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 co9mmunity 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...