

DRAFT

**State Advisory Council
Merrimack County Nursing Home
Meeting April 30, 2009**

In attendance: John Pike, Jim Grady, Charlene Baxter, Juli Brussell, Darrel Covell, Wendy Brock, David Foote, Holly Young, Lisa Townson; from Belknap – Sue Cagle, Judy Buswell; from Carroll – Tina Savage, Sandy Brocaar, Linda Smith, Miles Waltz; from Cheshire – Carl Majewski, Wes Cobb, Lee Sawyer; from Coös – Sue Buteau, Bill Fischang, Marjorie Goodson; from Grafton – Kathy Jablonski, Denis Ward, Martha McLeod; from Hillsborough – Dan Reidy, Marcia Poulin; from Merrimack, Fred Creed, Deb Cheever, Ann Marie Gilmartin, John Lyford; from Rockingham – Rebecca Cronin, Judy Rubin, Claudia Boozer-Blasco; from Strafford – Anna Boudreau, Marianne Earhart Banks, Hiram Watson, Geoffrey Njue; from Sullivan – Seth Wilner; at large – Beth Todgham.

Chair Anna Boudreau welcomed the council to the Merrimack County Nursing Home. The October meeting minutes were approved.

County Round Table:

Belknap – Judy Buswell. Budget was approved in February following a huge outpouring of public support. With a 50 percent delegation turnover, there will be a concerted effort by the AC to share information with these delegation members about UNHCE. Noted Amy Ouellette's move to Merrimack; Sue Cagle now COA.

Strafford – Hiram Watson. Hiram talked about the efforts to get the Strafford County Extension budget approved, beginning two days before Christmas and not ending until the end of March. He noted the AC made every effort to call every single legislator. Hiram noted the county office is still without its administrative assistants, as the county is still waiting for stimulus funding confirmation. His recommendation to the other counties – start planning for next year. Another recommendation – educate the legislators. If you make a presentation to the legislators, make a big chart, be factual. Make budget figures simple. Make sure you track calls. Strafford AC is activating a Public Awareness Team (PAT) which includes two educators and three members of the council – the PAT will review the county's communication techniques and explore new avenues of communication for Extension. Hiram noted they have a lot of work to do.

Rockingham – Rebecca Cronin. Piggybacking on what Hiram said, she encouraged others to not only promote Extension to legislators, but to the communities within each county as well. The budget was approved in February, with a two percent reduction from the operation's portion. She noted Extension has received good support from county commissioners, definitely a benefit. For the PAT piece, Rockingham has decided that with such a large delegation, each of the new 22 legislators will be contacted by one educator and one advisory council member. This doesn't mean the Rockingham AC is forgetting the others, but felt educating the new legislators was a good place to start. They're also working on putting in a better system to learn more about what bills legislators are working on, so Extension can possibly provide information to help them. Updating media list, and looking at providing copies of the introductory DVD to local cable stations to run.

Hillsborough – Beth Todgham. Hillsborough is still in the process of approving its budget. Presented to County Commissioners, but Extension was then asked to take a one percent cut (as were all departments.) On May 8, it goes before the subcommittee and June 1 to the delegation's executive committee. The county was able to cut mailing/printing costs by going to an online newsletter.

Carroll – Linda Smith. Carroll County's budget is a 12-month project. Extension was able to return \$15,000 to the county and the county office is now pretty much level funded. She noted it works better to talk face-to-face with legislators or get them on the phone than sending a packet. The new 4-H educator, Claes Thelemarck, is in place and will be a great asset to rebuilding the 4-H program. He will be heading our PAT efforts. Carroll is working to have an office in the county complex. Tina Savage met with the project manager and has been given permission to explore tacking the project on to the nursing home project.

Merrimack – John Lyford. Budget passed; Merrimack is level-funded and Extension returned some money – there was a big savings on benefits at the county level. The educators and AC members met with every legislator and explained in detail MC educational efforts. Very positive atmosphere, all attributed to the staff. Deb Cheever noted Merrimack has two new commissioners invited to the last AC meeting, where a roundtable presentation provided them with information about MC programming. Deb also said the county has started replacing outdated library notebooks with library bookmarks directing them to Extension's Web site.

