

UNHCE STATE ADVISORY COUNCIL
April 21, 2005
NH Higher Education Assistance Foundation, Concord NH

Present: Art Bastian, Anne Bartlett, Anna Boudreau, Maria Callahan, Laurie Conrad, Liz Conrad, Fred Creed, Walter Kangas, Anne Krantz, Erick Leadbeater, John Magee, Dick Mallion, Marcia Poulin, Paul Rushlow, Lee Sawyer, Beth Todgham, Lawrence Underhill, Denis Ward, Hiram Watson, Claudia Zent, Lauren Bressett, Deb Cheever, Sumner Dole, Nada Haddad, Ann Hamilton, Gail Kennedy, Nory Parr, Dan Reidy, Charlene Baxter, Paul Bonaparte-Krogh, Wendy Brock, Bob Edmonds, Nancy Franz, Jim Grady, John Pike, David Foote and Holly Young

Brief introductions were made.

Anna asked council members to review minutes from the last meeting. Council members will be asked to approve meeting minutes at future meetings.

Marcia Poulin reported for **the nominating committee**. Nominations brought forward: Chair - Anna Boudreau, Vice Chair - Beth Todgham, Secretary - Lee Sawyer, and other Member at Large - Anne Krantz. No other nominations were made. A member at large is needed from the northern part of the state. Send biographies of nominees to Anna for the next meeting. Motion made and seconded to accept slate of nominees. Motion passed.

Liz Conrad reported on **Public Awareness Teams**. She thanked everyone across the state for their great efforts. A copy of a public awareness internal assessment for county advisory councils was passed out and completed by council members from a state-wide perspective. The recent public awareness Pic Tel session went well. Reports from counties on public awareness efforts:

Carroll: Preparing for UNH President's visit; orientation with new delegation members; good relationship with media including biweekly articles with one paper.

Stafford: Extension dinner for commissioners and the delegation; committee members have assignments to connect with delegation members and commissioners; good coverage by local newspaper; two canoe trips planned next month and a reporter will participate; media attended a variety of Extension events; the whole council works as the public awareness team.

Coos: Legislators are actively participating in the advisory council; budget process went well; press coverage continues to be good advertising Extension events before and after.

Grafton: Focusing on educating legislators and commissioners about Extension; budget added \$2,000 for marketing Extension and was supported by legislators; more legislators are attending Extension meetings; helping educators determine what to send out to promote Extension and their programs; Extension displays set up in the courthouse lobby for county government week; one council member is involving a TV personality in 4-H events at the fair.

Merrimack: The whole council is concentrating on public awareness efforts; hosted a lunch for the delegation; budget went through easily; working with county Farm Bureau on getting

information out through their newsletter; a packet of information to each legislator from Extension on a regular basis; educators have a radio talk/call-in show; each library in the county has a ring binder of Extension fact sheets; staff have been on TV as a follow up from a legislative luncheon contact; working with the "Concord Monitor" for increased coverage of Extension; thinking about a newsletter for legislators; the Master Gardeners have a speakers bureau that includes promotion of Extension.

Sullivan: Delegation and commissioners approved increased funding for the Forestry and Wildlife educator; county manager increased the budget for Extension; county conversation with UNH President Ann Weaver Hart went well with good feedback from several legislators; will be sending thank you letters to legislators who attended the conversation.

Cheshire: Involving council members in educators' activities and promoting their work; the President's visit raised awareness of legislators; Paul's updates help the council get ideas from other councils; find it difficult to get newspaper coverage but working on it; inviting legislators to their June meeting and asking legislators to bring someone with them where council members will share Extension work; two web sites and a youth column are being hosted by the local newspaper that promotes Extension; sticky notes and a portfolio with Extension logo are being distributed in the county.

