

May 5, 2003 **North Central Extension Directors Meeting** Chicago

Attendees: Elbert Dickey - Nebraska, Sharon Anderson - North Dakota, Dennis Campion - Illinois, Larry Tidemann - South Dakota, Stan Johnson - Iowa, Randy Higgins - Kansas, Pat Sobero - Missouri, Carl O'Connor - Wisconsin, Keith Smith - Ohio, Chuck Casey - Minnesota, Sherri Glenn - Iowa, Dave Petritz - Indiana, Maggie Bethel I- Michigan State University.

Guests/ Speakers: A.J. Dye - CSREES, Ray Hammerschmidt – Michigan State University, Daryl Lund - Executive Director of the of the NCR Experiment Station Directors Association.

Meeting opened around 1:00 p.m. with welcomes from Dennis Campion, host and Elbert Dickey, chair. Agenda was reviewed by Dickey. The chair noted there was no official secretary. Maggie Bethel agreed to serve as secretary for a two-year term. Future meeting dates were reviewed. The next meeting is September 18 and 19 in Bloomington, MN. C. Casey will make arrangements.

North Central Region Extension Association (NCREA) - Carl O'Connor

A letter from C. O'Connor was shared requesting the Directors move forward with a decision on establishing the pilot NCREA Executive Director from July 1, 2003- June 30, 2004. (See letter for detail and budget request.)

Carl shared the most recent, approved version of the Rules of Operation. Carl will be on an IPA assignment for the next year. CSREES wants him to establish relationships with Health and Human Services for six months with possible continuance. E-Extension project is a second option for the last six months. His salary expenses will be covered by CSREES and Wisconsin. Carl is willing to work on behalf of the NCR directors during this time. There may be interest in cross state efforts in professional development. The group could also direct some projects of their choosing. Areas of interest expressed by the directors included multi-state specialist sharing, drawing national level funders to 4-H and youth related programs, working with the National Program Leaders in CSREES to help bring state voice in program direction and enhancing state relations with legislators, spotlighting Extension capacity with legislators.

Action: K. Smith moved that we fund the proposed operating budget to support this concept for one year. D. Campion second. (See budget outlined in letter)

Discussion centered on future funding. This can be explored over the next year with this as a trial year. Part Carl's role can be to research costs of other projects in other states / regions.

Tidemann called the question. Vote passed unanimously.

Review of The NCR Committee List – E. Dickey

The chair asked for changes and corrections to the distributed committee list. Future vacancies were also noted and suggestions were given for names to put forward at the Sept. meeting in Minnesota. The executive committee (Elbert, Pat, Maggie) will serve as the nominating committee for a slate of replacements and assignments to offer at our September meeting.

Today's Ag Television Program - L.Tidemann

Larry shared a handout for background. The program is ten years old and airs across the region, with heavy viewership in S. Dakota. According to Neilson ratings, it is watched. Larry feels that this could be marketed and become a cash cow. It could be sponsored by a number of ag related,

utility related business. His research indicates that it has national potential with the opportunity to reimburse cost and generate proceeds.

Discussion:

The chair suggested that video segments could be edited for use in web-based, video streaming. Group discussed content areas suitable for multi- state sharing.

Larry suggested Emery Tschettar at South Dakota State University as a resource for information / follow-up. Larry closed with asking the group to consider endorsement and promotion. There are advertising times available state sponsors or which could be sold as advertising time. Iowa has pursued and is happy with the response.

Budget & Advocacy Update - S. Johnson

The new advocacy firm, Fleishman Hillard/GPC, is still on a learning curve for ECOP expectations and in understanding areas where representation is needed. The firm is still learning about Extension. Since it is a very tight budget year, the goal for the federal budget outcome is to retain current funding levels. Efforts are ongoing to create communication channels between the Budget and Advocacy Committee and the firm. At least one face-to-face meeting in each the summer and fall will be introduced to enhance communication.

