

Kansas State Extension Advisory Council
Minutes – August 24, 2012

The fall meeting of the Kansas State Extension Advisory Council was held August 24, 2012, at the Southwest Research and Extension Center Conference Room in Garden City, Kansas. Chairman Steve Long called the meeting to order following a tour of the Learning Lab housed in the facility. Daryl Buchholz requested that each person present comment on one thing you hope to or have gained from participating in the activities of the State Extension Advisory council.

SEAC members attending included: Rich Barr, Mary Bernhardt, Susan Bloom, Dean Fitzsimmons, Kyle Fulton, Jerry Hall, Janell Harmon, Carolyn Harms, Steve Long, Patsy Maddy, Kelly Overmiller, Dan Peters, Loren Snell, Bob Standage, Keala Timko, Wally Wolfe, and Aaron Wolff.

Attending for K-State Research and Extension Administration were: Daryl Buchholz, John Floros, Dale Fjell, Gregg Hadley, Steven Graham, Jim Lindquist, J.D. McNutt, Chris Onstad, Paula Peters, Phil Sloderbeck, and Barbara Stone.

KSRE administrators presented an update from each of their respective areas of responsibility, with a focus on setting the stage for the urgencies in organizing more counties into Extension Districts

Dr. John Floros, Director of Research and Extension and Dean of Agriculture, was introduced and he gave a brief history of his career and goals for KSRE. He emphasized that KSU should be THE college for Agriculture and exemplary for research and Extension not only statewide, but nationally and internationally also. His goal is to strengthen the college of Agriculture and improve Extension and research programs.

Each Area Director present gave a brief update on the activities in their region. Dale Fjell, Northeast Area Director, stated that county appropriations are flat or declining. He also reported on the protest petition filed in Lyon County opposing moving into the Frontier Extension District. This placed the question on the ballot and the vote opposed moving Lyon County into the Frontier Extension district.

Chris Onstad, Northwest Area Director, noted that he has 7 counties and 6 districts comprised of 19 counties. Mil levies in the districts are staying level or decreasing. Ellsworth and Russell Counties are in negotiations to form a new district.

Gayle Price, representing the Southeast Area, noted that agent positions within the existing districts continue to specialize and the numbers continue remain stable.

Phil Sloderbeck, Southwest Area Director, acknowledged that this is the only area without any finalized district agreements, however, a few counties are considering the option as budget issues become more prevalent.

Jim Lindquist, Director for the Metropolitan Counties, highlighted the 2 districts and 7 counties under his umbrella. This area houses 25% of all the agents in the state. Budgets commitments from county commissioners are mixed.

Next the group reviewed the priorities of KSRE and emphasized the focus of moving more counties into Extension Districts. A handout titled "Extension Districts: Leading Cooperative Extension in Kansas" was also reviewed.

The attendees were divided into small groups to discuss the message in this handout. Comments were as follows:

- The term "district" may have a negative impact. Need to emphasize Enhancing specialization.
- Statements need to be clear and concise.
- Needs to be customer driven
- Audiences are different
- Specialization of agents – Where does that leave area specialists, what is the plan to better utilize area directors, etc.
- Budget History – What is the actual history? Give the counties the hard data and let it speak for itself.
- Bottom line: In order to move forward, let customers know what Extension does for me.

Daryl Buchholz then made comments regarding the work he is doing with the Kansas Association of Counties.

After a break for lunch, the meeting resumed at 1:00 p.m.

Gregg Hadley presented the Program Prioritization process, and noted how they are using the FCS program 5 year Survey as a model. The big question is: What do customers want from KSRE?

By Spring Action Conference, responses from all areas should be back. This project will require lots of buy-in from Specialists, PFTs, PDCs, boards, etc.

He also noted that involvement at all levels is critical and goals need to be fairly short term, about 1-5 years.

By Sept. 15, each PFT is to deliver the questions they want included.

Final product should be available by Annual Meeting/Conference

PDCs will be charged with taking the survey and recruiting others.

