



# UPDATE

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<http://uaad.unl.edu>

## UAAD Founder's Day Celebration

*Past, Present, and Future*

Nebraska Union  
Wednesday, February 16  
11:45 am - 1:00 pm

**W**illiam Nunez, Associate to the Chancellor and Institutional Research & Planning Director will present the Carl A. Donaldson Award for Excellence in Management and the Floyd S. Oldt Award for Exceptional Service to the 2010 recipients.

In keeping with this year's theme a presentation showing UAAD's evolution since its inception in 1963 is part of the program.

This year's celebration takes place on

Wednesday, February 16 in the Nebraska Union from 11:45 am to 1:00 pm. A Build Your Own Sandwich / Salad Bar will be available.

See the flyer included with this newsletter and be sure to register by Wednesday, February 9th. You may also access the flyer at

<http://uaad.unl.edu/programs.shtml>

Questions? Contact Al Stark at [astark1@unl.edu](mailto:astark1@unl.edu) or 472-5615.

## UAAD 2010-11 Membership Shows 40% Increase

With membership at 212 we have a substantial gain over last year's numbers. The increase includes many who attended the December Project Management workshop and many others who are returning members. Welcome to all of those new members and welcome back to those who have returned from hiatus!

Even with this large increase our

membership includes only about 11% of all managerial / professional staff.

Take a moment to invite someone in your department to attend a monthly meeting with you and be sure to reach out to new staff. Their success will be greatly enhanced by the connections they make and UAAD will benefit from fresh viewpoints.

UNIVERSITY OF  
**Nebraska** | University  
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Administrative  
Development

*Serving the Managerial/Professional Staff at UNL since 1962*

# President's Message

## Paying Attention to What's Next

**I**n spite of the dark, cold days of Winter, exciting omens of the future are sprouting up across campus.

First of all, it looks like we have managed to dodge at least part of the silver bullet. The governor has announced he is going to recommend not cutting NU's budget. This is good news and serves as recognition of the value and importance of the University to the State and its people. The legislature still needs to put its stamp of approval on the recommendation, and at best UNL will have to decide how to meet rising costs with a flat budget. However, the hard work of many to communicate the "Big Red" significance has clearly paid off. Kudos to all of you for your solid effort in making this University outstanding.

All over campus this semester, innovative plans and conversations about the future are emerging. Recently, Dr. Ronnie Green rolled out his strategic plan, Innovating Agriculture and Natural Resources to 2025. Accordingly, Nebraska is at the epicenter of global food production. To meet the nutrient needs of a healthy global population, global food production must double by 2050. Therefore, IANR must innovate, fully embrace and execute an entrepreneurial culture. When Dr. Green addressed UAAD last fall, he referenced a book called "The Entrepreneurial University in the 21st Century", Thorp and Goldstein (2010). What does it mean to be an entrepreneurial university? The short answer is that Thorp and Goldstein believe universities are key to taking the US economy to a prosperous and egalitarian future. And, when looking at the strategic initiatives emerging across campus, from the College of Business to Arts and Sciences, many of these

"entrepreneurial" university themes are emerging.

Far from running the University as a business, Thorp and Goldstein are emphatic that universities should not be run like the commercial world. On the contrary, they state that the many of the very traditions and ways of doing things that are a part of a university's culture position it to be an "engine of innovation". Thorp and Goldstein state that what makes American universities great are:

- **The recognition that liberal arts education has fueled American innovation.** This means that the breadth of learning American universities embrace (think about UNL's ACE standards) require an understanding of the human condition and an appreciation of human relations that bring different viewpoints to the table and encourages a pursuit of collaboration.

- **Being able to thrive on big problems.** The entrepreneurial university takes on complex societal problems and involves the entire community in seeking solutions. Think about UNL research on best practices to reduce bullying in schools, enhance family businesses, manage natural resources, or preserve a quilt.

- **Valuing both innovation and execution.** Thorp and Goldstein state that universities turn innovation into reality and are willing to pursue objective measures and benchmarks for continuous improvement.

- **Placing culture ahead of structure.** This characteristic means that more time is spent developing an environment that thrives on problem solving, celebrating risk taking and accepting

a certain amount of failure as a key component of the learning process.

- **Encouraging partnerships between academics and entrepreneurs.** And not just with business entrepreneurs but partnering with diverse cultures, arts and peoples.

Many departments and colleges are creating strategic efforts that are team-based, which means UAAD members will have numerous opportunities to participate and shape the plans. I want to encourage you to make time in your demanding schedule to contribute to UNL's future direction. UAAD members have tremendous expertise that will continue to make UNL the best.

## 2010-11 Program At-A-Glance



### Monthly Meetings Every 3rd Wednesday

**Wednesday, February 16**

Founder's Day Celebration  
Speaker - William Nunez  
Carl A. Donaldson & Floyd S. Oldt awards will be presented.

**Wednesday, March 16**

Tour NET and learn about new broadcasting technology.

## 5Bucks4Books Campaign



Be a part of developing English literacy in the Lincoln area!

In February support UAAD's 5Bucks4Books campaign to help the local Lincoln Literacy office.

Established in 1972, Lincoln Literacy provides English language and literacy instruction to adults and families living in Lancaster County.

Cash donations accepted (\$5 suggested), as well as any gently used children's books.

