

**State Advisory Council  
Meeting Minutes  
January 25, 2007**

**Present:**

County Advisory Council members:

Holly Avery	Kathy Conway-Frangione	Paul Rushlow
Anna Boudreau	Fred Creed	Linda Smith
Caroline Buskirk	Bill Fischang	Beth Todgham
Maria Callahan	Bard Flanders	Hiram Walker
Connie Campbell	Anne Krantz	Denis Ward
Wes Cobb	Rick Leadbeater	

Staff:

Larry Barker	Sumner Dole	Geoffrey Njue
Charlene Baxter	Brian Doyle	Nory Parr
Paul Bonaparte-Krogh	Charlie French	John Pike
Nancy Bradford-Sisson	Lynn Garland	Dan Reidy
Wendy Brock	Jim Grady	Lisa Townson
Juli Brussell	Ann Hamilton	Holly Young
Deb Cheever	Chuck Hersey	
Darrel Covell	Val Long	

Review of minutes: Denis Ward made the motion to accept the October 26, 2006 minutes, needs to be amended in terms of who attended (Add Lynn Garland and Deb Cheever); motion unanimously approved.

John Pike shared a few new marketing pieces, "Highlights", the revised introductory DVD about UNH Cooperative Extension, and draft samples of county annual reports from Hillsborough and Merrimack counties. He also explained how they've been distributed, through COAs and others, and called this the "perfect time of year to increase our awareness." Fred Creed suggested Highlights be distributed through libraries in the state.

**County reports:**

**Merrimack County** – Merrimack has 44 delegation members; 12 are new. Extension takes part in the delegation's first organizational meeting, which works well for them. There also is a similar type of event with Farm Bureau, providing a lot of "cross-pollination." One thing Merrimack does is include a one-page report in town reports each year. It's a general report, because it would be hard to fine-tune it to every town, but it's also well-received. The idea of including how specialists extend the work would be a useful addition next year. Each delegation member also receives an informational packet and staff make appointments to hand-deliver them to new delegation members.

**Belknap** – A report of program activities was given, and it was noted that the county commissioners were impressed that \$7,000 was returned to the county budget. Kathy

Conway-Frangione noted a recent event, where Wendy French, an Extension volunteer in Belknap and currently president of the Belknap County Fair Association, received the “Unsung Hero” award in the Lakes Region. French is a 20-year 4-H adult volunteer.

**Hillsborough** – With 123 delegate members, it’s harder to reach them, although they do similar things as noted in previous county reports. Highlighted were recent efforts at the state prison, and a proposed idea of starting a 4-H club at the women’s prison, as many of their children come to the prison to visit.

**Sullivan** – County staff will be working on replacing administrative support staff member Karna Williams in the next couple of months. With a small delegation, it’s fairly simple to reach out to them on a regular basis and having a new legislative representative on the advisory council helps. The Sullivan County Conversations II is scheduled for April with a focus on sustaining natural resources. It was noted that a recent presentation on open space by Phil Auger was turned into a DVD and that the Newport cable station is running it on a regular basis.

**Strafford** – County staff are working on their County Conversations II, set for March 5. Council members plan on sending out a letter to the delegation urging them to attend, with a follow-up phone call. Budget has passed, and the new video should be helpful. The county continues to have a good relationship with the local newspaper, and it was mentioned that Don Black got to sing his “Volunteer” song during a Fritz Weatherbee-Channel 9 NH Chronicle taping that airs Feb. 5 at 7 pm. Geoffrey Njue sent letters out to new delegation members.

**Cheshire** – It was reported the camera project is still growing strong, and congratulatory notes were sent out to new delegation members. It was noted that handwritten notes were important – “the good thing to do.” An orientation for all county departments was held in December, and Extension participated with a presentation and hand-outs. Planning for the Feb. 5 County Conversations is going well, and council members plan on calling delegation members to make sure they got the invitation and hopefully will attend. Nancy Bradford-Sisson passed around a notebook she prepared on each county delegation member that helps staff when they need to contact them. Maria did note they scored 20 on the “test” Paul sent to them. She also proudly noted she recently received her 25-year certificate as a 4-H adult volunteer.

