

Kansas State Extension Advisory Council

February 13, 2012

The Kansas State Extension Advisory Council met Monday, February 13, 2012 at the Kansas Bankers Association Offices, Topeka, KS.

The meeting was called to order by Chairman Steve Long at 10:45 a.m.

Members present were Chairman Steve Long, Chair-elect Carolyn Harms, Secretary Janell Harman, Treasurer Kelly Overmiller, Dean Fitzsimmons, Kyle Fulton, Aaron Wolff, Patsy Maddy, Bob Standage, Susan Bloom, Dan Peters, Wally Wolfe, Mary Bernhardt, Rich Barr, Loren Snell, Larry Dolci, Keala Timko, Gary Thompson, and Jerry Hall.

Kansas State Administrators present were Gary Pierzynski, Daryl Buchholz, Gregg Hadley, Barbara Stone, Paula Peters, Jim Lindquist, Phil Sloderback, Chris Onstad, Dale Fjell, J.D. McNutt, Steven Graham, and Sue Peterson.

A welcome was given by Chairman Steve Long and all present introduced themselves.

Daryl Buchholz requested minor changes to the order of the agenda in order to complete the preparations for the legislative visits earlier in the meeting.

After reviewing the minutes of the August 19, 2011 meeting, Jerry Hall moved the minutes be approved as published. Mary Bernhardt seconded the motion and the motion passed unanimously

Following a review of the financial statement of the association, Wally Wolfe moved the reports be accepted as printed. Aaron Wolff seconded the motion and the vote passed unanimously.

Next, Daryl Buchholz reviewed the roles and expectations of the State Extension Advisory (SEAC) and reminded all present that this group was consultative in nature and differs from the local extension boards.

Gary Pierzynski, Interim Director of Extension, briefly discussed what is happening with Extension at the state level. First, the search for a new Dean and Director continues with a possible announcement of the selected candidate to be forthcoming later this day. Secondly, he commented that the Governor's budget is basically flat where Extension is concerned and the appropriation committees

will most likely approve it as proposed. Third, he noted that President Shultz did highlight four points relating directly to Extension during his presentation to the legislature. This appears to be positive publicity for the program. Fourth, he reminded the group that long term planning is underway with a focus on the outlook for 2025 and beyond. Fifth, he discussed the possible negative impact of HB 2654. This is a bill that is being watched carefully as the intent may be well-meaning, but the unintended consequences may be significant. Lastly, he thanked all present for their service to the SEAC.

The next agenda item was preparation for legislative visits on Tuesday, which was led by Daryl Buchholz. First and foremost, he reminded us to say “Thank You” for your support of Extension and provide local examples of how Extension benefits constituents in their home districts. Next, the group reviewed a worksheet on presenting a public value message. In short, each member needs to have three or four short speeches of 30 seconds or less to deliver to legislators. Remember to focus on why using public monies to support Extension is good.

The meeting participants then broke into small groups of three to work on preparing elevator speeches.

After returning, a more in-depth review of HB2654 began. This is an Act concerning extension districts and relating to withdrawal procedures. This bill would amend KSA 2-628 and repeal an existing section. Daryl handed out talking points. Dr. Sue Peterson and Steven Graham provided background and thoughts. The main message of this discussion was this: If you want to talk about attributes of a district, it is okay. However, it is best not to wade too deeply into this topic. Also, stay positive. Let representatives know you feel local people know the situation the best, so we should let them make the decisions regarding their Extension districts. Also, remember the district boards are publicly elected and volunteer driven.

Following lunch, the meeting reconvened at 1:05 p.m.

The next agenda item was to review the By-laws of Kansas Extension Advisory Councils and a proposed change that clarifies the members eligible for voting on elections to the council. Bob Standage moved the proposed change be adopted as presented. Jerry Hall seconded the motion. The motion carried unanimously.

