

NRAES Committee Recommendation to NEED

The NRAES Committee met on June 6–8, 2001 and voted to give the following recommendations to NEED:

1. Approve NRAES Strategic Plan 2001–2006.
2. Approve three years of funding at the current level, \$78,800, with funding review at the Summer 2004 meeting. (Individual university contributions are shown on the inside back cover of the NRAES Strategic Plan 2001–2006.)

June 2001

Northeast Regional Middle Managers Conference Proposal

"One of the basic functions of leadership is to unite people: bring people together to achieve common objectives. There is truth in the statement, where there is unity there is strength." - Charles Barron

Situation: Regional and district middle managers play an increasingly important role in the delivery of Cooperative Extension Programs. They face challenges associated with personnel management, budget management, assessment of clientele needs, program prioritization, and maintenance of critically needed political support. The challenges faced are compounded by rapidly changing demographics, a diverse workforce, urban influence on federal, state, and county politics and increasing competition for federal, state and county tax dollars and grants. A dichotomy of client interests as well as the need for just in time delivery via technology augments these challenges. Regional and district middle managers in cooperative extension are charged with "thinking globally and acting locally."

Proposal: At the core of the leadership development process is the age-old argument of whether leaders are born or made. We cannot afford to be stagnated by this debate; whether leaders are born or made makes no difference. Leadership is a developmental process that requires recurrent training and skill-building opportunities. We cannot advance into the twenty-first century utilizing trial and error method of leadership development. We must develop new leadership, capable of giving guidance, inspiration, and new vision for the 21st century. As a result, we propose that an annual conference be established for Cooperative Extension Professionals who have administrative responsibilities as regional or district directors and associate directors in the Northeastern United States.

Objectives: An annual Northeast Middle Managers Conference will provide:

- a forum for focusing on issues that are important to middle managers in Cooperative Extension, our uniqueness, our competition, our mission
- practical skills balanced with big picture thinking
- networking with peers to develop an understanding the commonalties and challenges facing Cooperating Extension and Land Grant Universities
- a program what will contribute to a positive attitudes about the role of middle manager
- an opportunity to learn from one another and develop multi-state partnerships
- opportunities for thinking at a new level
- (feel free to expand)

Target Audience: Members of the Northeastern States (Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Delaware, Pennsylvania, Maryland, West Virginia and the District of Columbia) and their immediate neighbors will be invited to participate in the first annual educational conference to address current topics affecting middle management professionals as a wrap around conference following the Outreach Scholarship Conference on October 16 – 17, 2001. The conference will take place at The Penn Stater Conference Center Hotel, State College, PA. The agenda for extension middle managers will build on the conference theme of Learning, Discovery and Engagement for the 21st Century.

Proposed 2001 Conference Agenda

Tuesday, October 16, 2001 (Outreach conference adjourns at 2 PM)

- 2:30 PM Welcome, goals and introduction of Panel or Speaker
- 3:00 PM Thriving in the 21st Century (Panel or Keynote)
National Perspective and State Perspectives
- 4:15 PM Response and Dialogue
- 5:00 PM Reception and Networking
Substantial Finger Foods, Cash Bar
- 7:30 PM Facilitated Discussion or Concurrent Sessions
Alternative Funding Issues – Pros and Cons
Marketing Extensions' Uniqueness
Addressing the Competition

Wednesday, October 17, 2001

- 8:30 AM Technology Idea Bites for Cooperative Extension
Digital Camera & TV
Integrated Technologies
Kiosks
Satellite and Video Conferencing
- 10:00 AM Break
- 10:30 AM Accountability via Technology - Speaker
- 11:30 AM Response
- Noon Goal Setting and Directions Luncheon
Generate feedback, planning team and direction for 2002

University of the District of Columbia

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TO: Northeast Extension Directors

FROM: Dolores Langford Bridgette
Associate Director

SUBJECT: DISTRICT OF COLUMBIA REPORT

**University of the District of Columbia Cooperative Extension Service Report
Prepared for the Northeast Regional Directors Meeting—Penn State
June 24-27, 2001
Presented by DOLORES LANGFORD BRIDGETTE**

The COOPERATIVE EXTENSION SERVICE – UDC have been able to execute our hiring plans by bringing on board six new professional program staff, at least one for each program unit, to enable us to provide more educational opportunities to our District customers. Our recently hired staff has just completed their orientation training on Thursday, June 21, 2001, which is being followed up with team support and mentoring groups. This is an exciting time for us because this is the first time since our 1982-hiring freeze, that we have been able to bring new permanent staff on board.

On Wednesday, July 18, 2001 the COOPERATIVE EXTENSION SERVICE – UDC, in collaboration with our colleagues at the AGRICULTURAL EXPERIMENT STATION- UDC, will hold our second annual “AES/CES Quality of Life Day” affair. This activity gives us an opportunity to invite our stakeholders and customers to come together with our staff, showcasing many of the educational services provided to and with our customers. Since we are uniquely located in the nations capital, our invited guests are our federal partners and Congressional representatives, as well as our District stakeholders, public and private and customers.

We currently have multi-state programming with the University of Maryland, Montgomery County Family and Consumer Sciences unit. We welcome and are seeking the expansion of multi-state efforts for FY 2002 with Maryland and any of our other northeast region states.

In cooperation with the U.S. Department of Agriculture and District of Columbia Government, Cooperative Extension Service and Agricultural Experiment Station programs and employment opportunities are available to all people regardless of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, marital or family status.