

[DRAFT MINUTES – submitted to members for approval.]

**North Central Region, Extension Deans and Directors
July Meeting – Mini Land Grant**



Minutes: July 14, 2009

Attending:

D. Buchholz (Chair, KS)
C. Hibberd (Vice Chair, Purdue)
D. Campion (IL)
S. Lovejoy (MI)
Schmidt (MN)
Dickey (NE)
Hauck (ND)
Smith (OH)
Klemme (WI)
B. Coberly & D. Baker (MO)
L. Lighari (SD)

Next Conference Call:

August 20, 2009
1:30pm (CT)

**MEMBER INSTITUTIONS
North Central Cooperative
Extension Association
(NCCEA)**

University of Illinois
Iowa State University
Kansas State University
Lincoln University, Missouri
Michigan State University
University of Minnesota
University of Missouri
University of Nebraska
North Dakota State University
Ohio State University
Purdue University
South Dakota State University
University of Wisconsin-Extension

Agenda Items – Discussed

- A.** Directors continued a conversation with Richard Longworth regarding his comments during the general session.
- A.** Discussion touched on regional trends and how the issues we work on do, and do not, follow the regional boundaries created by our institutional jurisdictions (state lines and multi-state lines).
 - B.** Discussion also focused on information needs and potential rolls in helping Midwest citizens understand how globalization affects them.
- B. Open Discussion: The Changing Nature of Stakeholder Relations.**
- A.** Our Extension systems (each state) is experiencing some degree of pressure from stakeholders and constituents to be accountable, and not stop what we have been doing – despite the pressures of shrinking state funds for Cooperative Extension.
 - B.** Several NRC states are exploring ways to give more attention to local leadership programs (e.g., relational leadership, and leadership advocacy). Examples cited included Illinois Government and Public Affairs Institution and Nebraska's Leadership Institute.
 - C.** More attention is being given to illustration and pointing out the added value the Extension brings to the community and the state.
 - D.** Bring attention to what Extension is within the broader university functions – look for ways to recognize Extension excellent (e.g., distinguished teaching awards).
 - E.** The focused strategies we use, and the targeted impacts we have are key message points for both internal and external stakeholders. Several states are moving to very specific message points that describe issues and audiences they are working on.
- C. NELD - update.**
- A.** Minnesota and Wisconsin are considering how the two states may be able to work together as joint hosts.
 - B.** The two states will meet on July 24th to explore joint support.
- C. ACTIONS:**
- a.** None at this time. A report back to the directors is expected following the July 24th meeting.

D. NCBC

- A. The NCBC Executive Committee met in June and has proposed changes to the organization's charter (See July 8, 2009 memo)
- B. NCCEA members were asked to consider ratification to the charter – at the request of the NCBC Executive Committee.
- C. If ratified a new representative to the NCBC Executive Committee is requested.

D. ACTIONS:

- 1. Ratification of the changes to the NCBC Charter was moved by Hibberd and Seconded by Lighari. Approved on a unanimous vote.
- 2. Duane Hauck's name was submitted as the NRC Representative to the new NCBC Executive Committee. Moved by Klemme and Seconded by Smith. Approved unanimously.

E. NCCEA Fall Meeting

- A. The draft agenda was reviewed and comments focused on expectations for the program area break out session.

B. ACTIONS

- 1. Directions to the program areas should include: (1) obtaining an update on how cross-state impact indicators are being utilized; and (2) how can program leaders and Extension professionals increase the visibility of our programs among national program leaders and those involved in AFRI.
- 2. Robin Shepard and Elbert Dickey were asked to develop a concept paper on the pros and cons of special extension committee might be utilized in the NCR to provide leadership on multi-state issues. This could be similar to the approach used in special research committees.

F. eXtension

- A. eXtension is asking for our two top priorities for Communities of Practice (CoPs)
- B. Keith Smith handed out a listing of current CoPs and an Extension Update.

C. ACTIONS:

- 1. Keith Smith will be sending a follow up email to all directors asking them to (1) review results of a survey, (2) review the current list of CoPs (approximately 40); (3) review a memo/document on State Affiliate membership and make comments; and (4) make suggestions about what CoPs the NCR would like to see.

G. Reports Presented (at attachments)

- A. ECOP Staffing Plan
- B. CICEP
- C. Bio-Energy Staffing Needs
- D. CRIS Analysis