Adjourn for the day:** The meeting was adjourned for the day at 4:30 pm.

### **FRIDAY, JANUARY 4**

**Members and Guests in Attendance:** All present from the previous day were in attendance, except Ricketts and guests.

**Call to order:** Chair Wardlow called the meeting to order on at 8:15 am in the second floor conference room of the Lloyd-Ricks-Watson building.

Wardlow followed up the discussion from the previous day regarding a proposed coalition of social sciences in agriculture that could include extension, communications, leadership, etc. **Park moved that NCAC024 leadership explore collaborations with all social science societies in agriculture for the creation of a separate federation for visibility and advocacy. Murphy seconded. Motion passed.**

Wardlow appointed Park, Osborne, and Thompson to draft a white paper describing the concept and to provide it on behalf of the NCAC024 committee for reaction at the ESCOP meeting. The intention is to provide the document to each of the societies this year (2013) for action. Wardlow asked the committee to provide a draft to NCAC024 leadership for input during the process.

**Terry moved that the AAAE Teacher Ed SIG explore the creation of a research and poster session focused on school based agricultural education at the NAAE national meeting. Torres seconded. Motion passed.**

Tormoehlen reported that the NCAC024 meeting held at the AAAE national meeting is scheduled for Wednesday, May 22 9:45 – 10:45 a.m.

### **Reports**

- Torres provided the ESCOP report and update for the previous year.

**Update of Goals and Action Items:** Terry led a discussion to review and update committee goals and action items contained in *NCAC024 Goals and Action Items\**.

**Other Business:**

**Wardlow moved to have Balschweid compose a letter of commendation to Newman thanking him for his efforts in hosting the 2013 NCAC024 meeting and send a copy to his administrators. Motion was seconded. Motion passed.**

**Adjourn:** The meeting adjourned at 9:50 a.m.

\*Available upon request