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|  | **North Central Regional 4-H Directors****2013 NCCEA Fall Conference, Sept 3-5****Columbus, OH****September 4, 2013****8:00 am - 5:00 pm****Meeting Notes**  |
| Type of Agenda Item | Topic |
| Arrival | Tour of 4-H Center |
| Welcome | Introductions and Welcome to Kelli Tollman representing the leadership team at Iowa State.Overview of Agenda and Additional Agenda Items |
| Discussion/Assignment | The 21st Century Extension Professional - knowledge, skills and attributesSkills that may be missing from attribute /skill list:* Ability to lead and grow volunteers
* Underpinning field from which candidates are drawn - is there criteria on PYD?
* Ability to generate resources.
* Are there new skills that will be needed in the future that we haven’t thought about as our work in 10 years will look different?

Types of Staff Development that will be the Most Important to Support the 21st Century Extension Professional* The need for on-boarding is critical, a time for apprenticeship and mentoring prior to the actual beginning of the position is critical.
* What’s our accountability for PD? Do staff have PD goals and how do we ensure they actually do this and have the time to do this?
* How do we help staff think more about
* Apprenticeship approach
* Needs to be developmental – what kinds of assessment tools are in place? Build upon core competencies needed by extension professionals.
* Needs to be coordination among program leaders and those who evaluate staff?

Content Areas:* Program Planning
* Volunteer Development
* Staff Supervision
* Partnership Development
* Program evaluation
* ROI
* Political Awareness
* Leadership
* Cultural Competence
* Digital Space
* Stages of the extension professional is a framework that needs to be taught.

National Partners MOU* Discussion of process and questions.
* What are the implications for this for the north central region.
* Renee will take those back to the committee for future discussion.

Big IDEA* Preparing youth for the most important jobs in a competitive global economy through the lens of science and agriculture.
	+ How does this resonate with state staff? There is interest from: WI, NE, MN, MI, among others.
	+ The region will put together a team to work on a logic model, outcomes, and a name (the Science of Agriculture?)?
	+ IN, MO, IL, MI, WI, NE – will pull a group together to develop a logic model and outcomes. Each state will be asked to give a representative. Greg Hadley and Rick Koelsch might be A&R reps who might be willing, Wisconsin may have a specialist interested to co-convene. The task is to pull together a logic model by the end of the year. Jill Bramble will be asked to help fund.
		- It will be based on common measures.
		- STEM specialist – IL
		- Foundation - MN

Growth Goal – The goal we gave this summer: 10% growth annually, reaching 35,000,000 by 2050 (reaching 3,000,000 annually). Examples of states to more clearly state their growth goal:* IL: Every FTE reaches 1000 youth (1/2 in sustained programming, ½ in short term).
* MI: 20% of potential youth population by 2020. 5% growth in on-going or in-depth programming annually. 10% growth in volunteer base annually (diversifying the type of volunteers we are engaging is a priority).

Common Measures * NC region agrees to the short list of common measures that we agreed to in July. States will determine how and for what programs where they will collect that data on each item on the North Central Short List.
	+ Both: - MI, MO, KS, IN, MN, NE
	+ National: ND, WI, OH, IL
	+ State: IA;
* Keep as standing agenda item.
* Stacking common measures against the NC region’s goals.

**North Central Topics and Issues:** -Progress Report and updates on “The Big Idea” ag workforce/science; use of Common Measures. Feedback from state staff regarding our ability to meet the goals. National Council CEO Search * Rigorous search, narrowed down to five. There were qualified candidates and Jennifer Sirangelo was the best choice. She does have a coach; start date will be January 1.

Curriculum* One potential model: Curriculum development stays in each state. As they

have needs, they develop the pieces and sell to others. National helps with marketing and serves as more of an “ebay” for curriculum.* Brad will be forwarding a piece from the PWG that has a proposal for curriculum. Please get your comments back to Brad.
* Denise will be getting an on-line survey to the group to determine what each of the states is doing related to curriculum.

DC Mission Mandate Training* There are some concerns about the audience and content of these. Renee will visit with Lisa and Jill directly.

Galaxy * Many will be going, there are meetings scheduled for the NC region.

Liaison* Barbara will work the director liaison to determine best communication strategy.

 NC region “work teams” * What might be some criteria we use to determine if a concept becomes something that is worthy of a regional “work team”. Criteria might include:
	+ Need - Could the topic fill a gap in your state. Meets a pain point.
	+ Capacity - we have that or together can come up with the capacity
	+ Cost benefit analysis
	+ Advances goals of mission areas/regional goal
	+ Proven model
	+ Advances the movement of PYD
	+ Where does expertise in the region lie related to areas (PRKC, VRKC, etc.)
	+ Fits the goal of multi-state work – there is some kind of measurement
	+ Is there enough synergy around the concept
* Potential topics
	+ Staff Development (NE, MN, IL) – Ina will lead. Get names to Ina by October 1.
	+ Metro Educators – to increase urban reach by 10% - Dorothy will lead. Get names to Dorothy by October 1.
		- For the future:
			* Reaching Latino audiences
			* Curriculum

Standing Items for Conference calls:* The big idea
* Curriculum
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|  | **MAJOR ISSUES TO REPORT TO DIRECTORS** **Growth Goal:*** Increase metro reach by 10% -
	+ Work with metro educators to develop plans to do that.

**Big IDEA*** Preparing youth for the most important jobs in a competitive global economy through the lens of science and agriculture.
	+ Convene a team to develop a logic model and strategies.

**Common Measures*** National and regional impact on 4-H outcomes.
	+ Identification of which indicators the NC states will collectively use

**Economies of Scale*** Staff Development offerings that are regional.

Report back on Question - Ina |