Hillsborough: President's visit went well especially the presentation by the Lifeskills graduate and the presentation by the council member who is also a 4-H member; they are changing educator presentations to be shorter so there is more time for educators to discuss local needs with council members; June council meeting Andy Smith from the UNH Survey Center will talk about the demographics of Hillsborough County and legislators are invited; council members will visit UNH in September - Cheshire County will join this trip to learn more about what is going on at UNH; difficult to work with so many legislators; a display on Master Gardeners and another on IPM were shared with State Council members; Family, Home and Garden Education Center brochures were distributed to State Council members to place in local libraries; the county public awareness team has created a display for use; the search engine on the UNHCE web site has been valuable for education center volunteers.

Belknap: They are working hard on gaining increased support for the Family and Consumer Resources Educator position and for Extension; preparing for the UNH President's visit in September; developing a promotional piece on Extension for each program area to use; new Extension sign in place on the county complex.

Rockingham: Held a reception for legislators; sent out letters to legislators and following up with invitations to Extension events; recruiting council members who are comfortable with committing to public awareness efforts; creating a poster on Extension to send out to libraries; customizing a county Extension brochure; the President's visit strengthened the relationship with the county commissioners.

Anna asked if the public awareness team work is focusing on media relationships and/or legislative relationships. There seems to be a stronger focus on working with legislators.

David Foote brought the group up to date on e-Extension. This new national system will connect people to Extension information and data more easily. The information will be the best of the

best of Extension selected by Extension collaborative groups. The system allows this web site to be locally branded. When people enter their zip code, they will get local state and county Extension information. People will be able to access videos, fact sheets and other Extension resources. Dick Mallion would like to see Extension find a better way to promote e-Xtension – that is simple and easy to understand. Erick Leadbeater sees the need for Extension to get more accurate information out there. Walter Kangas is looking for a very simple brochure on what Extension is and a reference to our web site - similar to the simple Family, Home and Garden Education Center brochure. Holly mentioned the new business cards with our web site and county office phone numbers listed as well as a new business card for the Education Center. She also mentioned the success stories of Extension work on our web site. Holly would like to add county success stories. She is willing to work with each county in developing a county promotional brochure. The state Extension promotional brochure is also being updated.

Paul has been working with new volunteers on helping understand and promote Extension in their work.

Gail Kennedy suggested sharing promotion resources with each county in a mailing each month.

Erick remarked that we have a public awareness effort and a legislative awareness effort. He also stated the role of council members has changed over time from internal support to also including external support. Councils need a “sales blurb” for recruiting new council members. Marcia Poulin doesn’t recruit people who are state employees because they can’t lobby for support. Art Bastian indicated the challenge in getting younger people involved in advisory councils. Dick deals with this by keeping in touch with younger people who don’t have time to serve on the council.

Liz announced the results of the survey taken earlier in the meeting. Some areas are ranked highly and others reveal room for growth. In general, the rankings are better than they would have been a year ago, but more progress is needed.

<u>1 low ----- 5 high</u>	
News coverage	3.3
Keep track of friends	3
Grassroots support	3
Commissioners	2.9
County Manager	2.6
Legislators	2.4
Public	2.3
Legislator interests	2.2
Commissioner interests	2.2
Overall effort	2.8

Liz asked the council for one or two public awareness action items to concentrate on statewide. She will summarize some of the comments during lunch break to share later.

Anne Krantz wonders if cable stations are an avenue for public awareness efforts. Liz has discovered that they will only use footage produced in the town. Walter

Kangas has been trained by his local station to do this. He used to have a weekly gardening program. Ann Hamilton has also had success with cable stations. Other success stories were shared. The Forestry and Wildlife Program is purchasing a new video camera for this use.

Liz believes the County Conversation shouldn't end when the President leaves. John updated the group on the second round of visits with President Ann Weaver Hart. Extension will help facilitate county faculty panels and new faculty will be invited to attend. There will be a focus on bringing university resources to local communities as part of the Land Grant university mission. Anna suggested that local success stories about Extension should still be included in the conversations. The President has heard good comments about the conversations when talking with legislators in Concord. John recognized council members for their hard work on awareness of Cooperative Extension in NH.

