

# State Extension Advisory Council (SEAC)

August 14-15, 2013

KSU Southeast Agricultural Research Center, Parsons, KS

## **August 14, 1:10pm**

Members present: Carolyn Harms-Chair, Dean Fitzsimmons-Chair elect & SW area, Mary Bernhardt-Secretary & NE area, Rich Barr-Treasurer & Metro Counties, Randy Lucas-SW area, Kyle Fulton-SW area, Rhonda Gaede-NW area, Tatum Kimzey-NW area, Bob Standage-NW area, Susan Bloom-NW area, Ray Bartholomew-NE area, Dan Peters-NE area, Wally Wolfe-NE area, Loren Snell-Metro Counties, Larry Dolci-Metro Counties, Jodie Bartelson-SE area, Gary Thompson-SE area, Tim Dainty-SE area. Excused absences: Aaron Wolfe-SW area, Steve Long-Ex Officio, Ken Moldenhauer-Metro Counties.

Kansas State University Administrators present: Daryl Buchholz-Associate Director for Extension & Applied Research, Gregg Hadley-Ag asst. director, Barbara Stone-4-H asst director, Paula Peters-FCS asst director, Jim Lindquist-FO asst director, Phil Sloderbeck-SW area admin, Chris Onstad-NW area admin, Dale Fjell-NE area admin, J.D. McNutt-SE area admin, Steven Graham-asst. to the director.

Dr. McNutt welcomed everyone in attendance and had everyone introduce themselves and area they represented. He then followed with some trivia about Parsons.

Carla Nemecek-Southwind District Director was introduced and presented excerpts of YouTube videos regarding districting. Staff also presenting were: Krista Harding-4-H & ANR Agent, Kathy McEwan-4-H & FCS Agent, Ann Ludlam-FCS & 4-H Agent, and Jennifer Murphy-4-H Youth Development Agent. All discussed ways things have changed for the better since becoming a district.

Brian Swisher-Wildcat District Director, along with some of his staff: Barbara Ames-Foods, Nutrition and Safety Agent, Anna Mae Brown-Family and Child Development Agent, Martha Murphy-EFNEP/FNP Agent, Jake Weber-Horticulture/Entomology Agent, Julie Traxson-4-H Youth Development were introduced and also presented advantages of becoming a district.

Discussion from the group followed.

After a short break, Dr Buchholz gave a budget and outlook update. He acknowledged Carolyn Harms' assistance regarding the initial proposed cuts that would have resulted in a loss of 3.6 million dollars. He also stated that a new facility to house both the Research Center and Area office in southeast Kansas is nearing ground breaking here in Parsons.

Dr. Stone discussed the Strategic Plan, highlighting accomplishments from that document.

Dr. Hadley presented an update on the Program Development Committee (PDC) task force which is made up of agents, administrators and others serving on the task force.

Dr. Peters gave an update on High Performance Extension Team task force. There are currently 11 Focus Teams and they are working on curriculum that should come out in the next few months and begin testing by next spring possibly. Dr. Peters also discussed the Program Prioritization Survey and stated results were given to Focus Teams and local extension units with more than 20 responses. The results were sent out and shared with the Advisory Council.

The handout on Charting Research and Extension's Future was presented by Dr. Buchholz highlighting the Grand Challenges for Research and Extension. After his overview, Dr. Onstad asked everyone to state one thing that stood out for them regarding the Grand Challenges.

The day concluded at 5:20pm to allow everyone time to check into their rooms and meet at Ernesto's for dinner reservations at 6:00pm.

**August 15, 8:05am**

Dr. Fjell began the day's discussion with reflections from previous day. He encouraged everyone to check out the YouTube videos on districting. Discussion followed regarding ways to improve the videos and target audiences.

Dr. Kris Boone was introduced to facilitate discussion in small groups regarding K-State Research and Extension in the 21<sup>st</sup> Century and strategic planning. Groups were assigned different focus areas with reports given by each. Overall great discussions and ideas shared. Dr. Buchholz stated all information will be compiled.

After a catered lunch break Carolyn Harms called the business meeting to order at 1:00pm. Minutes from the previous 2 meetings were presented. Mary Bernhardt moved to accept the minutes as presented, Rich Barr seconded. Motion carried unanimously.

Rich Barr presented the treasurer's report. Bob Standage moved to accept the report, Wally Wolfe seconded. Motion carried unanimously.

Partnerships meeting dates and locations have been set for 2014. With the favorable response from last year, it was decided to again set locations/dates and allow everyone to choose the date/location that best fits with their schedules. The dates and locations are: January 22 in Wichita at the Sedgwick County Extension Office; January 23 in Lawrence, site to be determined; January 29 in either Russell or Ellsworth, site to be determined; and, January 30 in Scott City at the Scott County 4-H Building.

PILD dates for 2014 are set. Anyone that wants to attend needs to contact Daryl Buchholz. The plan is to send up to 4 members from the Advisory Council. Reports from the 2013 Conference were given by attendees: Dean Fitzsimmons, Ray Bartholomew, Kyle Fulton, and Wally Wolfe.

Carolyn Harms stated she appointed a nominating committee made up of herself, Dean Fitzsimmons, Mary Bernhardt, and Rich Barr. Dean Fitzsimmons submitted the following names for 2014 offices: Dean Fitzsimmons-chair, Wally Wolfe-chair elect, Loren Snell-secretary, Rich Barr-treasurer. Dean Fitzsimmons moved that the nominations cease and the slate presented be accepted and cast as unanimous, Mary Bernhardt seconded, motion carried unanimously.

