

FCS Program Leaders Meeting Minutes September 6, 2012

Attendees: Nancy Franz, Jo Britt-Rankin, Dawn Contreras, Laurie Boyce, Linda Beckner, Paula Peters, Karen Bruns, Jennifer McCaffrey, Deb Gebeke, Angie Abbott, Karen Bruns, Suzanne Stluka, Karen Shirer

SNAP-Ed update- status of programs in our region

South Dakota submitted a three-year plan; approved at state level, sitting with FNS at the regional level. Those who have been approved by both state and FNS regional level include: Kansas, Iowa, and Nebraska. Ohio, Purdue, and Illinois have been submitted, but not yet approved by FNS at the regional level. Missouri needs to update their budget for approval at the regional level by FNS.

Concern about the emphasis on public health and what that means for FCS. What we do in Extension is public health. We need to be ready to defend why Extension is the best choice for implementing SNAP-Ed.

Email from Linda Kay Benning asking for SNAP-Ed funding information to determine assessment for this next year. FCS Program Leaders, Extension Directors, and SNAP-Ed Coordinators will now receive a copy of the assessment leader sent to the university so that it does not get lost in the shuffle.

National report is still delayed. Helen Chipman is working on a 2 to 3 page report to correlate with the report. The evaluation committee is working on a talking point document to correlate with this report; slated to be released in October.

Concern for the unwillingness of the Cooking Matters organization to fully partner with Extension. May work with Extension, but do not give credit to us as partners on materials, website, etc. Discussion from SNAP-Ed Program Development team to host a webinar on how to work with this group. Helen is working with Cooking Matters on a national level. In some states, the restrictions on the use of the curriculum do not make it applicable for use in SNAP-Ed.

EFNEP Update

EFNEP will be celebrating their 50th Anniversary in 2019. Federal funding cannot go into a celebration or promotion of EFNEP. An informal discussion has started about how to raise funds to support this anniversary. Continued discussion on this topic will be routed through EFNEP Coordinators, such as assistance of naming champions.

Food Security Multistate AFRI Grant

Suzanne provided an update on the six state northcentral region grant that has been funded. They have been given a tentative October 1 start date dependent on federal funding.

Food Safety AFRI Grant

The amount of funding is so limited that multi-state grants are very limited. Most states are just looking at working within their own state due to the limited funds.

FCS program director succession (continuation of discussion from our June meeting)

What can we do to develop our community to be directors as well? Getting the young professional to get the Ph.D. done. Making our staff aware of online pieces to completing their degree. Could we come together to get funding to help support dissertations? How do we find mentors for the non-traditional PhD student? Can we work with graduate students to mentor them to move into Extension? Some examples are guest lectures, internships, etc.

Mentorship/shadowing someone in the role. Do we take people with us to national meetings? Do we share with them our roles/responsibilities?

Is there some way we can do a follow-up with NELD individuals? Who are identified for NELD? Who are being chosen to attend and what is the logic? Some states have a process for solicitation, selection, etc. for who they believe should be engaged in this opportunity.

FCS program director professional development (continuation of discussion from our June meeting) (Evaluate role of NELD, Lead 21, and other opportunities for the Extension directors)

Paula is in the new Food Systems leadership program co-hort. Food Systems Leadership Institute (FSLI) is run out of North Carolina. Spend a week at each of the institutions. Cost is an issue – it is \$17,000. Three weeks out of the office, two teleconferences, personal goals, team project. Provided an executive coach, conduct a 360 review. It prepares you if you want to be promoted. All of the cohorts get together at APLU. The cohorts are around 20-25 individuals. The original goal is to see individuals who are moving into senior leadership positions who would then have a strong background in food.

In some states Lead 21 is more reserved for specialists and administrators, while NELD is more for Extension Educators, county staff, etc. Lead 21 provides a 360 review, political savvy, and time to reflect. Lead 21 and NELD can provide a strong cohort of individuals; sometimes though it can be very strong on the ag side.

