

DRAFT

**State Advisory Council meeting Oct 20, 2005
NH Higher Education Assistance Foundation, Concord NH**

Present were:

Liz Conrad, Laurie Conrad, Anne Krantz, Dan Reidy, Marcia Poulin, Art Bastian, Gail Kennedy, Beth Todgham, Fred Creed, Dick Mallion, Larry Barker, John Magee, Ann Hamilton, Carolyn Buskirk, Lynn Garland, Hiram Watson, Don Black, Nory Parr, Denis Ward, Debbie Cheever, Jim Grady, Lauren Bressett, Wes Cobb, Maria Callahan, Erick Leadbeater, Paul Rushlow, Sumner Dole, Lee Sawyer, Holly Young, Paul Bonaparte-Krogh, David Foote, Brian Doyle, Charlene Baxter, Wendy Brock, Bob Edmunds, Juli Brussell, John Pike, Anna Boudreau, Sheila Fabrizio, Kathy Conway-Frangione

Anna Boudreau reviewed the minutes. Motion to approve April meeting minutes made by Dick and seconded by Liz Conrad. Unanimous vote to approve.

Anna invited county reports.

Rockingham County –

4 PAT awareness efforts

General public, brochure made and delivered to town halls and libraries

Posters to be distributed

Magnets

2 reps/legislator on council

Attend county meetings – Program with jail and nursing home

Community partnership with non-profits builds relationships.

Hillsborough County

Andy Smith presented in January; 30 attendees

September trip to Durham – low attendance

Magnets

Sullivan County

Appreciated the Discovery Cruise, like to see again

Farm issues/land analysis, wildlife

Sen. Burling hosted barbeque with farm bureau. Extension facilitated.

Radio show on hort/ag area every Thursday morning. Radio station wants more talk shows.

Gail – Helped county get a grant to prevent substance abuse. Develop a coalition to position for future funding.

Doing cable access programming.

Looking to do more for public awareness and outreach for more participation.

Coos County

Lancaster Fair went well except for rain. Good visibility.
Good representation and full council membership.
Good last meeting.
Getting good press, 4-H award program covered.

Carroll County

Busy Sandwich Fair - had a lot of rain.
Forester retiring - much discussion on filling this position. County issues: tourism big.
Land use and water important issues.
Good press coverage but could use more.

Strafford County

Alive and strong - hired Linda Willard and Ellen Rondina Paul.
Rochester Fair went well.
Excellent news coverage, big canoe trip.
2 new committee members, youth member.
Last state meeting was very good on nutrition.
Moving office to temp location until new space is renovated. This will cause some disruption.

Grafton County

Good county commissioner attendance.
Moved to new office space.
Donna Mitton recognized for 40 years.
Tom Buob DSA.
Deb Maes got Maynard and Audrey Heckel award.
Grafton County complex open house.
No. Haverhill Fair coverage good. News and radio getting good press over the last 6 months - focus on small news papers and editors, good partnerships, looking for good stories.
Forestry and county lands workshop coming up on Nov 14th.

Merrimack County

Appreciated the trip to Isle of Shoals.
PAT Terry Lohead, chair. Has media plan and will meet with Concord Monitor.
Sadie Puglisi has connected with a reporter.
New delegation rep to AC.
Erick Leadbeater on tourism board, (“visitors” not “tourists”).
Writing workshop for staff and council members for local medi.
Cable show was done by Deb Cheever and Marilyn Sullivan at office with staff. Senior speak. Featured gardens and MG.
Looking at small local papers.

Cheshire County

Praise for Marcia Poulin, great role model.

A lot going on.
Funding the Forestry position. Commissioners are supportive.
Filling council seats.
June meeting had commissioner and legislators there.
Need more press coverage, hard to get in.
Cameras went out to council. Like to show to State AC next meeting.
Cheshire County Fair – AC did a shift at 4-H food booth.
Pumpkin Festival still on.
Flood relief info was distributed. Newspaper pick up some info.
Nov 8th kick off for Walk New Hampshire.

Belknap County

Filling the FCR position, started the process to fill Extension Educator position.
County Conversations on 26th of September – 90 people attended. Preident Hart had tour of nursing home with MG and new gardens for the residents. Talked about restorative justice program and connection with 4-H gardening program.
Good media coverage.
New council members being recruited.
Fire tower program is going along well.