**Grafton** – It was reported that Donna Mitton will retire this year, after 42 years with Extension. Denis Ward displayed the new county brochure and noted staff are working on their own county annual report. Grafton has 7-8 new representatives, and staff take advantage of every opportunity to work with them. While the local delegation is very supportive, the connection between Extension and UNH isn’t always clear. Grafton staff do provide information for town reports.

**Carroll** – It was reported that training had been conducted with new delegation members, and “we’re making good inroads and connections.” Carroll also plans on doing a county

annual report. One beneficial item given to new delegation members is a copy of the MOU. And, it was noted, Carroll Extension returned \$33,000 to the county.

**Coös** – With 4 new delegation members, approaching them with positive information about Extension is fairly simple, as all are considered “neighbors.” It also was noted that there’s a very stable staff in Coös right now. It also was mentioned that one of the reasons there’s good newspaper coverage of youth in Coös relating to teens is that during a recent assessment of youth in the county, editors pledged to do more to showcase the positive work youth do.

**Report from Paul Bonaparte-Krogh:**

Paul reported the support staff conference in December was well-received. He asked each county to make sure their county web pages don’t have any blank pages and are up-to-date. He asked for approval to list county advisory council members and their home towns on the “front” page of individual county pages, and a listing that includes more information (email address, etc.) on the intranet side, where it’s site-protected. The Council approved the request.

**Strategic Plan Update from Valerie Long, facilitator, Strategic Planning Committee**

Val was on hand to go through the recent process of creating a Strategic Plan for UNH Cooperative Extension for 2007-2012. With her were two committee members, Lisa Townson and Charlie French, who later helped facilitate two of the three break-out groups reviewing each goal.

Val had the opportunity to reframe the strategic planning process and reviewed the role of advisory councils. Because it’s impossible to do everything, she noted, a strategic plan implies that some items are more important than others. Acceptance of the plan will follow with an implementation team.

The group then split into three groups, each to review one of the three goals. Reports from the groups include the following:

**Group 1 – Goal 1:**

Few ideas: staff do have to hear from councils about county issues; need to know what’s happening from the educators so councils know more about what’s going on; councils need to be a little more diverse; talked a lot about being all things to all people or the reverse – council should be able to ask probing questions about whether there is overlap and whether we need to be doing all of it or sharing or even doing it in the first place. Diversification of portfolio – do we need to limit grants, boost requests – one area we can beef up is the gift area and it isn’t an easy job. There’s no one specifically doing that right now. Statistically, NH is 6<sup>th</sup> in wealth and 49<sup>th</sup> in giving. Having the courage to cut programs if we should was another topic of discussion.

**Group 2 – Goal 2:**

Brought up issue of diversity within our council members to ensure we're reaching out not just to those we know. In addition, need to be aware that there may be council members who are passionate about some topics, and need to make sure they know the depth and breadth of what Extension does as a whole. Take a look at who's digitally connected and who's not, and look at very diverse ways to do our programming. Example used is Margaret Hagen's programming. One way reaching out would be to ask all committee members to reach out to organizations not represented on the councils and bring it back to help us determine what we need to reach high priority needs. Also talked about getting kids involved more in programming and innovative ways to do so; provide school credits as a possibility.

**Group 3 – Goal 3:**

The central dialogue is how county advisory councils and delegations could help to serve as an interface with campus. Counties are all different and making a field trip to UNH to see what faculty do and put a "face" to those who work with us is important; make it reciprocal. Public awareness teams need to be aware of what's going on (programming wise) even if it means buying ads. Kids are a great resource, bringing info home to parents. Kids do need recognition; great way to sell newspapers. Perhaps making it a requirement of UNH students to go out and present in a community something they learned, maybe giving them a credit for doing so. It was noted how much is being done at the state level, making presentations at the state level to public officials – it needs to be done well. Newspaper reporters, who are very young, getting started, maybe get them to come to meetings or programs to help them. Market Bulletin – advertise in that, and groups like Jaycees are always looking for speakers and it does create a pyramid effect.

Following the report, Denis Ward made a motion to accept the Strategic Plan for 2007-2012 with the suggested changes from the meeting, and it was unanimously approved.

The council adjourned at 2 pm and the next meeting is April 19.