Bringing together “health extension” faculty and staff for grant writing/team building (continuation of discussion from our June meeting)

Indiana – Angie just met with the Department of Nursing and they will have an Extension Specialist (50%) in the Nursing Department. It has not been determined what type of position this will be. Angie would appreciate it if we could send her some position description examples. Looking for this position to support field staff in areas around health that are not nutrition related (smoking, chronic disease, public health prevention). Expectation is joint statewide impact; encourage scholarship piece as well.

Iowa: Building relationships with Department of Community Health and their connections with the Nursing Department. Have been using grants as organization (Dining with Diabetes, Dementia), and now working on five different NIH grants. Project based relationship that hope will become larger. Working with worksite wellness. Involved in a grant to look at absenteeism and present-eeism.

Kansas: About to interview for Community Health position. Have several good applicants, including someone from Nursing. This position is partially funded through the Kansas Health Foundation. Have had people in this position in the past, but has been open for the last five years. This person will take over the coordination of the Health Extension work. Proceeding with the 4 state work. They all have the same idea of working around the topic of prevention.

Ohio: Will have additional conversation in Ohio about Extension Educators working on the Million Hearts Campaign out of HHS in D.C. Seems logical for Extension to be at the table. Looking at providing more Worksite Wellness programs - looking at how this might intersect with the Affordable Healthcare Opportunity Act.

Missouri: Worksite wellness guide for the businesses themselves. Health faculty member is a co-op Extension employee that sits in Medical Continuing Education. Focuses on “Taking Care of You” program using the mindfulness techniques, campus wellness program for faculty and staff, leads diabetes efforts, etc. This person has been working on the national Extension medical group and is looking for peers to partner with.

Minnesota: A strong connection to Rural Academic Center and AHEC; partnership has frayed due to financial reasons. Used to have a person that was shared between us and AHEC.

Health Care Act – more talk around the community educator piece (train the trainer type of approach). Paraprofessionals to be trained to work like EFNEP but with healthcare topics.

ACTION ITEM – Conference call on Worksite Wellness programming. Connect with core group of those working on this topic. As a North Central region, can we put

together some resources (dollars?) to put together some type of a presence (website, etc.) on this topic?

Conducting professional development across states (continuation of discussion from our June meeting)

Family Financial Security workshop focused on regional Extension staff and partners in Madison, Wisconsin on June 4 & 5, 2013. Will focus on Pathways for Financial Success. There will be an intentional regional promotion coming out. Besides Extension, there will be other community-serving organizations that will be present.

Dining with Diabetes discussion will take place during the NEAFCS meeting on September 27.

Ideas: Evaluation and how they conduct it; Adult Education teaching techniques; Kirby Barrick online teaching program (Ohio has made a deal with him to run new people through this program); Use of technology for communication and education delivery (Iowa is using Esther May Cox)

OSU Extension, Family & Consumer Sciences Facebook – Back to the Kitchen program.

Kansas, Nebraska, South Dakota, and Nebraska – Design for Learning distance program – work through sessions that allow you to create a program by the end of the course. Kansas has been the lead host of the website. Offered annually.

There is a group within Extension developing around Professional Development. They will host a conference in December in Denver. Key contacts are Scott Cummings at Texas A&M and Debra Davis. There is generally a key contact in your state.

Even just steering our staff to eXtension.

Urban Conference May 6-9, 2012 in Kansas City, KS. Appropriate for all Extension Educators at any level, urban and rural.

North Central leadership conference. This is for anyone who is in a leadership role. Nebraska and Kansas are working together to write a curriculum on “High Performing Extension Teams”.

Social Media: One thing to learn how to set-up social media, but it is another thing to use it or implement it correctly in Extension. How are we reaching people and how are we making an impact?

ACTION ITEM: Share professional development opportunities with one another that each of our states are offering. Extend invitations to other states to participate in the professional development.

