

SPIT – notes 1/23/08

Kingman Farm – Darrell, Jim, Charlie, Mike, Charlene, David, Julia, Amy, Lisa

We were asked to look at the remaining items that aren't touched yet and determine which ones are important to address right away (keeping in mind this is a five-year plan).

Goal 1, Objective 2 – *Staff have the time, capacity, resources and organizational support to address significant issues.*

Make training and professional development opportunities to staff who wish or need to be retrained. i.e. COA's who don't have training in supervising staff are able to access training (S@UNH or M@UNH). Use this discussion in performance evaluations.

Goal 2 - Objective 3 -- *There is seamless coordination among program area staff, support units, and teams such as administrative support staff, Program Development and Evaluation, Information Technology and Distance Education, Communications, Staff Development and the Business Service Center.*

Project Management software and clear communication to all about who is responsible for what – all along the “lifetime” of a project. Can we begin with what we need – then go back and look at the expertise and staff resources we have and look at ways to re-work/tweak what we have?

Goal 2 – Objective 4 – *Volunteers extend the reach of UNH Cooperative Extension, multiplying the educational effect and increasing visibility of the organization.*

Jim would like to see the volunteer web site developed and updated for volunteer leaders – regardless of the program area. Ask Paul to look at this.

Notebook is done and available for volunteers to use.

Goal 3 – Objective 1 - *Extension serves as a neutral convener to bring together New Hampshire residents, university community members and organizational partners to address relevant environmental, social or economic conditions.*

Are we doing this? We're hearing that yes, we are – and we need to document these and market the examples we have – Seafood Symposium, Healthy Eating/Active Living, Building local agricultural consortia, Wildlife Summit

Professional development – ethics in Extension

Objective 3 -- *Elevate the status of outreach as a key function of UNH as an engaged land-, sea- and space-grant institution.*

Would an Outreach Seminar Series work? Tie into current college seminar series and then perhaps get the Outreach office to implement this as part of the Outreach Scholars Academy follow up.

Goal 3, Objective 4 – *UNH Cooperative Extension is visible and accessible to New Hampshire's residents.*

Lisa will email the information about Master Gardener public value statements to SPIT group.

Charlene reported that Paul had presented the Public Value information to Family & Consumer Resources staff and it was well received. She encouraged staff to incorporate these concepts into their annual reports and they did this year. Amy also indicated that Paul had worked with the Belknap staff to talk about their programs and begin to develop value statements with the advisory councils. Paul asked staff to talk about their programs and asked specific questions of them and Advisory Council members present to begin to draft Public Value statements.

Discussed the pressing need for this type of statements given the fact that the state is going to be facing a budget shortfall and we are going to need to have data and statements to support the impact of Extension's programs.

We would like to have our volunteers (Docents, 4-H, Coverts, etc.) familiar with public value statements that help them to communicate to other decision makers and funders.

Marketing – need some quick and easy things that we can offer up as tips for staff (including support staff and advisory councils) to use when developing programs. – --

--Event checklist for county conversations

--Marketing guide exists – for paper, logo, etc. – add this to the web page (Intranet)

Goal 3 – Objective 4 – Strategic Action B – *Expand marketing efforts to reach a variety of audiences, including underserved and diverse audiences.*

Amy presented some ideas on specific action steps that we might take to realize this goal:

1. *In order for CE staff to understand the importance of reaching underserved and diverse audiences, require staff (including support staff on campus and in counties) to attend a training on diversity and working/communicating with multicultural co-workers and clientele. Wanda Mitchell and Rita Hardiman teach these topics in the S@UNH and M@UNH programs. Offering training on three dates within the first year, followed by two trainings per year for new staff. Staff who attend S@UNH and M@UNH are exempt.*

2. *At program staff meetings, demonstrate how to effectively record efforts to reach underserved and diverse audiences on the on-lien reporting system. Use an LCD projector to display (or provide training in a lab setting).*
3. *At an EMT meeting once per year, ask each COA to report on success stories that have made impacts with underserved and diverse audiences. Discussion may prompt counties to try something that has worked for others. Ask COA's to share this information at county staff and advisory council meetings.*
4. *Feature successful diversity projects or programs at the Annual Extension Staff Conference. Ask a person or people who have benefited from the program to present or be a part of the presentation. This should occur during a time when everyone is together.*

Measurable Target/Benchmarks:

1. *All staff will attend diversity training by one year after the announcement to do so is made.*
2. *All staff will improve their use of the on-line reporting system to record civil rights efforts. (Yes, this is measurable – we can easily run reports).*
3. *The Assistant Director will note participation in diversity discussion in each COA's personnel file. Within three months, COA's will report relevant communication with county staff and advisory councils to the Assistant Director.*

We also need to include needs assessment data to make sure we KNOW what diverse audiences need or want.

Add these items to the table and ask Paul to review, edit and offer back to SPIT prior to developing and implementing this. Offer training as three regional events – asking that all staff, including support staff, attend one (mandatory).

eXtension – Charlie raised the question about information/document ownership for things we create for eXtension. David explained that we sign over “rights” that UNH still owns the content, but that eXtension now had the right to further develop derivative work (so within the wiki environment – people can make changes to the content – that’s derivative work). Further Bob Dalton has signed the UNH document that says – if the author plagiarizes – eXtension could sue UNH for plagiarism and UNH will then sue the author. The question came up – should we be developing content for eXtension OR should we be developing our own content and keeping it on our web page or some combination? Has UNH Cooperative Extension make a specific policy statements regarding this?

We would like to recommend a Regional meeting approach to address several items (not an exhaustive list)

Civil Rights review
Marketing

eXtension

Training for staff on copyright – B. Dalton

Using Contribute for web updates

Concurrent sessions – volunteer management, distance education – highlight a couple for staff and a couple for clientele, HR and staff development

Include support staff – but arrange the agenda so they don't have to stay for the entire program.

Next meeting – focus on public value and volunteer management web site – also planning for regional meetings.

Report out on the timeline for significant issues from program areas. The subcommittee will meet prior to Feb 14th and have a report.