Homeland Security Initiatives – There are positive indications of interest in involving Extension in homeland security education with earmarked funds. Conversations are occurring with the Defense Department around using the Memorial Institute for the Prevention of Terrorism as a mechanism to funnel resources to Extension.

Budget and Advocacy Committee and Policy Board on Ag - Budget and Advocacy Committee has forwarded priority issues for program funding to the Policy Board for review. The list shows a better breadth of issue coverage than originally identified by the Policy Board.

Budget and Advocacy Committee – D. Petritz, C. Casey and M. Bethel

Agenda for next Budget and Advocacy committee conference call was shared. D. Petritz gave highlights on the budget targets. Working with the advocacy firm has been challenging as they have not been part of most meetings. Nancy Bull is working hard to bring an ECOP perspective to the discussions with the Policy Board and the advocacy firm. Progress is slow.

Mid West Plan Service – E. Dickey

The NCR Ag program leaders support continuance of a regional clearinghouse for Extension publications. The NCR-9 committee has been successful in projects coordination and oversight.

Midwest Plan Service (MWPS) was established in 1929 and has served a useful, functional role to the North Central (NC) region Cooperative Extension Service (CES). MWPS is financially supported by direct assessments to the member state institutions, sales, interest, grant related income, and the reserve that has grown over time. Due to a changing audience, the need for multi-state, multi-discipline programming, and financial constraints, the MWPS in 1998 was directed by the NC CES Directors to examine its economic situation, audience, committee makeup, and services.

The MWPS as the regional publications unit was put on notice by the NCR directors of dissatisfaction with current outputs and expense to states. The directors voted at an earlier meeting to not pay dues for the same services and that a new plan was needed. MWPS submitted a plan in

October 2002. The directors maintained the stance that the plan did not show enough change and was unsatisfactory. Directors upheld the position of not paying dues.

The issue of withdrawing dues continues to draw questions and concern by a variety of groups. L. Tidemann offered a motion to maintain the directors' stance with MWPS. The motion reads: *"Whereas, a number of member states (South Dakota, Nebraska, Missouri, Kansas, Minnesota, Ohio, Michigan) are faced with significant budgetary shortfalls and have notified MWPS their intent to not continue funding effective July 2003, I move that the NC Directors officially go on record to withdraw support of MWPS effective July 1, 2003. Our president and secretary should be directed to send a letter so stating as well as congratulations for the efforts brought to the region over the past 74 years."*

Motion seconded.

Discussion:

D. Campion: What will it cost to close out the operation and staff? It was indicated that there were sufficient funds in reserve to carry MWPS through to closure.

E. Dickey: MWPS trademark could still be used by the NCR-9 committee.

S. Anderson: What will happen to the existing publications that are of value? A mechanism is needed, such as E-Extension to make information available. NCR-9 could continue the role of updating publications and oversight.

E. Dickey: Is a NCR group of program leaders needed to indicate what cross region efforts in publications, project oversight, etc.?

D.Campion called the question. Vote: Motion carried, unanimous

Motion Two: Tidemann: "I move that the NCR Directors encourages the NCR-9 committee composed of Ag. Engineering specialists continue multi-state programming and sharing of resources across the region." Second by S. Anderson.

Discussion:

S. Johnson: NCR - 9 Committee is an Experiment Station Committee with an Extension representative. Do we have role in taking a stance on the Committee?

Tidemann withdrew the motion.

S. Johnson suggested we raise the issue and communication with Experiment Station Directors. K. Smith reinforced that suggestion.

NELD

Regional NELD -The chair asked the directors for an indication of support for continuing the program. A minimum 35 participants is needed to fill another class. The directors indicated the minimum could be met with state applicants.

National NELD - Dave Petritz asked for input on supporting the National program. There was less than positive indication of support for the program at this time. NCR has not been participating heavily; cost and feedback on program quality is a concern.

