

EMT Meeting Notes March 11, 2004

Present: Don Black, Tim Fleury, Jim Grady, Holly Young, Paul Bonaparte Krogh, Amy Ouellette, Nory Parr, Nancy Berry, John Pike, Peter Pohl, Sam Stoddard, Karen Blass, Steve Judd (AM), Bob Edmonds, Nancy Franz, Wendy Brock and David Foote (PM).

Introduction

Paul spoke a bit about his first year on the job and his work with staff. He quoted ideas from a Concord Monitor article for dealing with low morale during chaos. They include providing an environment that is fun, keeping information flowing and keeping people in touch with reality rather than false hopes.

County Reports

Coos:

- Budget meeting on Saturday and expect approval
- Council meeting on March 25 and Dick Mallion will talk about PATs
- Their building has maintenance issues and they hope to get state and county fiscal help for updates
- President Hart's visit will take place next fall

Grafton:

- Meet with Commissioners next week about the budget
- Office is moving to the nursing home within a year so have extra expenses for new furniture. Four departments are moving to this building
- Joyce Fortier with the UNH Facilities Office provides good tips on setting up for the move
- Had a special council meeting about PATs
- Sam Doyle is "tree farmer of the year" and was recognized by Ray Burton and others. Sam could potentially be recognized nationally on September 25
- George Bald resigned as head of DRED and will return to Pease Development Authority
- Nory and Peter are cruising the county farm and Nory will have a management plan for the commissioners June 1

Carroll:

- Delegation meets Monday on budget. Asked for 9% increase including new phone system and cosmetic office improvements. A 3% increase would cover critical items
- The joint ag educator arrangement with Strafford County will be reviewed. Tina and Geoffrey will probably still share their geographic coverage but less formally.
- Hope to have a PAT organized soon
- Have a full council for the first time in a long time

Sullivan:

- Submitting budget right now and big item is the forestry position resulting in a 25% increase. Council is proactive about the process. Bob provided a packet of talking points and information. This may result in the loss of budget money for PictureTel. Youth council members went to the budget meeting with Nancy
- The PAT process is starting
- A drug and alcohol grant they submitted to the state has an extra \$10,000 for Gail's salary. It would bring \$115,000 to the county including \$30,000 for Extension. Seth is also writing some grants. Staff are able to show they are effective in bringing grant money to the county

Rockingham:

- Got budget passed by full delegation including an increase of \$20,000 for Phil's salary
- President's visit is set for May 24 and will include highlighting Phil's work and displays of other Extension efforts to highlight impact for legislators. At 6:30 p.m. a light meal is scheduled and Extension staff will answer questions
- The council is embracing PAT work in fine form. Liz Conrad, Margaret Crisler, Nada, Rollie and Karen met to generate promotion ideas. They will start with the President's visit

Merrimack:

- Losing three staff in the next month and starting to feel it
- Executive committee meeting for budget request tomorrow. Asking for money to fill David and Judy's positions. Advisory council members are key in this process (especially Brian and Kelly). They are asking for \$65,000 this year and \$73,000 the following year. Actual cost to the county is \$50,000 due to renting office space to state programs housed in the county office

Strafford

- The county multi disciplinary newsletter focuses on decision makers in the county (about 300 town decision makers) and share impact information. The newsletter is called "Extension facts and impacts"
- The county is on target for filling the 4-H position after Chris' retirement. The county commissioners will add \$4,000 for a part time position with approval anticipated this Saturday
- PAT team will meet Monday night
- The Presidential visit was good but Don is glad it is over

Belknap

- Hearing to pass the county budget is next week. They will probably approve the minimal increase and not money for the family development position vacancy
- Retirement reception for Barbara Hunter on May 20 in Laconia
- Amy and Sumner are at maximum programming right now
- County council chair is sponsoring a direct marketing event at Moulton Farm. This will be a public awareness event

- 4-H has grant money for a program in the Alton schools
- Working towards breaking ground on county land for a demonstration garden with Master Gardeners so the commissioners see Extension frequently
- More county meeting space will be available soon for Extension events

Cheshire

- budget passed without question but not a good budget climate in the county, especially for schools
- may sell their property and move into other property
- some interesting legislative races starting
- prison will be built in Westmoreland

Hillsborough

- they are currently moving into the Goffstown office
- PictureTel will be located in the large meeting room

Specialist Report

Nancy Franz provided a report from the last specialists meeting. The specialists decided to have Nancy represent them at EMT meetings and Paul will report EMT activity at specialist meetings.

