

**UNH Cooperative Extension
State Advisory Council Meeting
November 4, 2004**

Present: Anna Boudreau, Paul Bonaparte-Krogh, Gail Kennedy, Art Bastian, Jane Hunter, Anne Krantz, Marcia Poulin, Dan Reidy, Lawrence Underhill, Dick Mallion, Sam Stoddard, Jim Grady, Don Black, Hiram Watson, Amy Ouellette, Nada Haddad, John Magee, Jenny Tupper, Peter Pohl, Bob Edmonds, Erick Leadbeater, Liz Conrad, Harmony Anderson, Denis Ward, Marilyn Sullivan, Lauren Bressett, Maria Callahan, Wes Cobb, John Pike, Paul Rushlow, Nory Parr and Nancy Franz

Welcome and Updates

Anna welcomed the group.

John Pike shared a newspaper article on Anna Boudreau's new work with the Strafford Rivers Conservancy. In the article she thanks Extension for her gain in natural resources knowledge to help her be successful in her job.

Anna presented Chris Streeter's resignation as chair from the State Advisory Council.

By-Laws Update

Anna gave an overview of the changes to the UNH Cooperative Extension State Advisory Council by-laws. The changes were accepted as presented. Erick suggested that next year when the by-laws are updated, we add an "alternate" state council position in each county in case a council member can't attend a state meeting.

Nominating Committee

Hiram, Wes and Marcia have agreed to serve as the nominating committee. They will draft a slate of officers for a vote at the April Council meeting.

Public Awareness Team Progress

Liz facilitated a conversation on progress with county Public Awareness Teams. She has seen a lot of progress through the teams. She thanked those who attended the PAT PicTel meeting. Each county reported on their work.

Rockingham – The President's May visit was a focus for their PAT. It was a great success. They had over 90 people attend. The event enhanced the relationship between the council members and Extension staff. Their council had good participation in the PicTel PAT meeting and it rejuvenated them. They plan to contact their county delegation after the election through a letter, personal contact and an orientation event carried out jointly with the county commissioners. They want the delegation to see the many facets of Extension.

Sullivan – Their council focused on filling the Extension forester position in their county by putting pressure on the county delegation to allocate funding for the position. They were successful and are in the process of hiring a new forester. They also participated in the PicTel session. Art felt it was one of the best training sessions they've had by PicTel. They viewed the new Extension video and will try to get it shown on public access TV. Some of their council members plan to attend the Cheshire county UNH President's visit to help them plan their event. Extension staff have also been working with efforts that help promote public awareness with decision makers. Council members will be writing letters to the editor about Extension events they have attended. The Extension newsletter will also be sent to all county delegation members.

Hillsborough – Their county offices moved to Goffstown in the last year. This is facilitating a closer connection with county officials since they are now in the county offices. Their council has a marketing committee that pre-dated the PAT movement. The council is working to get better directional signs to the Extension office. They will be sending a welcome letter to the county delegation to let them know about Extension. They will also have council members attend the Cheshire County President's visit to prepare for their visit.

Coös – They hosted the President's visit very successfully last month that resulted in action. They also participated in the PicTel PAT session. They had a good opportunity to report on Extension through the county budget process with the commissioners. Media coverage of Extension continues to go well. They will be sending welcome letters to the county delegation.

Paul B-K passed around an updated list of election results.

Carroll – The PicTel training was helpful for their group. They have been inviting county delegates to their monthly meeting to give them an idea of what the educators are doing. They promoted Extension at the county fair through an ag display tent. They may send a letter to the newly elected county delegation.

Belknap – They have a new commissioner after the election. Amy and the Farm Bureau hosted a BBQ for the newly elected folks. They are considering hosting a lunch for the delegation. Their President's conversation event is scheduled for bike week. They have a good relationship with the county delegation and several Extension supporters have been re-elected. The installation of the new roof on the county building has been a good opportunity to connect county commissioners with county staff around landscaping and other issues.

John Pike suggested it might be a good idea to connect unsupportive delegation members with those in other counties of similar political orientation who are supportive of Extension to enhance their view of our work.

Nory asked if the President will travel around the state for a second round of visits when the first ten are done. John Pike indicated she will do that most likely without the afternoon session but adding a wider university outreach component. Campus units see the county conversations as a venue for faculty orientation and other purposes.

Liz is pleased to hear that the President's conversation events are affecting thinking on campus. Art indicated that Lynch as governor may also enhance university relationships with communities.

Merrimack – They are sending a specific, localized letter to the newly elected delegation. They are working to identify elected officials who are pro-UNH and/or pro Extension. Packets on Extension are being assembled by staff for the delegation. They conduct a luncheon for the delegation on December 14th. They plan to meet with delegation members on an ongoing basis to keep them up to date. They work closely with Farm Bureau in orienting delegation members. The PAT will now carry out what the whole council has done over the years but with more depth.