State updates

Kansas: Filling positions – hired a Family Financial Management person Dr. Elizabeth Kiss. About ready to interview Community Health position. Had a retirement of Parenting/Child Development person and are advertising as an Early Childhood position. Working with Missouri to hire a joint Food Safety position in Kansas City. Working on a promotional effort for FCS programs – lack of understanding of what FCS really is and how important they are to the families of Kansas. The multi-county Extension units have the task of identifying the program areas they are going to concentrate their program on. The area directors and local boards tend to come up with specialties in the ag field, but lump FCS together. So, identifying essential living skills for FCS – healthy lifestyle, healthy relationships, family financial management, leadership, and community development. In the process of putting materials together and words that define those; likely will be hiring a marketing firm to help us do this. North Carolina Extension FCS has been their inspiration. Getting ready to develop an evaluation system on October 1.

Missouri: Excited about the food safety specialist. Have a number of retirements – almost one per month for a while. Unless hiring on grant funds, not allowing them to refill positions; have almost 100 vacancies. Trying to figure out how grants and professional development funds now go to the campus; over the years have focused on moving those funds to the regions. Going through some transition. Have developed evaluation tools for the programs, but now really need an evaluation system that aggregates impacts.

Minnesota: Doing a lot of hiring. Some related to retirements. Have brought on 5 new educators in June. Now hiring 5 new educators to work with food systems (SNAP-Ed and CDC grant funding) to create healthy food access. Did interview for a Program Leader in Health and Nutrition in an urban area. State budget seems to have stabilized.

Nebraska: Just recently got back an Early Childhood Specialist. Have lost a lot of specialists with voluntary separation retirement package. Have a new Vice Chancellor so have been going through a planning process over the last year to identify priority positions. Looking at Healthy Humans through food systems (food procurement) with the various degrees at the table (food science, health, nutrition, family, children, etc.). This is just developing. Not sure if any strong specialist positions will come about from this, may be more along academic side. Missing those who work with policies that affect families. A lot of educators who are retiring in the next few years, which is a concern since there is a smaller workforce to pull from. Biggest news is that Chuck Hibbard is coming back to the state to serve as the

Extension Director. As a result, may have a different configuration to the leadership team in the future.

Illinois: Working on administrative structure as half of the administrative team will be retiring in the next three years. Dean of the College also will be retiring. Looking at new cross campus initiatives for Extension partnerships, what this will look like, and putting dollars behind it. Under the FCS Umbrella, it is the year of evaluation. Hiring a lot of field based educators; counties are starting to hire back based on the funds. Have about 6 or 7 FCS to be hired.

Indiana: In terms of budget, been extremely fortunate and able to keep county-based staff. Always have about 5-7 positions that they are always trying to fill due to normal circumstances. Had a civil rights review – hit hard on how to recruit more men into FCS positions. Working in November to do the virtual zip trip (field trip) around nutrition. Have a number of schools around the country who will participate in this – it is targeted to 6th graders. Will use hot seat, an interactive system that will be happening with 500 kids simultaneously. Hot seat also helps to evaluate what the kids are asking. New volunteer policy at Purdue. Working on a new website for HHS Extension. Trying to close the loop between programs and counties. Have an Assistant Program Leader position that is open and has been open for about 4 months. Getting ready to launch the search for a new director. Also filling the Dean position for the College of Health and Human Sciences.

Wisconsin: Trying to better communicate how important FCS is to the family and communities. Ag colleagues have led the way with how important ag is to the state. FCS will not assert value of how important families are to the state. Created a piece of 5 ways that families are important to the economic value of the state – fuel workforce, are our future, are taxpayer, care for elderly and disabled. Has gotten a lot of positive traction. Have been focusing on public value of educational programs, this has driven team plans of work and logic models. Public value to the community and team as a whole. Almost done revamping public website and have quite a set of impacts as well. Lead an evaluation effort on our value to family serving agencies. Educators were surveyed online asking who they reached and what they thought they contributed. Then extensive interviews with the family serving agencies. How do we better prepare our county-based educators for county/community coalition work? The national network for collaboration might provide some insight.

