

[DRAFT MINUTES – submitted to members for approval.]

## North Central Region, Extension Deans and Directors Monthly Conference Call



Meeting Minutes: June 18, 2009 (1:30 pm, Central Time)

### **Attending:**

Buchholz (Chair, KS),  
Hibberd (Vice Chair, Purdue),  
Coon (MI)  
Durgan (MNO)  
Hauck (ND)  
Klemme (WI)  
Ouart (MO)  
Watkins for Smith (OH)

### **Next Meeting:**

July 13-15, 2009  
Mini Land Grant  
Wooster, OH

### **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. General Announcements**

- A. NAREEE Advisory Board nominations being sought. Due July 17, 2009.
- B. Mini Land Great Meeting is July 13-15, 2009 in Wooster, Ohio. Registration is now open at <http://oardc.osu.edu/MiniLandGrant/>
- C. Tom Coon (Michigan State Extension) has been asked to chair the Managing in Tough Times National Extension Initiative.
- D. NCCEA Website is changing over the summer months. Most notably the “Director Resources” link that includes our meeting (minutes and audio files) is password protected. You gain access to this part of site by using the following: USERNAME: “guest” and PASSWORD: “nceea9”

### **B. Agenda for the Mini Land Grant Meeting – July 13-15**

- A. The North Central Extension Deans/Directors will have approximately two-hours (1:30p – 3:30p) on July 14<sup>th</sup> for their regional meeting. Discussion focus on developing a draft agenda for that meeting.

#### **B. ACTIONS – suggested agenda:**

- 1:30p A Conversation with Richard Longworth  
2:00p North Central Budget Update(s)
- A. Status of state budgets
  - B. Changing Nature of Stakeholder Relations
    - What are we learning about local partners/stakeholder
    - How are we adjusting to partners who ask us to fill “service needs” beyond our more traditional roles as outreach/educators?
  - C. Common elements of CES’s “value added”
- 2:45p Updates:
1. NELD
  2. ECOP Staffing Plan update
  3. NCBC
  4. Federal Budgets, ECOP-BLC/PBD-BAC
  5. Fall Meeting Agenda (need to focus on guidance to Program Area breakout sessions)
  6. Outline for an August NCCEA Executive Committee Meeting.

**C. Fall NCCEA Meeting – September 28 – 30, 2009.**

- A. Dates are set and hotel arrangements are being made with the Embassy Suites in Downtown Indianapolis.
- B. The general approach to agenda development includes:  
DAY 1 (9/28): half-day. Focus on topics for entire group.  
DAY 2 (9/29): full day. Break out groups by program areas and associate directors.  
DAY 3 (9/30): half-day. Full group discussion and reports from break out discussions.

**C. ACTIONS:**

- a. By consensus, members approved the \$150 registration fee.
- b. Break out discussion groups include: Program Areas, Associate Directors and Deans/Directors.
- c. Develop recommendations for break out discussion for approval at July NCCEA meeting.

**D. ECOP Staffing Plan – Report**

- A. Robin Shepard and Elbert Dickey (NE) have been participating in the ECOP Staffing Task Force.
- B. On June 12<sup>th</sup>, NCR Deans/Directors were sent instructions for rating national staffing and supporting functions to ECOP and CES pertaining to the staffing plan. NCR Directors were asked to complete their ratings by noon Friday (6/19).
- C. Robin Shepard provided a brief overview of the preliminary results from the North Central Directors.

**D. ACTIONS:**

- 1. Robin Shepard will summarize the ratings from the NCR Deans/Directors and forward those to the ECOP Task Force by June 23.

**E. NELD**

- A. Chuck Hibberd (Purdue) and Robin Shepard offered an overview of the ballots and comments for selecting Host Institution.
- B. Ballots were positive, yet the vote was split (five to four) between Wisconsin and Minnesota (respectively). Given the close nature of the votes, Daryl Buchholz and Chuck Hibberd called for additional discussion because of strong positive support for both proposals, and indications were that the proposals were liked for different reasons.