Sullivan – Seth Wilner. Sullivan also is on a July 1 budget cycle. There was one bump in the road, the additional \$25,000 for the forest resources educator, and with the help of newly-created county impact statements and the help of the county manager, the budget stood as presented. Seth said he couldn't stress the importance of our impact statements; stories, numbers, quotations and economic value. PAT – Sullivan adopted a strategy (may not work with everyone) of show me, don't tell me – we know they won't read it. Sullivan staff pays attention to priority issues facing the county, and as a result, tries to target county projects. Sullivan has a garden project with the Dept. of Corrections, works with inmates with all food going to food pantries and homeless shelters in the county – highly visible project. Gail Kennedy teaches money management classes at the county corrections and other county facilities. Also, the forest resources educator does a lot of land planning and is consulted on all county-owned land discussions. Sullivan staff are very visible on purpose and target the county issues in addition to the other work they do.

Grafton – Denis Ward. Grafton County Extension is fortunate to have 3 commissioners who are extremely pro Extension. Ask very few questions – they support it completely. Next step will be to take it to the legislative delegation, don't think it will be a problem this year (haven't in the past.) PAT in Grafton – don't have a team as it's the whole AC that is the PAT as are all the educators. PAT efforts include a packet of information to legislators. He noted there are six AC members leaving this year. John Pike thanked Denis for his years on the council, noting the success of a good AC is dependent on its chair, and it's been an absolute pleasure to be able to work with Denis Ward.

Cheshire – Wes Cobb. Cheshire County lost \$50,000 in the budget process; to help, Extension negotiated with the county to reduce to 30 hours per week both administrative assistants with one working another 5 hours in another department to continue her benefits. Interesting to listen to all the different strategies – the new Cheshire county jail has really negatively affected all other budgets.

Coös – Majorie Goodson. Her first meeting as an advisory council member, but noted she had been an educator with John Pike and Deb Cheever in 1977 and was very honored to be back. The budget in Coös passed last year with only a \$1,200 cut. The AC and educators are working together to do the public value statements.

Rockingham – Judy Rubin noted that the “underlying theme is to educate our legislators – let’s educate ourselves about our legislators – tell me, I hear; show me, I see; involve me, I learn. If we learn a little about our legislators, we can do more. I notice you’re a gardener, can I bring them to your house for a training? You dive into their areas of interest – we could use you so much to help evaluate our youth – you’d be perfect for the job. They are our neighbors — could you come to teen conference and talk about what it was like to be involved in a school play. The idea here is yes, we need to educate our legislators but we need to educate ourselves first.”

State Budget Update – John Pike

Bottom line – The projected deficit for the upcoming fiscal year is about \$1.2 million.

Recognizing this was on its way (deficit,) UNHCE established a budget reduction committee to provide recommendations in various stages. What we had to identify was how we would provide about \$250,000 to the overall University deficit, that amount has been met. Once we get targets, we will go to the matrix (AC members had a copy) that shows 3 stages of action. (He also noted that Anna Boudreau is now representing SAC on this committee.) If we come out of state budget level funded, we can be really happy with that, but everybody’s budget is the same. We will do the very best we can and make informed decisions. You can be assured you will have every piece of information available. We set up a private email box for staff on suggestions on how to deal with this; over next few weeks and months – pulling it all together.

Jim – These are dollars that come directly to Extension, it’s very much revenue that’s coming to Extension. Our piece is very tiny compared to other colleges within the University. It’s very much based on the money we get from the University. Not our PAUs, those handled exactly the same as University.

