

Extension Management Team Meeting March 3, 2005

Present: Paul Bonaparte-Krogh, John Pike, David Foote, Don Black, Bob Edmonds, Wendy Brock, Steve Judd, Holly Young, Nancy Franz, Ann Hamilton, Jim Grady, Juli Brussell, Deb Cheever, Gail Kennedy, Charlene Baxter, Dan Reidy, Karen Blass, Becky Levesque, Nory Parr, Sam Stoddard

Intro. – Paul provided an overview of the agenda

Budget overview

- Merrimack – preliminary meeting with subcommittee left budget as is, on to commissioners next.
- Hillsborough – met with council finance committee and prep. Meeting with commissioners, propose a 3% increase.
- Belknap – hope budget will pass on March 7th, no changes since co. removed FC&R \$, briefly discussed plans for restoring FC&R \$, Thom Linehan is providing some programming in the county since Jan. 1.
- Rockingham – good budget discussions in the last month with commissioners, will still try to get additional funding for ag position.
- Grafton – they move March 21 to nursing home bldg., present budget to commissioners next week – proposing a 1% increase.
- Coös – March 12 budget voted on, no big change foreseen.
- Carroll – Commissioners supported the request, waiting for the hearing to take place, some movement to cut all county budgets, have some good support from delegation but also those who don't support Extension, starting to work on budget for filling forestry/wildlife position next year.
- Strafford – subcommittee is supportive, March 19 budget decision will take place – no problems foreseen. Don and Laurie got a \$100,000 grant for trail construction that goes to the commissioners.
- Cheshire – commissioners are supportive of budget, exec. comm. meeting went well, budget vote is expected to go well for Extension. Starting to gear up for filling forestry position in the future.
- Sullivan – Co. Manager supportive of 6% increase in budget, more meetings yet to come.

State & Federal Budgets

- The Bush budget provides level funding for Extension. The Ag Exp. Station and campus forestry \$ from Feds. Are in danger (50% cut now and gone in '07). The concept of formula funds will disappear overall.
- States that have diversified their funding for Extension are doing OK including New Hampshire.

- The state budget by gov. has come out, legislature hearings and committee meetings have started, some discussion about state agencies getting 10% cut that could affect us. House vote in April, Senate vote by June, joint committee work out differences by July 1.
- John read a news article on UNH tuition increase and that it won't bring any new \$ to Extension.

Public Awareness Efforts

March 23 (*changed to April 6*) PicTel meeting for AC members with state PA subcommittee on PAT

- Reports on what has taken place in the last year
- Focus on future plans
- Holly working with a representative of the chancellor's office on PowerPoint talking points about CE when chancellor promotes USNH.

Public Awareness

- Grafton Co. – continue to be told on many fronts that Extension needs to better market itself to citizens, especially new residents – more of a focus on why there is a need for our work.

Public Awareness tools

- Paul is piloting an AC e-mail list to communicate ideas, info, questions
- April 21 State Advisory Council meeting could focus on what Extension is doing about obesity
- County newsletters
- Extension success stories on the web derived from impact statements and in html format
- Do we need county focused success stories systematically created by specialists?

*Request: Clip articles from local newspapers in each county, copy and send to Holly every Friday until July 1 for UNH media relations.

Janet Doty – UNH Human Resources – Family & Medical Leave Act presentation

- Jim – our policy, if employee is out for 2 or more days – need to let supervisor know

Lunch break

Steve Judd – explained actions taken against the recent wave of “undeliverable” email

Reactions to discontinuing county newsletters:

- It is hard to get the newsletter put together and is costly
- Do newspaper coverage instead for larger circulation
- Single discipline newsletters that become newspaper columns
- One piece doesn't fit all (local climate)
- It is a marketing tool that shouldn't be given up
- Newsletters need to be put on the web
- Some counties get positive feedback from clientele
- Good combination –newsletter and newspaper
- Some people ready to rethink newsletter
- Have reduced size of newsletter
- Important way to communicate with certain clientele groups
- Some need to improve the “look” of the newsletter
- Some need to improve the content to be research based
- Can be a way of keeping a list of supporters
- Can control your own message in a newsletter and not in the newspaper
- Good piece for civil rights compliance
- Can be a good way to get the attention of some populations
- Some low income audiences access newsletters and not web or newspaper
- Any method of communicating needs to include photos of decision makers

Paul announced that he has the new legislative directory on CD.