Michigan: Two campus based hires coming up - EFNEP and SNAP-Ed Coordinator position and a Worksite Wellness person. All of specializations have gone through a procedure to try to price out their programs for cost recovery. In Michigan 40% of the revenue goes to the educator for operating costs, 30% back to FCS program, and 30% back to content work team. Two questions: 1. Is anyone going into health insurance literacy? Purdue will be starting and Wisconsin has someone working on it. 2. Do states have a state FCS advisory council? Iowa – 15 people, meet once face-to-face, and 3 times conference call; Indiana has one that is totally internal;

Nebraska has a Family, Youth, Community Partners that meets twice a year and one is a legislative meeting; South Dakota has an Advisory Forum that meets once a year.

North Dakota: Human Development has one Family Sciences specialist who will be retiring at the end of December who they will be looking to replace. Would appreciate job descriptions if people would be willing to share. Family Financial Recovery toolkit developed between Minnesota and North Dakota to help people find that financial stability. It received the Florence Hall Award from NEAFCS and recognition from the Federal Reserve. Received another grant to develop videos and apps to go along with it. FEMA is also taking parts of it and using it. Always willing to do training via webinar. The Red River Resiliency group is a good reference for stress, etc. during disasters. Basic Beginnings curriculum will be available in January. It is parent education for parents with mental disabilities. Gearing Up for Kindergarten is still going strong. Currently have 1.5 and looking to fill another position in food systems, especially in the Western part of the state with the oil boom. Had to downsize the FNP program over the last several years. For those in a part-time situation, 4 of the 5 asked the county to fill the other half of the position and they did. Have started to do this with other counties. Parent education programming trying to put a parent coordinator in each of the eight regions, and now because they have impacts they have their first county who is going to pay for 100% of the person.

Ohio: New Dean in College of Food, Ag, and Environmental Sciences. Will sit down and re-assess what positions to fill, if the position is still needed, etc. Have hired a new Field Specialist in Family Wellness. Hired a Community Nutrition Specialist with experience in this area and a strong research mind. Just filled the Community Nutrition Director position. Had AmeriCorp grant that has been funded – 20 students under the title of “Extension Core” promoting housing programs around pre-foreclosure. Have also partnered with Housing Industry to do Home Buyer education over the phone. The Real Money, Real World program is being updated and are designing posters that can be updated. Will make it available for states to purchase. The target audience is high school students. New signature program is Local Foods. A variety of things related to local foods are planned. Dining with Diabetes is one of their signature programs. Also involved heavily in a signature program on Energy.

South Dakota: Almost one year into our reorganization. Still working out details on our field specialist standards and cost recovery guidelines. Filled our Family Resource Management State Specialist position. Two vacancies for Family Resource Management Field Specialists. One vacancy for a Food Safety Field Specialist. Looking at developing programming around the topic of Gluten Free.

Iowa: Have decided to put a program catalog out so that county Extension boards, etc. can be more aware of the programs that are available to them. Signature issues are health and wellbeing, economic development, K-2 outreach, and food systems. Mid-life and Beyond Program and have had a non-Extension faculty member

volunteer to lead the project as a part of her service/outreach component. Hoping to be able to replicate in other areas. Using the North Carolina Juntos program for Latino children to prepare them for school. The Preserve the Taste of Summer program has the largest download of materials from the website. Extension will train all of the Hy-Vee Registered Dietitians on the program; Extension will then share the profits with them from offering the program. It is not a volunteer program at this time due to the liability issues. Created an app called the Food Finder for the Iowa State Fair. Had 91,000 downloads and the thing they were using the most was calculating the physical activity. Joint position in Community Leadership between Wisconsin and Iowa – had three good candidates and have made an offer to one candidate. Have changed positions to be half Family Life/half Family Finance as positions become available. Have been working with 5 public value teams who have identified initial indicators that they think they will need to measure. For example, if increase fruits and vegetables, then decrease healthcare costs.

