

## **Kansas State Extension Advisory Council September 1, 2006**

The Kansas State Extension Advisory Council met on Friday, September 1, 2006, at the International Grains Program Building, 1980 Kimball Avenue, Manhattan.

### **Call to Order**

The Kansas State Extension Advisory Council summer meeting was called to order at 8:15 a.m. by Chair Ramie Wasinger. Daryl Buchholz, Associate Director for Extension and Applied Research, thanked members for attending and ask members to introduce themselves and share one thing about serving on the State Advisory Board.

**Members Present:** Ramie Wasinger, John Ericson, Jo Ann Murray, Patric Conner, Judy Parsons, Jason King, Phil Sandelin, Steve Rome, Dwight McReynolds, Bill Walker, Doug Walters, Penny Donaldson, Bill Garrison, Rod George, Michele Janson, Kevin Journagan, Raymond Flickner, Stan Larson, Bob Gottlob, Mark Parker.

**KSU Administrators:** Fred Cholick, Daryl Buchholz, J. Patrick Murphy, Paula Peters, Jim Lindquist, Paul Hartman, Dan O'Brien, Dale Fjell, J. D. McNutt, Steven Graham, Patricia McNally and Bob Johnson.

Daryl Buchholz stated that members are here to help make K-State Research and Extension better. He requested that we check out the web-site [www.oznet.ksu.edu](http://www.oznet.ksu.edu), for information, especially to go to the board leadership link.

### **Approval of Minutes and Review of Financial Status**

Kevin Journagan moved to accept the minutes as presented. Bob Gottlob seconded, motion passed. The Financial Report was reviewed with a balance of \$6,699.32. Major expenses were for the PILD conference held in Washington D.C.

### **Updates from K-State Research and Extension**

Fred Cholick, Director of Extension, thanked everyone for serving on the Council and provided a reflection of his past two years. K-State enrollment is up. Good Morning America is on campus filming to promote their new GMA logo. K-State was one of five locations chosen. The program will air September 6 with the K-State Agronomy Club opening the show by saying "good morning America". The Good Morning America logo is mowed and painted into an alfalfa field.

Fred shared the COA (College of Agriculture)/KSRE (K-State Research and Extension) Leadership Retreat facilitation report. Common characteristics cutting across all of the departments and units included

1. Focus on serving the citizens of Kansas, the nation, and the world.
2. Continually engage stakeholders in development, delivery, and evaluation of programs.
3. Expand programs via distance education.
4. Stay true to the values of being a student, lifelong learner focused and research-intensive institution.
5. Include a bio-science, bio-products, and or, bio-security component.
6. Identify economic impact and strategy to enhance economic viability of the State of Kansas and beyond.
7. Increase all sources of funding to generate more resources to achieve mission.

After reviewing the report, Fred urged Council members to share ideas through e-mail or direct contact with him.

Daryl Buchholz, Associate Director for Extension and Applied Research, shared the “Knowledge for Life” concept, including eleven basic core competencies for Extension professionals: Community and Social Action Process, Diversity/Pluralism/Multiculturalism, Educational Programming, Engagement, Information and Education Delivery, Interpersonal Relations, Knowledge of Organization, Leadership, Organizational Management, Professionalism, and Subject Matter.

Daryl shared the proposal for County/District Extension Organization and Planning Chart for Program Focus. The 13 areas are: Adult Development and Aging, Community Development, Crop Production, Economic Development, Family Resource Management, Family and Youth Development, Farm Management, Horticulture, Leadership Development, Livestock Production, Natural Resources, Nutrition-Food Safety and Health, and Volunteer Development. Agents will identify an area of program focus by January 1, 2007, from the County/District Extension Program Organization & Planning Chart, and work to develop and implement a professional development plan towards gaining expertise in their chosen area.

Daryl shared “Proposal for Extension Agent Allocation Changes.” This is the first proposal for change since 1988. The Kansas Legislature has made it clear that K-State Research and Extension is obligated to a minimum allocation of two Extension agents for every county extension unit. Over time, population changes and program needs provided a compelling purpose to reevaluate the distribution of Extension agent positions among those local Extension units where more than 2 positions are or should be allocated. This “allocation” process is important in that it drives the budgeting of state and federal funds to support local Extension agents. This proposal will be implemented January 1, 2007.

#### **Public Issues Leadership Development Conference (PILD) Overview**

Members that attended the PILD trip to Washington D C were: Ramie Wasinger, Penny Donaldson, Bob Gottlob, and Steve Rome. Everyone enjoyed the trip; it was very educational and they recommended other members attend. Some of the highlights were visiting various agencies and organizations, the National 4-H Center, and information and a film on the future of extension. We were reminded to step back and view things from many perspectives so we don’t miss anything and can make things better and keep improving. Paula Peters, FCS and Dale Fjell, NE Area Administrator, hosted the group. PILD will be April 22-25, 2007. SEAC members expressing interest in participating included: Don, Phil, Jason, Dwight, Judy, Kevin and Rod. Traditionally four members who have served on the board two-three years will be recommended.

#### **Center for Engagement and Community Development**

David Procter, Center Director, and Dan Kahl, Extension Liaison to the Center, presented information on the Center. David Procter shared his vision of the Center as an open door to K-State, conducting engaged activities and creating engaged partnerships. The Center is in the process of forming a Community Advisory Board; SEAC will have a representative on the board. The week of September 17th will be the official kick off for the Center.

#### **Discussion Topics and Issues**

The board went into area group discussions and after lunch brought reports back from those discussions.

#### *Metropolitan* (Updates).

\*Johnson County: distributed Annual Report.

\*Shawnee: enhancing web site, a way to increase awareness.

\*Douglas/Shawnee: Partner to create marketing results, goal-need paid marketing staff.