POW Panel

Brian gave overview of POW process PowerPoint.

2007-2011

Started 2 years ago

- GAP listening session in each county 260 attendees
- On line survey - 150 plus 138 staff
- Date analysis session with selected staff at UNH

Resulted in 10 common themes – deemed consistent with UNHCE capacity.

Now: sharing draft POW with counties

Seeking feedback

State Advisory Council today

During course of meetings with counties, asking same series of questions for consistency.

Future: consider feedback from counties and state council

Staff fill in the gaps

Staff write individual POW

March '06: Associate Director writes final version

April 1, 2006: submit to USDA and implement Oct. 1, 2006

Two-year period gave us a “grace” period.

Q – Does USDA provide feedback on report?

John – when we submit plan, they actually have a review team that goes through plan in detail; very rarely do they respond back and say you’re home free until NH gets

approved. We generally get suggestions back on how it can be improved. We then get an official letter of approval and then they'll cut the funds. The bottom line – federal register says these are the ground rules.

Also noted, plan is updated annually – it's not a big, involved process but things change quickly and many times, we'll implement a new program and might put an older one on hold.

Charlene Baxter:

Paint a snapshot for you of plan – in terms of the content, look at 3 major areas:

1. Centrality to mission, if it doesn't fit with mission, won't be in plan.
2. Can we be competitive? If yes, going to be in there.
3. Alternative coverage – who else is doing it and how good can we be at it?

Your input important. The plan we think puts out the very best we can do for the next 5 years. POW is really what we think of as our staff "contract."

Seven counties already had this discussion. 4-H Youth Dev. – big component in youth efforts – goal of having youth become caring, contributing members of society. The benefits of youth and adults working together are critical.

Reduce rates of obesity very ambitious goal – we will work with very extensive networks on these goals of reducing obesity and chronic disease and nutrition-related health problems. Impact potentially huge, positive outcomes for us.

32,000 households in NH don't have enough food, but we will work with emergency food sources, educating food stamp recipients; there will be fewer hungry in NH.

One of the new things you will see is more work with aging population. In next 20 years, NH population 65 and older will grow approximately 150 percent. Americans saving less than 2 cents of every dollar, so the financial security now and in later life is at risk. Our programs in financial management are critical. We also need to do more with the younger set. Lifeskill training we provide is a significant part of that effort.

Agriculture is the mainstay of our economy. Our goal is for farmers to become more profitable and stay in farming. It helps maintain open space and ruralness, which is a quality of life issue. Helping producers be ecologically profitable (and financially as well).

Threatened by development and growth, we are working very hard with communities on how to manage and monitor that issue. Help promote good stewardship to help people make best management decisions to keep forest healthy and productive.

Recruit and train volunteers to help us – people who are incredibly committed.

Seventy-five percent of NH population lives within 50 miles of coast, so we're working toward increasing public understanding of marine and coastal issues. Our growing population puts increasing pressure on all of the resources in NH.

We know communities are having a hard time finding leaders so our work with communities to increase civic participation ultimately helps communities make better decisions.

We see ourselves as a learning organization, with in-depth programming planning tools to stay on top of the issues. Everyone of our goals is supported by an in-depth planning tool to determine how'll we measure its success.

UNHCE is also part of the Extension Disaster Education Network (EDEN) and serves as an example regarding diversity issues. Also put into effect formal mentoring of new staff for retention purposes.

Panel Discussion about POW:

Any significant themes to surface during county discussions?

Dick Mallion: The acknowledgment that the POW only read at federal level; only comment, we ought to mention some specific programs where we go for outside money – example, Coverts is partially funded by Ruffed Grouse Society – people not in normal chain – if you can show in work plan that they're considered in POW, it might be a leverage and they might appreciate those specific names in the document that gets read (executive summary in particularly.)

Bob Edmonds: Some of our significant partners we've been ensuring that we show them on most of the things we do and looking to have our partners reflect our work with them. Showing it in our executive summary is important.

Erick Leadbeater: We looked at most pressing, less pressing and those issues we didn't think were being addressed well. Are we working in renewable resources, invasive species, preserving open space in the urban area, the problem of new owners of old homesteads that are now 10 acres or less, fracturing valuable farmland; a real concern about family and consumer resources are "hidden under a bush." Real concern about enlightening the public about pesticides and the whole organic area; ensure we have sustainable food sources in the different counties – what's happening in the north counties and with rural poverty?