The specialists met on February 26 at Kingman Farm. They discussed impact reports and the plan of work creation process with Nancy, PAT formation in the counties and specialist visits to county advisory councils.

The majority of the meeting focused on organizational issues needing attention to better support specialists' success. Major issues include:

- Campus departments taking liberties with Extension Faculty/positions as budgets get tight
- Some UNH decision makers not verbalizing "outreach" as a function of the university
- Need to discuss role of staff in revenue generation and how "core job" will change and how those changes communicated
- Determining plan of work and keeping focused
- Improving and streamlining program reporting
- Performance management for specialists that fits the revenue generation culture
- Need to get clear on new process for posting content on the web
- Need to build trust in some units of our organization
- Professional development for Extension faculty

The group finished by setting their next meeting for April 23 from 9-11. The agenda will focus on the PAST recommendations.

IT Report

Steve reported the new web design will most likely be ready for release today. He will send an e-mail to all staff when it is ready. An online form will now be used to post content on the web. Steve will provide a link to that form in the web release e-mail to staff.

There has been a flood of viruses. Don't open attachments that appear to be bogus! Often the messages have grammatical and spelling errors and don't have signature blocks. They are not the type of message you usually receive. Infected messages may come from an unknown administrative group at UNH. Be sure to keep virus protection on your computers up to date.

Creating a spam filter will eliminate most spam. Steve published how to set up a filter in a past ITDE newsletter.

As part of PAT work, a data base will be created to keep track of Extension supporters to help PAT members promote Extension. The data base will be state-wide and include key supporters in all areas of our work. Steve is collecting data from many sources to mesh into one data base (4-H volunteers, Coverts volunteers, etc.). It will be updated quarterly. Each county needs to identify key supporters not part of current organized Extension groups/a less formal relationship (maybe had a formal relationship in the past or participant in several short term programs). Steve will use the mail manager feature in each county to start this process. The data base will include name, address, phone number, e-mail address and relationship with Extension. Specialists need to be contacted to add names to the data base. Karen suggested the importance of also tracking agencies, organizations and businesses supportive of Extension. Wendy suggested a need to mark a record when someone dies. We also need to consider who has access to the state-wide data base. Confidentiality issues also need consideration. The data base could be helpful when a legal case is brought against Extension (to know who are/are not Extension volunteers).

Budget Strategy Discussion

Paul outlined current and potential sources of income. He believes the best place for pressure for additional funding is at the county level.

John provided an update of the budget scene at all levels. Level funding in any area will be a gift with the current economic situation. Jennifer Goldberg is our new representative with the UNH Foundation for developing private donations. Nancy Franz will work closely with her on building a strong portfolio of Extension programs for funding.

Jim feels county and grant funding are the only two areas for revenue growth. To continue our staffing levels, staff will need to write grants and/or provide match through their time with grant programs. The separation incentives cut our reserve funds in half. We need to rebuild our reserves. If we sustain a substantial cut in our funding (more than

a 5 or 10% cut), we will not have funds to provide separation incentives and will probably lay off staff.

The group discussed revenue generation for open positions.

