

**Minutes of the Extension Management Team
December 15, 2005 in Boscawen**

Present were: Paul Bonaparte-Krogh, Geoffrey Njue, Charlene Baxter, Gail Kennedy, Lynn Garland, Matt Tarr, Bob Edmonds, Dan Reidy, Nory Parr, Sumner Dole, Marilyn Sullivan, Debbie Cheever, Wendy Brock, Larry Barker, Lauren Bressett, David Foote

Paul opened the meeting with a look at clever logos that make us look a little harder and from a different perspective at things we see everyday.

A handout with the 2006 officers of the NHAC was distributed. They are addressing the study of county government bills, as well as discussing in each county a new prescription drug discount program for all citizens.

Copies of each county's draft budgets were passed out so we could learn and gather ideas from each other on budget issues. It was noted that 7 of the 10 counties buy insurance and bond support staff. It was suggested COAs check with their county managers to see if they need to buy added insurance and find out whether county employees are already covered by the county's bond policy. It seems most insurance policies cover equipment that is used outside of the office. Several counties are creating guidelines for volunteers to use equipment to do presentations.

A discussion was raised about postage costs. As of January 8, 2006, the first-class rate will go from 37 to 39 cents. There was a long discussion about the need to really take a hard look on the county level at what types of mailings go out and how useful they are. David Foote had some suggestions about using email list programs from Yahoo that he will discuss at another meeting.

Each county received a fax on the adjusted logo format for business cards. Holly will be making recommendations on templates and appropriate use of letterheads and of new changes in branding at the next meetings. COAs requested that good quality files of logos and layout be on the web to download as needed. It was also suggested that a template of common identifier info that should be on each page (perhaps author/county/or file, UNHCE and date) would help appropriate credit and referencing when a person pulls a page from a packet and copies it for another audience. (Since often the only identifier is on the first page.)

Each county, that had one, shared their reports to the county. They were reviewed and compared and suggestions for other uses included putting them on the county web page and creating a format that could be distributed and used in other ways for public awareness.

A quick update on the County Conversations II was given with a hand-out. It was noted that some of the dates may need to be adjusted. We are trying to line up all the topics and dates as soon as possible.

There was a long discussion about the process for mailing out Cradle Criers and Toddler Tales. Charlene gave the background and historical perspective. Several counties were looking at how long it takes to prepare and distribute. Points were made about the importance of the timing of the mailing to the audience. We will continue to look at this and for now it will continue to be distributed by the counties.

Wendy made a brief report on the inappropriate fund raisers such as poker that 4-H will not promote or participate in.

Lunch break

PicTel with Cornell (was video taped) – Rod Howe and George Preston and Nancy Franz (by phone) joined by PicTel to review the recent workshop on the Public Value of Cooperative Extension programs. (Charlie French attended.) Cornell Cooperative Extension is looking at imbedding this new perspective in their POW process.

Issues such as the comparative advantage of working with CE and how to measure the public value were discussed at the October workshop held in Ithaca, NY. CCE will be doing regional trainings with their staff. Rod and George shared their observations and reflections of the workshop.

It was suggested the follow-up for UNHCE would be to work with program teams and interdisciplinary teams to review some key programs (not everything) through the filter of public value criteria.

Adjourned at 2:00 p.m.