Charlene Baxter: For several of the County Conversations with Pres. Hart, we worked very hard to recruit clients of the Lifeskills program. We found some very successful people who had participated in those programs willing to talk about it. Hard for people in that arena to share their life stories, but when you listen to the stories, they are pretty incredible. We need to get more of that story told to decision makers. We do a lot of programming with people who aren't self-advocates; part of our training has to be how to do that better.

Brian Doyle: Invasive species – in our program area, significant focus on aquatic invasive species in both fresh and salt water environment. In the next draft, there will be goal or objective related to this. We actually just received a grant to be involved in some regional programming in that. Through Sea Grant, fund 2-3 projects on this.

Bob Edmonds: Finding land end of the issue, one of the areas where people are putting their money. Also received a grant to work towards this effort of confronting invasive species issues. We are working in the urban area down along the Merrimack River corridor and have made significant efforts.

Anne Krantz: Points out how different organizations are working on the same topic and how you can share with each other by linking resources.

Fred Creed: Caring for the elderly and disaster response to areas resonated with me. I would urge you to contact Red Cross for help rather than try to do something by yourself in regard to disaster response efforts. Don't try to reinvent the wheel.

Charlene Baxter: We don't have a specialist in the area of caring for the elderly. We've been working with Service Link in NH and have had conversations with AARP. What you see us doing in programming for the aging will be in partnership with those types of organizations. We need to enhance that, but the partnership is already in place.

Juli Brussell: I asked my staff to reinvigorate the Biosecurity Team particularly now with the avian influenza, but we want to make sure we're not duplicating efforts. I want to hear what are the questions the public is asking? It's our communication network with a presence in every county so we're familiar with efforts and giving them the resources we have and asking them to give us the information so we can get it out.

Erick Leadbeater: My perception is that people are panicking about the human contact with avian flu, not the farms.

Juli Brussell: We want to make sure educators have the resources and tools so they won't transfer (the avian flu) from farm to farm. Getting information, common sense information, out as quickly as possible is important. We can't take the place of a public health network, but for our Education Center, which gets thousands and thousands of calls, we have to make sure our volunteers have the basic information they need so people will feel their concerns are being heard.

Charlene Baxter: I went to public health workshop, mainly for law enforcement, but Peg Boyles and I had a conversation about what the public needs to know. Using CE as a vehicle to transmit information.

Jim Grady: The avian influenza, whether it's this year or next 2 years, where could Extension be the most proactive? Might not know the few backyard farmers, but do know

feed stores so a fact sheet could accompany every feedbag. This would be something that's very appropriate and doable for us that provides up-to-date information.

Wes Cobb: Interested in 4-H now and for many years. It's been a challenge for a few years to recruit 4-H leaders. When I look at 4-H YD and its goals, perhaps it's inherent in these 3 statements, but I wonder if we shouldn't have the more specific goal of recruiting new leaders. I know it's extremely difficult, because women were the backbone and many are now working. I think we need to make leader recruitment a specific goal.

Wendy Brock: In the second goal addressing volunteers, we're looking at strengthening our volunteer base, looking at different ways folks may have to volunteer. Trying to look at the difference of how we look at volunteer opportunities and considering doing more system-wide training along with recruitment. Make a note of that recruitment piece as being a specific piece of the POW.

Liz Conrad: As I read some of the outcomes, how do you know that it was your program that caused that outcome? And where is the connection to the University fostering that recognition that the outcome is a result of your effort?

Wendy Brock: Some of these behavior types of change we don't see happen in a year, but will hopefully see in year 3 or 4. I don't think any agency working with young people can do it by themselves. It is building-upon that network that helps protect our young people. We work in an ecological model, so part of it is trying to get all of those players talking the same theme.

Charlene Baxter: The way we measure the success in social sciences is very different. We don't have the resources to do long-term evaluation. What we do put in the plan are learning outcomes we can assess. Action outcomes – we may do a follow-up in six months. We may talk to their supervisors, are these people doing something different because of the training? One of the things Extension does very well is a program called "Strengthening Families." Every component of the POW has an evaluation component.