**C. ACTIONS:**

- 1. Robin Shepard was asked to summarize key comments from the ballots and seek additional information from the two institutions for the July meeting.

**F. eXtension Task Force**

- A. Michael Quart reported that the federal budget being proposal is focused on \$1.5M, rather than the \$5M requested.
- B. The Task Force will be requesting state follow up with their US Senate office. A draft letter that can be used will be circulated to the Directors.

**C. ACTIONS**

- 1. As part of the eXtension Governing Committee Keith Smith will be sending you a letter to remind you how important it is to contact your key member of the Senate.

**G. CICEP Meeting.**

- A. Five members of the North Central Region's Program Area leadership attended the summer meeting of the Commission on Competitiveness, Innovation and Economic Prosperity (CICEP) meeting June 8-10, 2009 in Cambridge MA. The NRC Delegation included: Scott Hutcheson, Purdue University; Scott Loveridge, Michigan State University; Karen Shirer, University of Minnesota, Kathy Tweeten, North Dakota State University and Dave Williams, University of Wisconsin.

**B. ACTIONS:**

- 1. A summary report of the trip will be distributed to Directors within two weeks.

#### **H. Managing in Tough Economic Times Initiative - update**

A. Tom Coon (MI) provided a written report on MiTT (Dated June 11, 2009 to ECOP). The national initiative is making considerable progress toward:

- Selection of a platform to manage the directory
- Target Audience Teams have drafted a list of critical issues for their audiences related to MiTT.
- The group has agreed that MiTTNet would be a directory of the most relevant educational programs and material currently available, rather than an inventory of everything that exists.
- The Evaluation Team has drafted a MiTTNet Logic Model.
- The Communications and Marketing Team has formulated plans for marketing and communicating the initiative to Extension Directors and Educators.
- The Staff Development Team determined that training to use the site will be integrated into content related training.
- The actions of all work teams have been synthesized into an Operation plan.
- The Core Team includes Tom Coon, ECOP Programs Sub-Committee Liaison to MiTTNet. The team meets via conference call every Monday at 2:30p (ET).
- MiTTNet is expected to roll out by mid-summer 2009.

#### **B. ACTIONS**

1. See full report from Tom Coon (email message of 06/18/09).
2. See website: <http://collaborate.extension.org>

#### **I. Director's 4-H Working Group - update**

A. Tom Coon (MI) provided a written report from the Director's 4H Working Group (Dated September 1, 2008 – April 30, 2009).

B. This group was established last year at the Joint COPs meeting to address issues related to the 4-H partnership between USDA and the Land Grant Universities. Tom Coon represents the North Central Region.

C. Tom Coon reported that much of the Working Group's activities have focused on the identity of 4-H in NIFA. The working group hopes to have completed its purpose by the end of September (2009).

#### **D. ACTIONS**

1. See full report from Tom Coon (email message of 06/18/09).

#### **J. Communications and Marketing – update**

A. Michael Quart (MO) and Robin Shepard have been working with John Scofield (Podesta) on bringing national attention to Extension efforts in the North Central Region. With the help of Missouri Extension, Podesta has selected work in southern Missouri on Healthy Lifestyles to be showcased in our national communication strategy. Part of the strategy also involves working with interested members in Congress, and in the examples being used in Missouri; Representative Jo Ann Emerson will be recognized.

#### **B. ACTIONS**

- a. None. This was an informational item only.

#### **A. Budget and Legislative Committee - update**

A. Duane Hauck (ND) reported the US House has finished its budget mark ups and of the thirteen priority lines, nine received increases by the House.

B. There is continued discussion about how themes will be used in future budget requests, and how themes translate into budget lines.

#### **C. ACTIONS**

- a. None. This was an informational item only.

*Summary by R. Shepard and Rick Klemme  
Prepared June 25, 2009*