Directors Assignments

- **Revenue Generation**

1. **During the past 5 years, what trends have been observed in the funding for Extension activities?** Drastic reduction in state funding. Increased reliance on other funding (grants, contracts, fees) – a lot of these dollars are in FCS (obesity, food security, health, etc.). If there is the capacity within FCS there is the potential for other dollars. Uncertainty halts our decision making – perception of cuts, reality of cuts, affects morale of staff. Increased interest in development – Extension trying to raise money through gifts. States try a multitude of things, but do not stick with them long enough to find the answer – might have to do with fluid leadership. Cost recovery has heightened. Have not done an analysis of what has worked with cost recovery. How does cost recovery fund staffing?
2. **What are key funding challenges?** How to stay true to mission instead of providing service; continue to provide education. Getting faculty and staff who are veterans to generate revenue. Making sure that have the right people available when do have the funding – how do you keep a consistent staff over time. People really understanding what the “true” cost is – have to bring in more than this when setting the “price”. How to set a price with what the market will bear – FCS does not always have a market to compare prices to. Lack of baseline capacity to make sure that the work gets done. If see decreased faculty, will likely see decrease in grants/contracts.
3. **Where have the most notable funding declines or increases occurred?** State funding in the last five years. The amount of money available in federal grants – higher competition and less money. We cannot forget that AFRI funds are very limited to FCS programs as a whole. Increases are new federal agencies that we have not worked with before, such as NIH. The implications of the Affordable Federal Health Care Act may be associated with increases.
4. **What are three-to-five key programs or initiatives that are true signatures of Extension work?** Nutrition education, food safety, and

finance/economic development. Food safety is from production to consumption.

5. **What are three-to-five key challenges for Extension?** Competition outside of Extension even though we offer a more holistic approach. Our system (culture) within universities – the set-up time of grants/contracts compared to competitors; overhead rate for us verses our competitors; hiring process; capacity (understaffed); and helping people within our system understand the socio-ecological model.
6. **What are three-to-five key opportunities/trends for Extension?** The uniqueness of Extension from production to consumption (holistic approach to addressing issues); we also address root causes (for example treatment verses prevention). The hottest issues in the country are what FCS is working on (health, economics, and relationships). Food systems.
7. **What does this mean for cross program work in the North Central region?** Requires us to work together with an interdisciplinary approach; food systems really can involve the whole organization. Opportunities are missed when there is not the capacity of staff to complete. Many opportunities to work together more closely on health, economics, and relationships.

ACTION ITEMS: Nancy will survey FCS Program Leaders to collect the number of FTE Specialists (breakdown of % of time) and the dollars (grants, contracts, etc.) associated with those FTE to look at the capacity of what is/can be done in FCS.

- **Banner Outcomes**

Missouri plans to use deeply. Everyone else may use parts of them. We will report on a number of these using the federal system. It continues to be unclear what value this brings to the regional level. The exercise has prompted us to do some good looking at what is being done in the states as far as impacts and documentation of these impacts. We suggest dropping the terminology “Banner Outcome” which only has value to certain people, and instead talk about collective impact, which has value to a majority of people. We would use these collective impact opportunities as part of our multi-state grant writing. They could be used as a guide at the regional level, but we will not report them at a regional level.

CYFAR

Have been hearing complaints about the management of CYFAR over the past few years; have seen a switch in priorities. Nancy distributed the letter from the Southern Region FCS Leaders. The focus seems to be on youth, and funds seem to go just to certain states rather than a competitive process. Missouri had a joint FCS/youth program for 15 years, then reapplied and did not get funded. Some have interpreted that CYFAR may be taking on a military focus.

Minnesota did receive a new CYFAR grant to work with schools and target Latinos. The funding amounts are going down. A bit of unhappiness among people that is consistent with what the southeast region has said. Does not appear to be open competitive processes. Getting a director on board would be helpful.

Working together within a competitive environment with our 4-H programs will continue to be a challenge. The focus is on vulnerable populations, but the timelines, funding, and sustainability to not align with supporting these populations. CYFAR Net evaluation tools do not match with programs, but states are required to use these.

ACTION ITEM: Send Nancy information that we would like shared with the national CYFAR leadership team for a scheduled conference call that she has with them.

Announcements

November 30, March 30, and May 1 phone conferences at 1-3pm CST. Send Nancy agenda items.

ACTION ITEMS:

1. Get Linda added to roster and listserv.
2. Share Extension Health resources on our website.
3. Provide Keith with the major priority areas off of our Logic Models.