Ann Krantz: Volunteers are a really important component. That talent that you have for teaching volunteers you might consider incorporating into programs like Community Profiles. Emphasize that you're training the volunteers.

Kathy Conway-Frangione: My history with 4-H has been most of my entire life. I'm very dedicated, as is my family. Because I am a working parent, I agree we have a change. My mother would have 45 plus in her club, but that's a past generation. I started out as a family club, and now have 3 families that work very well together. It's very difficult. I'm an educator, teach primary children, so the last thing I want is 45 kids in my club. Our structure is such that I'm overwhelmed by that – (get calls, so-and-so wants to join the club, etc.) It's almost like having home-schoolers within our 4-H program, so we provide opportunities for these family clubs to come together, but don't pressure these volunteers. If we look at the total structure and say it's okay to be a family club, it doesn't

change 4-H, but says we're working in a different manner. You'd get a lot more involvement if you didn't overwhelm.

Anna Boudreau: At start of school year, we receive a stack of flyers from scouts, soccer, looking for volunteers – there should be one in there for 4-H.

Sumner Dole: There's a wonderful list of potential volunteers from the lists of those who participated in 4-H as a youth.

Denis Ward: In doing your POW, it would be my hope you don't become political. When you're developing information about farmers milking, you don't say you need to do it organic or vice versa. Just provide the information for both sides of the fence. You can do it organically and do it successfully, same with the use of pesticides, and vice versa.

Juli Brussell: See it as a concern. Read Grafton's note and would like to sit back down with you.

Denis Ward: Haven't see it at all from Extension, but there's this organic fever going on in the country, but that doesn't mean it's the only way.

Jim Grady: Key is we're always going to be involved in controversial areas. It could be 4-H teaching shooting sports. We can do a good job of teaching safe handling of firearms. We're not making a judgment call. Whatever we do, we present based on the best knowledge and research and what is considered to be the best practices. The stand we take in UNHCE is based on research and we do need to take a neutral approach on some of these issues.

Administrative Update:

John: See bulk of our revenue coming from the state. The piece related to federal at \$1.9 million not as good. Next Tuesday, there will be a listening session for the 2007 Farm Bill. The existing farm bill expires 2006. Allowing 2 minute statements on how they feel regarding the 6 questions. My testimony relates to one point – the federal formula funding has been flat 20-30 years. There used to be a nice even split between the 3 partners. That's out of whack, because the federal level is flat. Increase formula funding will be my message. Obviously a listening session open to anyone. It's an opportunity for NH citizens, farmers, anyone residing in NH to show up, sign in and give a two-minute statement. Anna B. also agreed to represent UNHCE State Advisory Council and she also will be reinforcing the message.

Liz Conrad: Going to try and be there – deeply concerned about a reaction at the federal level to disasters, bio-terrorism and some of the proposed rules by USDA that would affect our small farms and agricultural way of life here in NH. My own family would literally be put out of business if some of these were put into effect. What might be good for other agricultural states is not good for us. It's absolutely alarming – I won't be in

business a year from now if some of these regulations go into effect. There's some really scary stuff going on and we need to speak up now.

Erick Leadbeater: Looking at this, we can respond that all would be resolved by increased Extension funding.

Paul B-K and County Conversations - Part 2

Two years, covered all 10 counties. President Hart expressed interest in doing it again with some different themes. If that's something she wants to do, let's figure out how to do it. Will need your thoughts.

The theme of collaboration for stronger communities keeps coming up. Our purpose is to continue the momentum and we want to show NH residents how UNH knowledge and research help foster thriving communities. Let's talk about what we actually did which describes Extension method. How can we develop awareness of UNHCE and how to promote the UNH-CE connection.

The audience will basically remain the same with the addition of new faculty. We want to illustrate how we do outreach so new faculty may consider working with us. There will be 10 topics. The first will be in Merrimack County January 17, 2006; the theme will involve nutrition and health. We're already trying to fill up the schedule. The secondary audience of interest is alumni and donors.

Topics need to be broad-based and of county importance. We're looking at where there is a strong Extension-research component and hopefully, they will be current and compelling issues.

Dick Mallion: We're wasting invitations on alumni. In Coos, only had one show up. We need selectmen and business leaders to show up. I care about CE and getting its message out.

Alumni list won't be as large.

Next meeting April 20, 2006.

Meeting adjourned at 2:05 pm