S. Johnson commented on a new program format in leadership that is being developed at the request of the Kellogg Foundation. This may have impacts on the future of NELD.

Leadership Advisory Council Report - K. Smith

K. Smith mentioned the survey that was developed by the council to get input on future issues, assistance that will be needed, and concerns for Extension nationwide. The survey netted a 40% return rate. Results will be sent to council members before the next meeting, and will be the substance for building the agenda of council's efforts.

L. Smith also reported on the national directors' meeting. NCR directors were in consensus that a national meeting on an annual basis was supported, with Feb. as the preferred month.

S. Anderson added that the 21st Century Extension group met and reviewed the recommendations and current progress. Feeling is that progress is being made on the objectives of the document and the document continues to provide guidance for states. On-going responsibility for the publication will be turned over to ECOP.

Meeting adjourned at 4:45.

Day 2

Meeting resumed at 8:00 a.m., May 6, with introduction of Ray Hammerschmidt, Department Chair of Plant Pathology, Michigan State University. He shared a PowerPoint presentation on the National and Regional Plant Diagnostic Network. The overall project aim is to establish a functional national network of existing diagnostic laboratories to rapidly and accurately detect and report plant pests, pathogens and other disease outbreaks. There is particular emphasis at the federal level to identify potential bio-terrorist introduced plant and animal diseases to the U.S.

Dr. Hammerschmidt explained the mechanics of the collaboration between the five regional labs in the diagnostic network. Dr. Hammerschmidt answered questions on how the network will react and interact, how training will occur, and the funding distribution. The directors encouraged Dr. Hammerschmidt to promote local communication and updates by the state partners around initiatives, emergency situation communication, and future funding requests where support of the directors is needed. Dr. Hammerschmidt is available for follow-up questions. Contact information:

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Daryl Lund-- Executive Director of the NCR Experiment Station Directors Association

Daryl Lund was introduced to the group. Lund expressed interest on behalf of the Experiment Station directors to confer around topics of mutual interest. He described the patterns of interaction between the liaisons of Extension and Experiment Station directors in other regions in the nation. He reviewed the funding mechanics for his position and the types of projects pursued. He elaborated on regional committee structure, institutional representation on committees, and committee operation. E. Dickey recommended that directors review committees and consider Extension representation. Agreements could be formalized on some of appointments of mutual interest. He suggested some example common projects such as pursuit of funding, multi-state programming, designated integrated projects, and hiring.

A joint meeting of Extension and Experiment Station directors is scheduled for the July Mini Land Grant meeting at Purdue to discuss plan of work and integrated programs.

State-by-State Updates

N. Dakota - Governor issued slight reductions, most restored in legislative process. University President is looking at a 1-2% raise, not likely to be a funded raise. S. Anderson wants to maintain 78% of budget on personnel costs.

Illinois - Current budget is still being negotiated. 8.8% rescission for current year. Raises are being discussed, but tuition increases have not been finalized.

S. Dakota - L. Tidemann shared a report to summarize current status of budget -- salary increase of 3 %, with 2% funded. The governor is very positive about supporting Extension. Larry shared materials developed on West Nile Virus for Youth. Director search is in process

Missouri - State cuts: 18% for 2002, 10 % for 2003, 2004 - a 5-15% cut possible. Review of program focus and staffing has occurred. Staff is encouraged to focus on grants and contracts that match the highest priorities.

Kansas - R. Higgins shared a prepared report. Kansas offered an early retirement incentive program -- 30 people opted, with 4 positions refilled. 2003 - 0% raise -- considering a 1 1/2 % raise for this year. Cuts in 2002, approx. 9% -- 2003-04 still being debated - projected at 3-5%. Program prioritization process has occurred, report will guide decisions in the future.