John Pike shared an update on **Cooperative Extension's budget**. Federal funding is currently level funding for Extension but Ag Experiment Station funds are in danger (cut 50% this year and 100% the next year). The Federal budget is still in process so the outcome is uncertain. There is a strong emphasis on moving funds to a competitive process. This philosophy may impact Extension in the future. On the state level, the House granted \$10 million less than the University asked for. It now goes to the Senate Finance Committee. If all goes well, there will be a 3% increase in state funds for Extension. County funds look good for Extension. Anne Krantz suggested it would be helpful to know what percent of each county budget has gone to Extension over time. Dick thinks it is better to work towards an absolute amount of money needed rather than trying to get a specific percent. John also pointed out additional funding from UNH, the state (contracts), competitive grants, gifts and program/user fees. The most promising ways to raise revenue include grants and gifts. Rick would like to see more funding come back to Merrimack County for salaries they are now more fully funding. Art is concerned that counties are not paying their fair share based on the MOU. Dick pointed out that it is hard to ask for more money when they currently fund much more per capita than other counties for Extension. John thanked Jim Grady for his stellar work on managing Extension's budget.

Jim pointed out that Extension staff have done a lot to help with maintaining a healthy budget and small reserve to buffer future cuts. Staff chose not to take a merit increase last year so that staff would not have to be laid off. This year 1% merit will most likely be available. University expenses are estimated at over 5%. Indirect costs from grants will bridge the gap between revenue and expenses across the organization. Grants are 30% of the budget. The state contributes 37% of the budget. Federal funds are about 11% of the budget.

Luscious **Lunch**

Paul introduced new state council members. Paul presented ideas for a "fun/educational" summer State Council meeting. It was decided to pursue Monday, August 22nd for an educational program boat trip to the Isle of Shoals. More detail to come out soon.

Based on today's public awareness reports, Liz recommends that **this council send a communication back to county councils to:**

Practice Makes Perfect

1) Keep doing what they're doing and what is right for each county

- 2) What gets measured and reported gets improved so make public awareness a standing council agenda item, and
- 3) Each county needs to set public awareness goals to continue to educate ourselves about Extension, build relationships with legislators, reach out to the public and leverage local media relationships.

Wendy Brock announced **Operation Purple at 4-H camp** connected with Operation Military Kids and the need to recruit youth from all branches of the military. Wendy needs help recruiting campers from ME, VT, MA, CT and NH.

Presentation of Extension's Obesity Prevention Efforts Through Lifestyle Changes

Charlene Baxter, Program Leader, Family and Consumer Resources
Debbie Luppold, Extension Educator, Nutrition Connections Program
Heidi Bennett, Program Associate, Nutrition Connections Program
Martha Judson, Changing the Scene Program
Deb Cheever, Extension Educator, 4-H Youth Development,
Colette Janson-Sand, Extension Specialist, Food & Nutrition

The group shared their programming efforts and then posed the following questions to the Council:

- What is the most effective role for Extension in obesity prevention?
- How do we use our community based program and delivery system to reverse the prevalence of childhood obesity?

Liz asked how we get the \$\$ to offer Nutrition Connections with a wider audience?

Claudia Zent asked Extension to get more fully connected with public school nurses and home economists to do obesity prevention work. Colette indicated that the connection becomes more effective if parent groups also demand this type of education in schools.

Anna asked the Council to strongly support a primary spot for Obesity Prevention in the UNHCE plan of work. A formal motion made and seconded to a) support these programs by making them more clear and evident in the plan of work regardless of client income level, and b) to continue to enhance the resources dedicated to this critical issue. Motion passed.

Future State Council meetings are (the third Thursday):

October 20, 2005
January 19, 2006
April 20, 2006

Adjourn

Endorsed and submitted by Lee Sawyer, Secretary.