- Start with county funding being sensitive to local political differences and consistency from county to county
 - o Have Advisory Council members carry the ball and make the request
 - o Involve county commissioners, Advisory Council and constituents in funding discussions
 - o Explore garnering diversionary funds for Extension programming
- Look state-wide for a plan not just county by county especially long term
 - o Work through the County Association of Counties to pave the way in counties
 - o Update MOU between counties and Extension
- Shift current resources to cover positions/obligations in the short term. Nancy Franz, the PLs, Paul and COAs work together to determine long term coverage
- Work to increase state support
- Become part of UNH Foundation Capital Campaign
- Ask each county to put money into a state-wide pot for Extension specialists
- Step up media relations and update county web pages
- Need impact data to show Extension programs are saving money
 - o We need to focus more on return on investment and cost/benefit analysis
 - o We need to do a better job of showing how we help improve the economy
- Maximize on our ability to empower people to show our impact
- We need to communicate our commitment to cover vacancies creatively and ways of doing things different both interim and long term. We are also committed to providing strategic and strong programming in each county. This will take time to develop.
 - o To what degree do we hold out with the model of each county having a county member in each county for each program area?
 - o We have to be driven by educational needs
- Regional/multi county approaches to covering programming

Paul will share these ideas with the State Council committee working on promoting Extension.

John's Report

He reinforced the need for the people in the room to provide feedback on Paul's performance. He provided a copy of Paul's job description, annual accomplishment report and a feedback form. Feedback is due to John by April 16th. He encouraged everyone to contact him with feedback on Paul's performance and the Assistant Director for County Operations position. This is especially important since this is a new position and highly visible during tough fiscal times. John will also write a personal letter to the chair of each advisory council requesting feedback.

Upcoming Dates

State Advisory Council-April 22, 10 am to 2 pm in Boscawen or Laconia

- Heckle award presentation
- PAST recommendations
- PATs

Regional Staff Meetings

- April 12 in Plymouth
- April 13 in Goffstown
- April 14 in Durham

June 10 EMT meeting

PAST Recommendations

Nancy Franz passed around copies of the PAST Recommendations. Nancy, Amy and Jim gave a brief overview of the PAST work. Karen, Nancy and Jim shared the PAST recommendation concerns expressed by the EEC (consequences for not serving on an interdisciplinary team, strong focus on accountability and the suggested merit process). Deeper discussion of the recommendations will take place at the April regional staff meetings.

Picture Tel

Paul gave an update on the status of the system at each Extension site. David provided talking points for COAs to use to justify Picture Tel costs. He will send these points to COAs.

- Picture Tel is not the only service, it includes internet and e-mail which cuts down on phone costs
- David is exploring a number of options to fund Picture Tel (he shared a handout)
 - o Homeland Security Communication Systems
 - o Statewide Video Network Strategic Planning
 - o Volunteer Advocacy Training (Merrimack County)
 - o Hepatitis A, Contagious Diseases and Food Safety
- David continues to look for other funding opportunities
- The Picture Tel systems are owned by Dartmouth but Extension will soon have ownership. The systems can't be sold
- Working on a way to have a system in place to set up Picture Tel conferences with an hour's notice for state emergency government
- David is exploring leaving Verizon as a carrier to G4 to save money
- Bandwidth is going up and costs are coming down
- Adding GSDLN sites would save Extension sites money due to efficiency of scale
- Each county will have an opportunity to determine if they will participate in the homeland security off hour services (law enforcement would most likely be trained to set up off hour services)
- David will serve as a resource for the Association of Counties on distance education (providing a seminar for their IT people in May)

- David and Charlie French are willing to share information on e-government
- David will send out data related to use of Picture Tel to COAs

PATs

Paul passed out two handouts for use with PATs that will be posted on the web:

- Getting organized (includes information on working with public officials)
- Building public awareness through NH (the group added ideas to this list, send Paul or Holly other feedback)

He shared the story of MI Extension's political woes and how they enhanced their political capacity to come back even stronger.

County Conversations

They are going well. At least Coos and Cheshire will be in the fall. Hillsborough, Belknap, Sullivan and Carroll are next. Fall dates need to be set soon. The COA and council chair are the key to a successful event.

Nominating Committees and Council Leadership

Paul passed out two handouts for use with the Council nomination committee:

- Susan Ellis's Top Ten Reasons Why People Don't Volunteer
- UNHCE Advisory Council Profile Worksheet (may want to add underserved audiences)

Staff can brainstorm names to go to the nominating committee