Ohio - Shared a prepared report, cuts since July 2001 total 9.5% -- 2004 projected to be level funding, perhaps small increase. Salary increases -- 2.5% minimum. Constituents have been very active in communicating with the legislature. University plans a 9% increase in tuition. Strategic plan is about complete -- cost recovery planning going on for programs. Ohio willing to share the cost recovery materials in July. Want to stay at 80% level on funding personnel.

Minnesota - University will increase tuition by 15%. Cut for 2004 - about 8%. Early retirement offer in process now -- 25 slots available. No salary increase with university -- freeze in state positions for two years. County government is having difficulty funding Extension programs, which are non-mandated. Clear messages from some counties that cuts are coming. Could lose 20 - 25 counties, will need to renegotiate relationships. Some are saying they want only certain programs such as 4-H. System is moving to multi-county and regional offices.

Michigan - An Extension Program Partners Report was shared. Budget shows a 3.5 % rescission in 2002-03, additional 6.5% proposed cut by governor in 2003-04. Early retirements and position freeze over the last two years has decreased staff numbers by 120 positions. Undergoing new staff program coverage planning. Most priority positions will be filled on an internal basis. Will hold on filling the two associate director positions for now.

Iowa - Budget cut for 2004 of 6%. Fee for service is generating some resources. They have a futuring committee making recommendations. Iowa is piloting sharing county directors across county lines. Currently, searching for several administrative positions.

Wisconsin - 2003-04 cuts estimated to be cost neutral between state cuts and tuition increase. Will need to reduce expenses by 5% cut and have budgeted for 8% reduction. Raise level unknown, rumored to be 0%. All county positions are a 60% / 40% county cost share for salary and fringe. By law there are county councils and they are very strong. New executive form of county government is starting to challenge Extension. Search is under way for a new director/dean, and a

strategic plan will be the undertaking of the new director. C. O'Connor also updated the group on discontinuance of the penalty mail program.

Indiana - Written report shared. Strategic plan and plan of work is in process. Forty open educators out of 242 -- will proceed very slowly in refill. County based programs -- 2/3 of the support comes from counties. No state increase. Will be a two-year budget. Raises will be 2-4% and a 5% tuition increase. Much administrative turnover - has been positive in bringing new ideas. Staff professional development is moving to use of distance learning technology.

Nebraska - State cut for 2003-04 likely to be 5-10% cut. Last two years - 7 1/2% cut. Chancellor is facing a no-confidence vote. 93% of budget is personnel. There will be position reductions.

Directors discussed the need to have more sharing about how we are dealing with the challenges and handling cuts. Time will be spent in dialogue on this at our Sept. meeting in Minnesota; questions will be sent in advance for stimulating thinking and discussion.

CSREES Update – A. J. Dye

National Pork Board letter was discussed. The letter indicates projected sources of income including \$200,000 from CSREES. Dye indicated that is not likely; if award is made, it would range \$10-20,000. Directors were in consensus to maintain the previously voted stance of not contributing as a NCR Extension partner. E. Dickey will put our statement in writing to the Pork Board.

Technical Service provider training programs/Farm Bill update. Tennessee contract should not be misinterpreted as a nation wide vendor. NRCS will work with Land Grant Universities to provide training and fee structures for programs developed. \$500 - \$2500 (\$750 target) per certification is the price range for programs.

FY 2004 president's budget was shared and the CSREES directory of expertise and assignments distributed. Brief updates on other programs shared.

Plan of work cycle --CSREES will likely extend our current plan of work for another year, until the new format is developed and released.

Meeting Conclusion

Resolution: “ *Where as the May 2003 meeting of the North Central Extension Directors was hosted in the grandest of style with care given to each of its members needs, and care given to every detail and with provision of abundant food and drink served in the traditional Chicago style.*

Be it resolved that the North Central Extension directors gratefully acknowledge and thank our host, Denny Campion and our arrangement manager, James Oliver for their enthusiastic hospitality.”

Meeting adjourned by the chair.

Respectfully submitted,

Margaret Bethel
Secretary, NCR Directors