#### (Changing Demographics).

Changing population and ongoing challenges of rural/urban interface. How to include diverse audiences in programming. More encouragement from K-State to reach diverse communities and support in programming with diverse audiences.

#### (Staffing).

Concern that loss of staffing ties hands for future opportunity, Johnson County is thrilled with

outcome and have obtained county funding for positions.

(Areas of Focus).

Challenge for K-State, incorporating needs within scope of agent training, do not allow areas of focus to be excuse for not doing total job.

(Commitment to Professional Development).

Need to revise monthly report and progress report to be more meaningful to county board and less cumbersome to agents. Incorporate in monthly report specific activities done to improve yourself.

(Board Training/Advocacy).

Incorporate modules into monthly meetings, use to educate commissioners, allow board to be more involved.

(Annual meeting Expectations).

Discuss target of professional development, reaching out to more diverse audiences, marketing-encourage more emphasis . General comment, K-State needs to take stronger stand on areas outside of "traditional" responsibilities.

(Partnership Meetings).

Hands on example, maybe interactive, using one board developed module. Get agents impute on their portion of the meeting to ensure they are getting what they want out of the meeting.

*Southwest*

Get communities educated by the Center for Engagement and Community Development.

(Education).

Visibility of Extension.

(Agent Allocations).

Southwest is in good shape, supportive of adding agents to urban areas if they are being utilized.

(Program Focus).

Help agents develop professionally, need to provide tier training, trickle down training to volunteers, be honest that this is not leading to districting, agents are sensitive to what is going on.

(Fall Annual Meetings).

Attend if you can.

(Partnership Meetings).

Power point presentation about things at K-State, include our tours, and educational information.

(General Comment)

Be aware of who Extension is, make the program better with quality people. Be careful who you get , you need to know who you are getting.

*Northeast*

(Update).

\*Doniphan County is excited about commissioners funding for 2nd agent position, they have been one agent county since the mid 80's.

\*Atchison discussing districting and specialization options and are waiting budget report.

Specialization is great, some concern as to what area to choose. Mary Boldridge German Cake raised \$2,825.00 this year at the Atchison County Fair, the money is donated the Atchison County 4-H Scholarship Fund.

\*Central districting is working well, lots of change, 8 agent-2 county district, lost 4-H agent to K-State, will be replacing soon. Districting has helped smooth out some 4-H issues, have rural and Metro input.

\*Kingman, budget funding was good, its important to ask for what you need, some may not ask. Some concern about the proposal for agent allocation changes.

\*River Valley District, Bill Garrison is no longer on the board he is a county commissioner. Bill reported they have 7 agents soon to have 8, the distance of 4 counties is challenging.

(Staffing Allocation).

What happens if you un-district and will it be fair for all counties?

(Agent Specialization).

Provides better opportunity for professional development, more focus in area of choice or passion.

Should agents choose from their passion or county needs? It's hard to move out of comfort zone, it breaks down barriers as others are called on. Is there a chance for duplication in areas? Agents can become known for their area of expertise and get it known to public and internally

(statewide access).

For some agents change is hard, the only thing certain is that there will be change.  
(Professional Development).

Follow area of expertise, formalizes and provides focus for professional development.  
(Board Training/Advocacy).

Web site. Turnover on board has pros & con. Have an "extension minute" for training new members and informing present members.

(Annual Meeting Expectations). Advisory committee members expected to attend. Enjoy the tours, networking and meals.

(Partnership Meetings). Everyone urged to attend. Board training, would like more information on Insurance (health & liability), auditing. Engagement, collaboration.

#### *Southeast*

Southeast area agreed with most of other reports. Area of specialization, the word "Focus" may be a better choice. Get the job done first.

(Staffing)

Agreed with proposal.

#### *Wrap Up and Review*

Daryl stated that school boards have a lot of training; our boards ought to have the same level of training, so we can gain the broadest understanding of extension and deliver quality programs. Web site has good information. Lots of discussion on various topics. What about reimbursement for mileage to meetings? Maybe a scholarship program, donate the money back to scholarship fund. Some feel that specialization is forcing districting. Members shared how do we bring the best program to our county through Focus or Specialization. Some ideas were flexibility, communication, comprehensive programs, and "Fear" a need for emphases in the 13 areas of Program Focus for Comprehensive Programming will provide professional development in these areas of expertise. Transition will work it out in time.

#### **By-Laws Acceptance**

Bob Gottlob moved, Ericson seconded to accept the March 2006, revised Kansas Extension Advisory Councils (Area and State) By-Laws. Motion passed.

Daryl Buchholz and Jim Lindquist explained the July 2006 Extension Policy Statements.

#### **Election of Officers**

The nominating committee Chair, Patric Conner, presented the following slate for office:

Chair-Elect:

Phil Sandelin, Bob Gottlob

Secretary:

Jo Ann Murray Penny Donaldson

Treasurer:

Kevin Journagan

Motion was made to cease nominations and accept slate, motion was seconded and passed.

Officers elected:

Chair-elect: Phil Sandelin

Secretary: Jo Ann Murray

Treasurer: Kevin Journagan

John Ericson transitions to the position of Chair.

#### **February Plans for SEAC Visit with Legislature**

It was decided by general consensus to use the same format as last year. 4-H Citizenship in Action will be at the State Capitol on Sunday, February 18, 2007. SEAC will meet on February 19 [Presidents Day] and February 20, 2007.

Dan O'Brien, Northwest Area Administrator, will be stepping down; candidates for the position will interview on September 11 and 12.

#### **Adjournment**

Jason King moved, Dwight McReynolds seconded to adjourn, motion passed. Meeting adjourned at 3:05 p.m.

Respectfully submitted  
Jo Ann Murray, Secretary