

Strategic Planning Implementation Team
June 28, 2007

Attending: Jim Grady, Charlene Baxter, Darrel Covell, Lisa Townson, Charlie French, Amy Ouelette, David Foote, Mike Koski, Julia Pederson

Welcome to Dave Foote joining this team.

Jim reviewed decisions at last meeting

1. Expand number of Graduate Student Assistantships to 4, and alternate two per year; include tuition and assistantship in all four
2. Add position for Volunteer Management to staff; not yet determined amount of time and specific responsibilities.

Charlie facilitated this meeting. He asked several questions: What are steps in the plan that have high relevance and high importance? What key steps must we take to make these happen? We are using the grid Lisa helped create that is on Blackboard and Charlie distributed a few copies so all had it to refer to today.

Discussion about which are the most important strategic actions: (parenthesis is number of members who had that one identified)

**Goal 1, Obj. 1 A & B (6) – with the most votes, this is the one to start with!!

Goal 3, Obj. 3 B,C,D (4) Strengthening relationships with UNH – tie to strategic plans, extension faculty, etc.

Goal 1, Obj. 2 F (3) Diversify funding sources

Goal 2 Obj 2 B (2) Instructional methods, distance learning, etc.

Goal 2 Obj. 4 C (2) More effectively using volunteer leaders

Goal 3, Obj. 1 A (2) Neutral convener – bring appropriate parties together to address complex issues

Goal 3, Obj 2 B (2) Identifying UNH research to disseminate to the public

Goal 3, Obj. 4 C (2) Impact information collected and shared

Goal 1, Obj. 2 C Retain/increase Extension faculty positions to address complex issues

Goal 3, Obj. 4 A & D Communications/Marketing outcomes and effectively using advisory councils

Goal 3 Obj. 3 (all) elevating status of outreach

Goal 1, Obj. 1 B – this one logically should come before A. Need to develop a process for evaluating significant and critical issues

- important
- capacity
- commitment to interdisciplinary work

Suggestion to have small group to create initial list of critical/significant issues on an annual basis or an ad hoc group.

Develop a process for evaluating significant / critical issues

- Importance (critical vs. emerging)
- Capacity (existing and need for future capacity)
- What is our niche
- Commitment to interdisciplinary work
- System for mining existing data
- Stakeholder input
- System for determining what to drop
- Team vs. individual

We need to have a small group to take the first step

- Effectively tap into advisory councils/stakeholders
- Subsequently put it out to program staff to select top priorities (on-line survey) or add new resources and then follow up re-survey.

Extension fund that supports proposals re: how Extension might address critical/important/emerging issues.

-Strategically leverage reserves to address critical issues and issues tied to Strategic Plan
Communicate with staff about thinking strategically and out of box to leverage resources/reserves.

Initiate symposiums on critical uses to educate staff/public/stakeholders

Jim talked about current funding realities esp. within campus environment. What are reserves? These are one time dollars and not for ongoing funding needs. It is very important that these monies target programming.

SP Planning Team had identified

Obesity

Housing

Land Use

Aging

Biosecurity

Youth At Risk

Energy/Global warming

Health Care

what are others?

An important issue is an important issue whether or not we choose to address it. Whether we address it is a separate question based on capacity, having a champion or being able to hire a champion.

First – should we take a stab at creating a process to identify the critical issues?

1. Review past processes and potential processes for evaluating issues.
2. What is the channel for proposals?
3. Issue champions could create proposals and submit them following an avenue we define.
4. Does Leadership Team get input from an advisory team whose job includes setting up criteria, producing the RFP, and soliciting input from staff and others on what critical issues should be on the list? Actually consensus is that it is this team that defines that process and Leadership Team gets input from us as SPIT . L Team makes the decisions.

Does “B” come before “A” –and if yes how do we proceed from here? The list has been identified several times and should/could be utilized.

Are we a legitimate group to define a process and what a proposal would look like? Seems to be a consensus is yes we as SPIT can do that.

Lisa proposes a process of needs assessment that could get two counties to do a more in depth needs assessment with us each year – so over a five year cycle each county would have done that with us. Probably pick one rural, one more populated each year, or one north, one south each year, etc.

Addressing the culture of CE – how does a staff person get something on the plate – an issue they see emerging that they believe CE should address using resources both one time, new and/or redirected.

Using Workforce Housing or Affordable Housing as an example. Does this fall under Charlie’s purview? Why or why not. Would he be the champion if it is identified as primarily an economic issue in communities? If yes what are the barriers that keep that right now from happening?