Jim went through the budget information provided to the AC: February letter to staff to demonstrate we’re making a good faith effort. The most recent letter on April 15 indicates a hiring freeze. This is a CE hiring freeze at this point; doesn’t affect Rockingham position. Anything from this point on, it would need approval at a Dean level before we’d approve any new position. Chances are pretty strong if a grant position, it would be okay and there would be a very strong effort to look internally. Attachment 2 – report of budget reduction committee – these are unprecedented financial times, but some other things have happened which have impacted our budgets as well. Our grant funding has dropped significantly in the last 5 years, over a \$1 million. A lot of our salaries are supplemented with grant-funded dollars as we don’t get from the state, county or federal sources to fund all our positions. We have about \$1.3 million

in grant-funded dollars that support salary for CE. When we get a grant, say we get \$100,000 from EPA, and when it's awarded, we add on indirect cost recovery, the cost to administer those funds, we usually get an additional 26 percent to administer it. That money comes to CE, about 90 percent, to CE and individual. Four years ago, we were bringing in about \$538,000 in indirect, now bringing in about \$240,000. That money goes in to support all of the programs. What we're looking at right now, unless something dramatically changes, our deficit is about \$1.3 million. The piece we'd really like to see to continue is the grants, we need to look for external dollars we haven't had in the past.

Budget Update of April 30, 2009 in the packet, if you look at our increase in annual funding from FY05 to FY09, we're not talking a huge increase. Look at federal appropriations, they haven't changed; state has gone up over \$1 million; if you look at UNH funding, that's what the University gives us to help balance the budget; that's remained pretty consistent; county appropriations have gone up about \$300,000.

Gifts up a bit, sales program income up a bit. The Sea Grant program, the Northeast Consortium, that was five years worth of programming to look at the whole Northeast coast fisheries' opportunities, those dollars ended this year. The monies went directly to the Sea Grant program, but because they were administered through CE, we received those indirect dollars. We need to look at replacing those funds. There are a lot of opportunities out there, and our staff are really gearing up for those external resources.

Budget matrix low hanging fruit; action two more voluntary (i.e., if someone wants to reduce time,) then the tough ones, we'll probably have to deal with, more involuntary actions - involuntary reductions in time, RIFs, forgoing salary increases (UNH president did that for us; for FY10 unless circumstances change dramatically, no salary increases for any one making over \$40,000 for whole university.)

John – We had a budget meeting with University April 9 – tried to let them know we have been very transparent and signal to them we are taking every responsible step we can, and that was the message – we are doing everything we possibly can to be fiscally responsible, but as time progresses, you need to know if the amount is in the vicinity of \$1 million it would mean staff reduction. At least we've gone on record that we've dealt with the budget as responsibly as we can. We have made it loud and clear the primary distinction of UNH is its land, sea and space grant college designation and the primary vehicle for doing that is CE.

Strategic Planning Update- Lisa Townson

Lisa reviewed the process of reviewing key issues and what themes came about – ending up with some very focused high priority issues UNHCE should address.

Identified cross-cutting themes: Energy, Socio/Economic Issues, Land Use and Community Design, Youth, Family and Community Vitality. All listed under these four broad topic areas. Came up with three tiers: highest priority issues in the state which were sustainable communities, energy-conservation and alternatives, developing financial stability – economic status of families.

Second tier of priorities: nutrition, physical activity and reducing obesity, support for small businesses, and community character and housing.

Third tier – global climate change and civic education. Global – we could potentially partner with those on campus. Civic education – maybe we need to resurrect some of our curriculum – how do you work with legislators, etc.

Now what?

- Inform local and statewide initiatives
- Guide future plans of work
- Seek out grant funds to support
- Develop professional development opportunities
- Make strategic hiring decisions.

This list of priorities will help guide us in grants we seek but will also meet those needs identified for New Hampshire. We will continue to revisit this list and updating our priority lists as well.

What about the rest of the list? Those other things that necessarily didn't make the three lists, each program area will use the identified issues to develop new and strengthen existing programs; organizational issues such as better use of technology and the changing needs of volunteerism also identified.

Maynard & Audrey Heckel Award presented to Seth Wilner.

John – To understand the basis for this award, you really need to understand the dedication Maynard had for Extension – one of his dreams was to create a fund to establish a fellowship award to recognize an outstanding educator, which he and his wife Audrey did in 2002. I have never met anyone in CE system around the country who understood the Land Grant system better than Maynard. Seth gave a presentation on his holistic farm management program.

The meeting adjourned at 2 pm.