If you wish:  
[www.lincolnliteracy.org](http://www.lincolnliteracy.org)

UAAD Social Consciousness Committee - Angie McAndrew and Beth Hartman.

## Spring Professional Development Management of Continuous Process Improvement

This workshop, presented by Paula Wells PhD, will present the concepts of process improvement and the toolbox that puts the concepts into action.

Learning the concept of continuous process improvement enables managers and administrators to look objectively at the way work is currently being carried out and to have the tools to evaluate these current processes as candidates for improved utilization of resources.

In an era of "do more with less", these tools become vital to the survival of excellence in service delivery.

Topics include:

- Identification of key processes and their desired outcomes

- Flow charting of these processes
- Use of flowcharts to identify the tasks/steps with the greatest potential for improvement
- Methods of effective data collection and analysis to guide the improvement process
- Development of a plan to implement the proposed improvements
- Tracking and evaluating the effectiveness of the changes

Dr. Wells will present real life examples to demonstrate and clarify each topic, and will utilize small breakout groups to practice what has been presented.

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## University-wide Audit Program to Verify Eligibility of Dependents

If you carry dependents on your University of Nebraska health insurance, you are no doubt aware of an audit program intended to verify the eligibility of those dependents. This audit will require that documentation be sent to Chapman Kelly, a firm hired to handle this process.

Chancellor Perlman outlined the background of this program in a recent email. "Several other universities, including the University of Michigan, have engaged in a program like this. In a period of thin budgets, the increasing cost of our health care insurance competes directly with our academic budget. It has been demonstrated at other places that there are significant savings to be achieved by performing an audit to assure all dependents are

in fact eligible to be included in our insurance pool. If, in fact, savings are found it will not only be fair to all of us properly in the insurance program but could also reduce the need to cut academic programs. My hunch is that we won't find many examples of ineligible dependents, but it nonetheless seems an acceptable step as a prelude to our adopting a requirement that new faculty and staff document their dependents when they first enter our health insurance program."

There may be some who have difficulty locating the required documentation. If you need assistance with this process, please contact Chapman Kelly, 877-478-0448. You may also contact the UNL Benefits Office for assistance at 472-2600.



## Member Spotlight



Rik Barerra came to UNL as an active duty Army officer to be the Department Head for the Military Science Dept (Army ROTC). After 4

years in that position he retired from the Military and took the position as Business Manager of the Beadle Business Center, and has been there for over 12 years.

Regarding UAAD membership Rick says, "I had joined UAAD when I first started in my current position, but allowed myself to become "too busy"

and let my membership lapse. A few months ago I decided it was time to get going again and get to know more of the great staff at UNL. I think the best and biggest benefit to being a UAAD member is the association with others here at UNL."

He is a collector of great quotes and has given us two good ones:

"If you want to lift yourself up, lift up someone else." ~ Booker T. Washington

"Many people worry so much about managing their careers, but rarely spend half that much energy managing their lives. I want to make my life, not just my job, the best it can be. The rest will work itself out."

## Legislative Update from UNOPA/UAAD joint meeting, January 11, 2011

**M**ichelle Waite, Assistant to Chancellor Perlman for Community Relations and Ron Withem, former State Senator and Associate Vice President and Director of Governmental Relations for the University of Nebraska were featured speakers at the January meeting. We are all aware that the State of Nebraska faces up to a \$1 billion dollar short fall for the next budget period. As state budget hearings heat up, Ron and Michelle talked with us about how we can help.

We know that the University of Nebraska is a state-funded agency, with approximately one-fourth of the operating budget coming from state funds. University representatives meet regularly with legislators to provide information on the financial needs of the university, as well as a variety of policy issues that impact higher education in our state.

Even though we are University employees, we also are voters and

sources of expertise. Michelle and Ron urged us to contact our respective State Senators on matters concerning the University. Michelle cautioned us to be sure to use our personal e-mails and/or stationary so that we do not use state resources to promote our individual viewpoints.

Many individuals and organizations who have an interest in maintaining and building the quality of the University of Nebraska can serve as informal "ambassadors," contacting state senators and other policy-makers on issues of importance to the university and the State of Nebraska.

If you are interested in becoming a university ambassador, please contact Michelle Waite or Ron Withem or check out:

<http://nebraska.edu/legislative-information.html>

## Resources...



The UNL Directory is on line at: <http://directory.unl.edu>

Casadi Johnson, our representative on the Centrex Committee, indicates that the team has worked very hard to make the electronic version valuable to everyone. We've all grown attached to having the paper version on our desks but give this a try. You can log in and access a printable version. Your suggestions are always welcome!

**View video of NU Vice President and IANR Harlan Vice Chancellor Ronnie Green's presentation to IANR faculty and staff from January 13, 2011: "Innovating Agriculture and Natural Resources to 2025".**

<http://ianrhome.unl.edu/welcome>

### UNL and the Big Ten Conference

"The Big Ten Conference is a union of world-class academic institutions who share a common mission of research, graduate, professional and undergraduate teaching and public service. The conference's 100-plus years of history, strong tradition of competitive intercollegiate athletic programs, vast and passionate alumni base, and consistent leadership in innovations position the Big Ten and its entire community firmly on the Big Stage."

<http://www.unl.edu/ucomm/aboutunl/big10.shtml>