Discussion ensued about what we do with highly controversial issues – sludge, organic agriculture, land and water use, gay and lesbian sexual identity issues esp.of adolescents, corporal punishment – hitting children.

Revisit the idea that we start conducting program reviews. Lisa said the idea has been proposed with our 4 state planning and reporting system, that the other three states review our plans of work and we do theirs. For example NH’s would get done every four years by Maine, Vermont and Massachusetts. See handout from Lisa – a DRAFT – Rubric for UNHCE Issue Team Proposals.

Conclusion to this part of the discussion:

- This team develops the RFP and defines the steps.
- The Leadership Team makes decisions, recommendations.

Benchmarks:

- We get proposals submitted
- We see changes in the significant issues being addressed over time
- New programs are developed; impacts are identified, tracked and reported.
- Staff give up things in order to redirect time and effort to new issues.
- Public value of Extension – stakeholders including UNH will support outreach work re: new issues (funding, partnerships, etc.)
- It is likely we will see more across-discipline issues addressed by Extension
- Clear measurable benchmarks are identified and measured
- Other targets are benchmarked as identified in proposals.
- UNHCE comes up in top 10 on GOOGLE search re: key issues

Resources:

- Money – we need to recommend a maximum amount for proposals. Propose initially \$100,000, perhaps up to \$150,000 depending on what else emerges from this process.
- Existing staff capacity – provide backfill for staff to address new issues and potentially hire new (interim) staff.
- Support from supervisor, program leader, etc.

Move discussion on to Goal 1, Objective 1, Action A, if above has dealt with Action B in a satisfactory way. We have not identified the tools we would use to create the list. Or how does an emerging issue get on the table if there is no in-house champion?

Lisa will make some changes to the Rubric and put it on Blackboard so others can review it and react. An RFP will be on the web so staff can submit proposals, decisions made and program support in place by Fall.

Next topic:

Goal 2 Obj. 4 C

Volunteerism

Our system of Advisory Councils, both state and county, is of utmost importance to us organizationally. Plans have been in place to develop a data base of all our volunteers but that data base does not yet exist. How do we address volunteers being a high priority issue for UNHCE?

Assistant Director to oversee this.

Part-time person – e.g. half-time vol. coordinator

Complete the policy notebook by interdisciplinary team

Develop a contact manager system to help manage and track volunteers.

Needs:

Existing volunteers in a cumulative data base

Maintaining appropriate readily accessible records of volunteers, including training, record of hours, commitments

Identify legislation that pertains to volunteers and track the development of such legislation

Lisa's observation is that 4-H YD staff may be doing a lot more work than necessary and reinventing the wheel when it comes to working with volunteers.

It's about risk, marketing, public relations, appreciation and recognition. It's about systems, software and electronic records, with a human interface where important. Team proposes a half-time position for two years.

Resources:

Part-time staff (try on a temporary basis)

Commit 2 years of funding to hire staff

Resources (staff and funds) to develop contact management system.

Why

- To avoid crisis
- To keep us up to date re: legal matters
- Coordinate criminal background checks
- To serve as a go-to person for Extension volunteer managers when questions arise.

Goal 2 Obj. 2 B – explore technology means/distance learning

Goal 3 Obj. 3 B,C,D,

Elevate status of outreach as key function of UNH as a whole
(Partnerships)

- outreach position at UNH-M
- Participate in Strategic Planning Processes for UNH & its units
- - academic plan
- college strategic plans
- departmental work plans

Affiliate Extension Specialists with colleges in addition to COLSA & Institutes (or with UNH-M)

Co-location of staff

Outreach seminar series --- need to elaborate on this ---

Determine objectives for series

- well done (drummed up) promotion and marketing' - work collaboratively with UNH

and highlight both Extension outreach and faculty outreach Inventory of current participants on key committees

Affiliation sought for new specialists
Inventory of current participants on key committees

Publications in which UNHCE involved. We've had a hard time getting UNHCE on departmental publications. How do we keep ourselves in their minds??

To build relationships to ensure that we are included in key UNH documents and communications re: engagement.

Build new relationships e.g. Whittemore School as an example

Benchmarks

- More co-located Extension with Departments
- Joint appointments
- Shared resources between Extension and Depts. /Units
- Co-taught courses
- Use of UNH faculty in Extension workshops
- Joint participation on projects and proposals
- 100% of our specialists become affiliated with Academic Departments within 5 years.
- One Extension article per month re: Extension and outreach , 2X year on UNH website & or campus journal

Next meeting – Lisa will work on a draft of the process we want to define for an RFP proposal

Next meeting we will try to meet at this same location, Granite State College, July 31, 9 – 3 or 4.

Minutes recorded y Charlene Baxter