A thank you to outgoing members: Steve Long, Aaron Wolfe, Susan Bloom, Mary Bernhardt, Larry Dolci and Tim Dainty. Parting comments were given by members.

Mary Bernhardt moved to adjourn the Advisory Council meeting and convene the KCEE meeting, Susan Bloom seconded, motion carried unanimously.

Submitted by:

Mary Bernhardt, secretary

## How K-State Research and Extension Might Improve

Notes from SEAC Meeting August 14-15, 2013, Parsons Kansas

### **1. Organizational Structure/Staffing**

- a. Personnel (12)
  - 1. Get movers and shakers (all levels)
  - 2. Challenge status quo
  - 3. People willing to cross over program areas
  - 4. Includes leadership (BOLD) – passionate
- b. Have incentives for “good” behavior and actions by boards and agents, and disincentives for “rogue” behavior and actions (7)
- c. Strengthen the PDC role (revisit how this is viewed/used) (2)
- d. Do we have the research capacity to address the grand challenges? (1)
- e. Better job of integrating local and state influence on program planning (1)
- f. Expand PDCs to include unofficial members drawn from the pool of community leaders, stakeholders, etc (1)
- g. Personnel
  - 1. Hire to needs of county decided by commissioners/decision maker
  - 2. State specialist – grand needs
- h. Structure – Districting
- i. Research
  - 1. Must support “grand challenges”
  - 2. Readily available and timely
- j. Structure
  - 1. Does existing structure address “grand challenges” or is there a missing link
  - 2. Addressing overlap (grand challenges overlays program areas)
  - 3. Evolve with current challenges (adaptability)

### **2. Education/Information Development and Delivery**

- a. Build and deliver partnerships with business and industry for distance learning (14)
- b. Need to be able to shelve the old programs that may now be lower priority - OR – delegate to volunteers or program assistants (7)
- c. Delivery (5)
  - 1. YouTube on specific short topics
  - 2. Search engines
- d. Delivery

1. Need to develop messages using technology
2. Keep face-to-face local connection
3. Partnering with other organizations
4. Being at the table, don't wait to be asked
- e. Invest heavily in communicating digitally and electronically (2)
- f. Do a better job of recruiting, empowering and utilizing volunteers (2)
- g. Make the information more accessible, Ag manager ex. (1)
- h. Epubs, YouTube videos

### **3. Branding and marketing**

- a. Marketing (10)
  1. Branding
    - Position:
      - Full-time marketing director for KSRE and in each area
      - Interns
- b. Communications and marketing (8)
  1. Need a marketing plan!!! (top down, PDCs, board, agents, specialist, and stockholders)
  2. Need ownership of the plan
  3. Timetable and to be accountable (measurable)
- c. Have to communicate in layman's terms (7)
- d. Be more politically active (4)
  1. Local communications/stakeholders
- e. Audience-specific marketing (1)
  1. Traditional
  2. Non-traditional
  3. Program-specific
- f. More training to develop enhanced interpersonal, group dynamic, etc. skills for agents
- g. Programs
  1. News articles about the meeting and what was presented

## How do we get there?

### **Personnel**

- Hire the right people
  - < define their task/role clearly
  - < support them to achieve the goals
  - < if they don't perform...let them go
- Leaders must be bold (State and Area)
  - < must make hard decisions
- Tenure is a barrier for state and area faculty
  - < how to incentivise?
  - < what motivates tenure-track faculty
- Hiring policies
  - < local board input vs state "research" driven philosophy
  - < local initial screening

### **Incentives...**

- Need to collaboratively determine mission and goals
  - Achieve buy in
  - Reinforce locally & at state
- Come up with success indicators & measure each local unit
  - currently have agent evaluations and Board Excellence
  - Need local unit performance standards
    - < self-assessment & external and/or peer review
- It is the job of state & local to act
- Disincentives applied for poor performance

### **Marketing/Communications**

- Director - State
- Out-of-campus positions
  - Review area staff/faculty
  - Campus Faculty

## Produce Marketing Plan

- segmentation study
- identify target audience
- produce materials
- continuing education on communication skills

## Program Prioritization

- 1) Identify what we are currently doing: Plans - work & how they relate to Grand Challenges
- 2) Take the Grand Challenges to Boards (“we need your help”) and how they are currently addressing Grand Challenges.
- 3) Keep agent accountable. Ask: Why? How does this program fit? Match evaluation to the plan-work & Grand Challenges
- 4) Give permission to agents to let something go
- 5) Explore more “Master” volunteer programs. Shift focus to volunteer system
- 6) Have a monthly newsletter from KSRE related to Grand Challenges, hot topics for boards

## Delivery

- How far are people (customers) willing to travel to a meeting/webinar
- Partner with schools, banks that have technology for webinars
- Who is our customer?
- User friendly website to reduce steps to reach topic
- Twitter and newer? Facebook (advertise)
- Local newspaper

## Communication Strategies with Stakeholders

Justify the investment and opportunities if we had access to more resources.

If tomorrow's leaders are priority, how is Extension making an impact? Why important to community, state, nation, world?

- If water...
- If health/healthcare...
- If agriculture/food systems...
- If our communities...
- If the county fair...