The group discussed how the state and national election results will affect Extension work.

Strafford – Their whole advisory council serves as the PAT. Each council member is working on helping the delegation get to know Extension. They are starting by getting to know decision makers who were elected. Extension sponsors an event for the delegation when they come to their county orientation. Council members will “adopt” delegation members and keep in touch with. Personal welcome letters will also be sent out to delegation members. They are striving for decision makers attending Extension staff educational events and getting associate media coverage.

Marcia mentioned that it might be helpful to partner with other groups like the Farm Bureau when they conduct orientation events for elected officials.

Grafton – Their Presidential visit was an excellent eye-opener for legislators on Extension's work. The whole council serves as the PAT and set the following goals: 1) reach public officials based on their individual interests; 2) use the media more fully to share Extension staff work; and 3) put a value/impact on all the Educator's programs. They hope to have an open house after the new delegation is sworn in. They

especially plan to target new officials to make them aware of Extension. They track which officials attend Extension programs.

Cheshire – Their group is very enthusiastic and picked up lots of ideas from the PicTel training. They will be distributing brochures promoting Extension. They are looking forward to hosting the President’s conversation later this month. Letters automatically go out to newly elected officials. Each council member will make a one-on-one connection with delegation members. Extension was part of the county farm day that promoted Extension work. Council members will attend Extension events and take photos (they sign up with staff to attend events). They report on the events they attended at each council meeting. This “assignment” results in better attendance and involvement in council meetings. They invite council members from other counties to come to their meetings and report on what they do. They are striving for more media coverage.

Marcia mentioned that their council may visit UNH to learn more about what is going on in Durham. They found it very valuable to learn more about UNH.

Program Report

Michele Gagne, Cooperative Extension Community Profiles Coordinator shared an analysis of themes and actions identified in NH communities as reported in UNHCE community profiles. Council members provided comments on how to improve the draft report she presented. She invited council members to send further feedback to her. She can be contacted at michele.gagne@unh.edu or 309 James Hall, 56 College Road, Durham, NH 03825; 603-862- 5046.

Budget Update

John Pike handed out a one page excerpt from the USNH budget request for 2006-2007 and explained the budget process. There are 12 program appropriation units (PAUs) included in the request. Two of them fund Cooperative Extension – one for state work and one for county work which equals \$7.4 million. USNH overall is asking for \$91 million the first year and \$97.5 million the second year. The better informed state elected officials are about Cooperative Extension, the better chance this budget will get funded. The legislature treats the USNH budget as a block grant and USNH determines how it will be spent. The budget request book delineates how USNH plans to allocate the funding.

Advisory Council Check-Up

Paul B-K gave an update on the Advisory Council listserve. He asked council members to review their contact information to make sure it is up to date.

Paul reviewed efforts to update our county Extension web pages. Faye Cragin (our web master) and Paul have been attending county staff meetings to help staff update their web pages by January 1st. The advisory council handbook is now posted on our web site.

Paul reported on the top web hits report by the information technology staff (families and divorce, child development, mature apple trees, raspberries and strawberries).

Paul conducted a quick needs assessment on council member training needs. He asked, "What causes council meeting attendance to decline?" Responses included: people who aren't willing to commit to full time participation in the council (don't bother to ask them to be involved), meetings are boring and nothing is decided or done by the members, long presentations, depressing subject matter, educator updates are too long and should send info. ahead of time and just ask for questions, be interactive), members don't feel accountable for something they need to bring to the meeting, don't feel needed-just rubber stamping, don't feel valued or that they serve an important purpose, decisions keep getting put off, efforts don't match their personal values, frequency of the meetings.

He passed out a tip sheet on how to improve council meetings, reviewed it and gave examples used by chairs to improve meetings. Maria mentioned as chair she wants people to come enthused for meetings and to leave enthused.

Hiram mentioned that UNH has a 20 minute video called, "Meeting Robbers" that is very helpful.

Maria mentioned that Paul BK is a very positive influence at council meetings. He brings an important aspect to the meetings. Paul indicated that he would like to be actively involved in the meetings he attends. He would be glad to give updates and report back to others.

Paul asked what training topics council members would be helpful. Erick suggested that it might be helpful to have a social aspect at one state council meeting held at UNH. It would be valuable to meet with Extension specialists and/or a Discovery Cruise.

Closing Comments

John Lynch will have an impact on the state budget process as soon as he is sworn in.

Liz asked for a list of state level partnerships to be shared with the State Advisory Council. Nancy will send this to council members.

The next State AC meeting is usually in January. A date will be set if needed. There will be a meeting April 21st for sure.

Submitted by Nancy Franz