



**Teaching Learning and Communication Section Annual Meeting  
Sunday, July 24, 2011  
Pittsburgh, Pennsylvania**

**Meeting Notes**

Present: Molly Espey (Clemson University); Mary Dugan (Purdue University); Jim Beierlein (Pennsylvania State University); J.H. Bahn (USDA Retired); Ward Nefstad (University of Minnesota); Josh Detre (Louisiana State University); Memoona Khan (Michigan State University Alumnus, Pakistan Federal University); Michael Wetzstein (University of Georgia); Lori Lynch (University of Maryland and representing the AAEA Board); Scott Downey (Purdue University); Penny Diebel (Oregon State University); Joan Fulton (Purdue University)

Sunday, July 24, 2011

12:18 P.M.

1. Introductions

Presenter: Chair-elect Penny Diebel

Discussion: Penny thanked everyone for coming and noted in her introductory comments that membership in the section is up. She also noted that we do need to have some discussion of how to get more people to come to the section meeting. Penny then introduced the TLC officers for the upcoming year :

Chair: Penny Diebel

Chair-Elect: Michael Gunderson

Immediate Past Chair: James Sterns

Secretary/Treasurer: Joan Fulton

Thanks to Molly Espey and Scott Downey who were willing to run for Chair-Elect and Secretary/Treasurer respectively. Thanks also to James Sterns for his service as Chair of the TLC. This section of the meeting concluded with self-introductions around the room.

Conclusions: n/a

Action Items: n/a

2. Report from AAEA Board

Presenter: Lori Lynch, representing the AAEA Board

Presentation and Discussion:

- a. The Boards encourages sections to sponsor stand-alone symposia. These would not be associated with the AAEA annual meeting. The AAEA business office will assist with logistics. The sections are being asked to put \$4000 into the budget for this.
- b. The Board would like to run section elections with the general elections from now on. They feel that there will be a better response from the membership when people can do all of their voting at one time. This will result in a need for the sections to have their slate of candidates for the officer positions sooner than in the past.

- c. There have been numerous requests to make exceptions for presenters at Track Sections. The Board has decided that they will waive membership for people presenting at Track Sections, but not registration fees. Individuals who will be presenting will be able to register at the member rate.
- d. Questions and Discussion: Jim Beierlein asked if it is still possible to pay outside speakers and the answer was “yes.” Molly Espey brought up an idea of implementing a new program to reach high school students and help them understand about the career opportunities in agricultural economics. She noted, as an example, her department at Clemson that has recently been eliminated with many of the faculty now in the economics department where getting the message out about agricultural economics will be challenging. The response was proposals such as this can be submitted to the Trust for consideration in their review of proposals.

Conclusions: n/a

Action items: n/a

3. Minutes of 2010 meeting of the TLC

Presenter: Penny Diebel

Discussion: Penny Diebel noted that the minutes from the 2010 meeting of the TLC are on the website.

Conclusions: n/a

Action Items: It was moved, seconded and passed to approve the minutes as posted on the website.

4. Financials

Presenter: Penny Diebel

Discussion: Penny Diebel noted Mike Gunderson was not at the TLC meeting because he was busy with the Quiz Bowl activities. He had reported that with respect to the financials the TLC currently has assets of about \$8000.

Conclusions: n/a

Action Items: n/a

5. Election Process for Next Year

Presenter: Penny Diebel

Discussion: Penny Diebel commented on the election process for next year. With the move to have all of the AAEEA elections together the deadline for the candidate information to the AAEEA office will be March 30.

Conclusions: Thus, we will be calling for nominations (including self nominations) in late February/early March.

Action Items: n/a

6. Track Sessions

Presenter: Penny Diebel

Discussion: Penny Diebel reported that as a result of excellent partnerships with other sections we have 4 Track Sessions at this year's meetings. There are all on Tuesday with one each at 8:00 AM, 10:30 AM, 1:30 PM and 4:45 PM. It is important to get a good turnout to the track sessions as the AAEEA monitors attendance at the track sections and the attendance numbers are a determining factor in the number of track sessions for next year's program. Penny noted that the due date for Track session proposals and Pre and Post Conference sessions to AAEEA will be December 5.

Conclusions: The TLC executive will meet and set a deadline to our membership prior to that date. There was general discussion about the value of different approaches at the annual meeting, including a suggestion that TLC had not held a lunch event and we might want to

consider that for Sunday lunch. It was also noted that for the next two years the dates for the AAEA annual meeting are in August and there is potential for significant conflict with the start of the semester. If we do consider a Pre or Post Conference session it will be vital to have a Pre Conference session.

Action Items: n/a

7. Mission of TLC

Presenter: Penny Diebel

Discussion: Penny Diebel reviewed the mission of the TLC and referred members to the hand-out that also identified the duties of the officers.

Conclusions: n/a

Action Items: n/a

8. TLC membership

Presenter: Penny Diebel

Discussion: Penny Diebel noted that membership in TLC is up and that student membership is very strong. She noted that it is important for us to ask “what are we doing for the student members?” In addition, there is the Young Professionals group in the association. They are having a reception on Sunday evening of the 2011 annual meeting Penny will be at a table representing the TLC group at that reception. Ideas that were then discussed included:

- a. The Teaching Academy has been used in the past – do we want to do more in this area?
- b. Should the TLC offer a Graduate Student Teaching Award? Would this be a financial reward, a plaque, travel funds?
- c. How can members of the TLC participate in mentoring activities? It was noted that CWAE has been very effective with respect to mentoring of new members to the profession.
- d. Should we have a brochure that would be available at the registration area that identified the TLC activities during the meetings?

Conclusions and Action Items: the TLC executive will work with these ideas and formulate suggestions to send out for feedback from the entire membership.

9. Pre and Post Conference.

Presenter: Penny Diebel

Discussion: It was noted that the typical process that is followed is that the Chair collects ideas and proposals and after discussion a decision is made concerning what is finally submitted to AAEA. General discussion followed with many excellent ideas brought out. Some of these include:

- a. There is a request from a group to look at Agribusiness Learning outcomes. This would involve faculty and alumni and general discussion about what are the appropriate learning outcomes for an agribusiness degree. Given the timing of the AAEA annual meeting next year it was suggested that this might be structured to coordinate with the WERA 72 meetings that will be held in late June at Purdue University. The Western Ag Econ association meetings were also noted as a possibility.
- b. It was suggested that it would be great if we had a Pre Conference with the themes from the Pre conference carried through the Track sessions of the annual meeting.
- c. Michael Wetzstein noted that he would like to see the TLC publish a set of teaching essays on effective teaching approaches.
- d. The importance of serving the young professionals was noted
- e. Potential overlap of TLC with the Outreach and Extension groups was identified

- f. Penny noted that she had prepared a survey that she is going to pass out at the Track sessions so that we can learn what people would like with respect to Pre and Post Conference.
- g. It was noted that in the area of mentoring members could assist young professionals by helping position points on tenure and promotion documents to most positively reflect the work. In addition, the traditional farm students who are often in our classes are not as receptive to faculty members who are outside of the traditional stereotype. This is another potential area where mentoring could be helpful.
- h. Michael Wetzstein noted that the number of nominees for the Teaching awards is limited and encouraged everyone to prepare and submit nominations for the teaching awards

Conclusions and Action Items: The TLC executive will meet via conference call shortly after this meeting and review the results of the member survey and then implement a process to get additional ideas from the section members. These will then feed into proposals for pre/post conference and track sessions.

The meeting adjourned at 2:30 PM