Faye Cragin gave an update on county web pages on our web site. She highlighted Belknap County's efforts and Rockingham's front page

- Paul would like to see more even use of on-line calendars by program areas
- County staff should not be posting state events on the state calendar – this creates duplicate listing of events
- The “what's new” box on the front page of web sections should be more fully used (i.e. link to new publications, activities)
- *COAs would like a tip sheet for posting things (or not) on the county web site
- Faye is willing to come to counties to lend a hand or call her
- County web page use info can be found at the following sites:
<http://ceinfo.unh.edu/awstats/awstats.pl?config=extension.unh.edu> (to view statistics for all visitors) or
<http://ceinfo.unh.edu/awstats/awstats.pl?config=external> (to view statistics for all visitors not in the UNH domain).

Paul briefly reviewed the updated “Procedures for filling positions” recently announced in the Extension Update and posted on our web intranet. Program Leaders are the key in the process. There will be increased discussion with various groups before filling positions. The procedures clearly state who takes on what roles in the process. Contact Jim with UNH and USNH policy questions.

Nancy gave an overview of the plan of work development process for '07-'11. She is beginning to write the draft plan of work and wants to meet with each county AC and

staff to discuss it between August and January. She will also meet with program areas and interest groups as needed. The role of ACs in the plan of work development process is found at: <http://ceinfo.unh.edu/Intranet/UNHCEPOW/POWGAP.pdf>.

Annual Reports for County Government

- Counties
 - Carroll Co – reports town by town
 - Strafford Co – 1 page per program area and inserted in the county report
 - Rockingham Co – yes, added to total co. report, about 2 pages long
 - Cheshire Co – yes, added to total co. report, 1 page intro, approx. 10 pages long
 - Sullivan Co – yes, about 4 pages long and in the county book
 - Coös Co – Extension annual report created in office and sent to decision makers – about 25 pages
 - Grafton Co – County and town reports – 1-2 pages, commissioner report more detailed
 - Merrimack Co – get info into county and town reports
 - Hillsborough Co – into county document , 4 pages
 - Belknap Co – into county document, 5 pages
 - Annual reports should be
- Annual reports should be posted on the county web site
- Peg and/or Holly should be involved in creating the report
- We may work towards a statewide annual report
- Getting Extension info in town reports is good PR
- Reporting quarterly to ACs is okay vs. quarterly unless they want monthly

Youth Membership in County ACs

- Consider youth being up to age 25 to have more selection on getting a youth view (but don't call them "youth" – instead "young adult")
- Find it is better to have 2 or more youth instead of one on the board – builds confidence
- The right individuals provide great perspective
- Work with chair of councils to give them tips on how to engage youth
- May want to involve youth only when agenda topics directly apply to them
- Ask youth to present to ACs when 4-H Youth Development staff are reporting on programs
- Goal is to have the voice of the younger generation at the table in whatever methods work best

Other Agenda Items

Paul is looking into the issue of parking on campus to ensure Extension staff can park on campus with minimal hassle

Bob described arrangements for state staff conference:

- May 17 on campus – 9:30 am start, 9:00 registration –honor support staff with these hours
- All staff expected to come and county support staff invited
- Theme – “wellness” – personal and work life
- Keynote – Rebecca Ruel, NH humorist
- Concurrent sessions focused on well-being
- Lunch program includes recognition ceremony
- Some health screening options

Ideas for John’s conference “state of Extension” talk:

- What is the climate towards Extension around university, state departments, legislators and lay stakeholders?
- Why is this conference necessary?
 - The group discussed why we should or should not get together as a whole organization:
 - +whole organization needs to hear from John
 - +support each other
 - +cost
 - +state plan
 - +professional development
 - + org. health
 - +recognition
 - +staying on the cutting edge
 - +org. identity
 - +building community
 - +hearing info in one place at 1 time
- The state of NH Cooperative Extension vs. other Extension systems
- Appreciating and recognizing everyone in the organization for hard work
- Vision and thoughts about the future
- Fostering relationships

Conference objectives

- Staff development
- Camaraderie – building community
- All heading in the same direction

Budget and Staffing

- Salaries and position numbers
- Critical points in the future
- Budgets in the future, tight