Barbara Stone noted that the goal is to identify strengths and focus on the best areas. A task force will interpret data and decide if more information is needed in specific areas. They will also determine how many replies are needed and how to physically to distribute the survey.

Jim Lindquist led a discussion on the Review of Board Recognition/Board Excellence Initiative. Two documents were presented and discussed: "Excellence in Board Leadership" & "Board Leadership Modules Year End Summary." He noted that area directors are working to make boards aware of the modules regarding PDC's. Forty certificates were presented in 2012. Not all counties submitting reports scored high enough to be recognized.

During the Partnership Meeting planning discussion, Daryl Buchholz presented a proposal to adjust the locations and geographic areas for the 2013 Partnership meetings. Included in the new proposal would be 4 meetings, which is the same as in previous years. Instead of organizing in line with Area Director responsibilities, the meetings would be held in Scott City, Great Bend, McPherson, and Ottawa. This strategy would allow for a better mix of Districts and Counties and align more North to South, instead of the four quadrants of the state. He is still working on a plan to elect SEAC members, since the traditional regions will not meet separately.

The Performance Review process for county/district directors was discussed. Carolyn Harms discussed 360 degree review strategies where the Supervisor, Peers, and Direct Reports all have input into the review. Jim Lindquist stated that he has met with Large County Directors (5 or more agents) where the Director has supervisory responsibility. They have used the "Agent Feedback on the County/District Director" form on occasion. To date, this has been elective. Daryl Buchholz has taken this discussion under advisement.

The participants in the Public Issues Leadership Development (PILD) Conference updated the group on their experiences.

Mary Bernhardt noted that the group spent time learning strategies for talking to representatives, held a state planning session, participated in small group discussion, listened to an interesting keynote speaker on the topic of healthy living and helping kids be more conscious of healthy habits. The breakout sessions she attended talked about preparing for dealing with other cultures, global education and cyber-bullying issues. She did comment that the business cards are missing the k-state website and a lot of states were amazed that Kansas sent 4 delegates from the advisory.

Susan Bloom commented that Kansas is fairly forward thinking, but others do a lot also. We should consider possibly including a few high school or college students. The message she came away with was "Find your story, grab it and hold on with all your might."

Keala Timko noted that attending during her first year on the board was a great experience. It sets a tone for the rest of your term. She attended a great variety of break-outs which are too numerous to discuss. She learned a lot about the history of Extension, the structure, funding and challenges.

Rich Barr commented on the appreciation for Extension across the country. A minority of people volunteer, but have a greater impact on elected officials. Be clear, use common language, and be concise. The National Extension organization is well placed to disseminate important information quickly to a large variety of people.

Gayle Price highlighted the importance of having volunteers carry the message.

Chris Onstad and J.D. McNutt also attended the PILD Conference along with three others.

The Business meeting was called to order at 2:10 p.m. by Chairman Steve Long

The Secretary and Treasurer's reports were reviewed and accepted.

Election of Officers-The slate of officers submitted was as follows:

Chair: Carolyn Harms

Chair Elect: Dean Fitzsimmons

Secretary: Mary Bernhardt

Treasurer: Rich Barr

A motion to cease nominations and cast a unanimous ballot was submitted by Tim Dainty and seconded by Jerry Hall. Motion carried unanimously.

Plans for SEAC meeting in Topeka, February 18-19, 2013, were discussed.

Daryl updated the group on HB 2654 proposed to change dissolution of Extension districts. The legislator that proposed this bill has not run for re-election. At this point, we know of no other legislators that want to re-introduce the bill. If it becomes an issue in the future, the SEAC will be notified.

Steve Long recognized out-going members of the SEAC (Brad Fuller, Kelly Overmiller, Janell Harman, and Jerry Hall) and thanked them for their service. He also encouraged them to attend a Partnership meeting if possible.

Dean Fitzsimmons thanked Steve Long for his year of service as Chairman.

Mary Bernhardt moved, and Dean Fitzsimmons seconded the motion to adjourn at 2:22 p.m.

Submitted by:

Janell Harman, Secretary