The next agenda item was to review the Partnership Meetings and discuss outcomes. This discussion was led by Daryl Buchholz. The following comments were presented by the group:

- It was suggested that a public relations person be hired for each area or large district to help with publicity. Asking agents to develop programs, present them, and also take care of publicity may be stretching them too thin and may be out of their area of expertise.
- The Partnership Meeting topic of serving diverse audiences was well received.
- Extension needs to keep reminding the public that we are not about just 4-H but that plus the ag, family, and community programming. Extension needs to be about both to survive long-term.
- It was noted that 41 Extension units completed the Board assessment this first year with 38 receiving recognition for Board Excellence. The group suggested that the importance of this exercise may need to be re-emphasized.

Small groups were then formed to discuss why the scores in the programming area may have been lower than expected. The comments and suggestions resulting from this exercise were as follows:

- Make sure board signs off on action plans ONLY AFTER PDC's have had input. Use as a validation tool. Are agent's requirements for reporting accomplishments too watered down today?
- Board meetings are made up of PDC members who are responsible to the PDC as well as the board. It leaves agents hanging out.
- New board members bring new ideas, but need training and orientation. Place an item on the agenda to allow a brief discussion of a module at each meeting.
- With a district, there are no term limits. How do we get new ideas? Add activities of 3-5 minutes for each module that can be practiced.
- Are Board retreats possible? Off-line discussions without budgets, minutes, etc.
- Are agents given training on facilitation of meetings and journalism?

The recent District Summit information was reviewed and discussed. This topic was also led by Daryl Buchholz. The main ideas resulting from the Summit format were:

- Is the message clear for Board members, Commissioners, and stakeholders wanting to move towards Extension Districts?
- Cooperation, communication, education/awareness, knowledge of staff/agent strengths, and having a plan in place are key.
- You must have a plan in place.
- Know why districts are formed other than for financial reasons.
- We need a way for local units to provide feedback and comments to the document already written. Suggestion: A satisfaction survey is necessary, while all realize the logistics are a bit tricky. Could we survey the county commissioners?

Next, Paula Peters led a discussion of the Program Prioritization Process – improving focus and impact. She reviewed how priorities are established and discussed how each program focus team will nominate people for a task force to determine the process to set priorities (11 people, one from each action team + asst. directors). The agents are to bring ideas to the Spring Action Conference in April. The timeline states the development phase will be completed in 2012 with a launch date set for early in 2013.

Next, Barbara Stone discussed the Strategic Priorities for 4-H with a goal of 3-5 priorities for the next 3-5 years. To date the following vision statement has been established: To increase our investment and participation in high quality 4-H Youth & Development. After the recent prioritization survey was completed, the following priorities were established:

1. Building Effective Structures
2. Volunteer Engagement
3. Recruit & Retain New Families for 4-H

Therefore the Goal established is to: Increase “club” enrollment by 25% by 2015. However, the word “club” may need to be redefined.

She also reminded us of the 4-H Guiding Principles:

“4-H Focuses on.....”

1. Positive Youth Development

2. Partnerships
3. Intentional Learning Experiences
4. Developing Youth Potential

As part of the Cooperative Extension 2025 vision, all areas of Extension are focused on the big picture. Daryl Buchholz stated that President Shultz has challenged all areas to identify “Where do we need to be as a university” with an emphasis on being connected regionally, nationally, internationally?

The membership broke into small groups to discuss this challenge and the following comments were noted upon reconvening.

- Natural Resource Management, both quality & quantity
- Quality of Life – Ethnic Diversity – Single Parent Families & Youth Development
- Family unit & Youth development, Healthy Families
- Immigration
- Technology
- Energy
- Sustainability
- Safe & Plentiful Food Supply
- Alternative Energy Sources

In the next agenda item, Daryl reviewed the schedule Tuesday.

Next, it was announced that the Summer 2012 meeting will be August 23-24, in Garden City Kansas.

Carolyn Harms moved and Gary Thompson 2nd that the meeting be adjourned. Motion carried at 5:00 p.m.

Respectfully submitted,

Janell Harman

Secretary