

**NEED Association Executive Director  
Plan of Work  
May 1, 2010-December 31, 2013**

**General Position Description and Duties:**

The NEED Association Executive Director (ED) will provide administrative and staff level support for the chair of the Northeast Extension Director's (NEED) Association on a one-half time basis - 20 hours per week. Of this 20 hours per week, 10 hours will be devoted to NEED work and 10 hours to National work as a part of the Executive Director and Administrator Team (EDA Team).

The ED will also act as the primary liaison with other regional ED's and with the Association of Public and Land-grant Universities (APLU), federal agencies, and the Extension Directors of the Northeast Region.

The position will assist in facilitating multi-state partnerships and advancing projects identified by the Northeast Extension Directors' as critical to our regional objectives.

**Logistical Duties and Responsibilities (15% regional time of 0.5 FTE – 3 hours per week)**

*Strategies:*

- Meet on a weekly basis with the NEED chair to ascertain items that need to be done, the follow-up required, and plan for upcoming events.
- Maintain regular email contact with the chair on any NEED related communications.
- Attend and report during the regularly scheduled NEED meetings.
- Maintain regular communication with NEED members.
- Assist in maintaining necessary records for the NEED, including posting on the site.

Now that I am working with my fourth NEED chair (Paul Bonaparte-Krogh, Larry Katz, Helene Dillard and Dennis Calvin), I am pleased to report that these calls continue to occur on a weekly basis and was expanded last year to include the past chair, chair and chair elect. This group is serving as a quasi "executive committee" and has allowed for a more seamless transition from year to year when the gavel is handed over in November each year.

The one outstanding item yet to be resolved is the development of a NEED website. Two options have been previously tried but have not been very successful – one is using eXtension, the second is the SAKI site at Rutgers. Further discussion is still needed here.

**Leadership Duties and Responsibilities: (35% regional time of 0.5 FTE – 7 hours per week)**

*Strategies:*

- Work with NEED to develop and implement a NEED Program Leadership Network (PLN).
- Provide input to NEED PLN to advance resource development to support educational programming in priority areas.

- Work with NEED PLN to identify the appropriate Federal and or State agencies to renew, expand, or develop new contacts.

Under the leadership of the PLN Committee of Bob Schrader, Nick Place, Bill Woodrum , I worked with them to develop the first PLN meeting held February 15-17, 2012, with an agenda focused on resource development. In 2012-13, Helene Dillard replaced Nick on the committee. Regular planning calls were held, both of the committee and with the chairs of the four program leader groups to increase communication and collaboration. Because of travel restrictions, a different approach has been approved for 2013. Rosters were updated and shared with meeting times noted. The development officer roster was also updated with a special call scheduled in March. From this effort, there are now teams working on childhood obesity, health insurance literacy, and ethnic foods with a director supporting each team.

- Represent the NEED in the regularly scheduled calls with the other Cooperative Extension Executive Directors/Executive Administrator (ED/A Team) representing the other four regions.
- Meet regularly with the NE Experiment Station Executive Director to foster more integration.
- Serve on the Northeast Joint Summer Meeting Planning Committee.
- Represent the NEED in the twice yearly National Multi-State Coordinating Committee (NMCC) April and October, rotated by region.
- Meet, when appropriate, with other Cooperative Extension related groups in the Northeast region, i.e. Northeast Rural Development Center, Northeast CARET, etc.

Regular meetings with the national staffing team - called the ED/A Team, are held the 1<sup>st</sup> and 3<sup>rd</sup> Fridays of each month and are 1 ½ hours in length; in addition, there is constant email among the group. Additionally, all ED/A Team members participate in the ECOP, ECOP Executive Subcommittee, ECOP Budget and Legislative Committee teleconference calls and meetings, and the k-global communication effort.

Regular communication is established with Dan Rossi, Executive Director, NERA, improved communication with Stephan Goetz, and other groups in the Northeast. In 2011, NERA cosponsored the NEED Food Systems Initiative Forum, and both Dan and Stephan participated in the Forum. They both presented at the first PLN meeting. In 2012-13, I worked with Dan on the first Joint NEED/NERA Planning grant process in which 5 applications were received with two recommended for funding. On March 12, 2013, I attended my first NERA meeting. While there are three NEED members that are also NERA members, this interaction was valuable for me in several ways.

I also participate in the NMCC meetings, a joint meeting with APLU staff, Research and Extension EDs, and NIFA; the spring meeting is at the APLU office, this year immediately following the PILD meeting to save on travel costs. No determination has been made for the fall meeting as yet.

#### **Leadership Duties and Responsibilities: (50% national time of 0.5 FTE – 10 hours per week)**

##### *Strategies:*

- Work as an effective team member, following the national Plan of Work (POW), to advance the work of the Cooperative Extension System directed by the Extension Committee on Organization and Policy (ECOP).
- Provide staffing for ECOP and other national committees as designated by the POW.

- Attend meetings and report outcomes as outlined by the POW.
- Monitor legislative and executive branch activities, analyzing how they may impact Cooperative Extension.
- Support partnerships, and foster new partnerships where appropriate to support the mission of Cooperative Extension.

I serve as an active member of the national staffing team working to assist ECOP in accomplishing their goals. Staff support and development is being done as directed by ECOP through their monthly meetings. A directory of assignments for the ED/A Team has been developed. My main responsibilities include staff support for the ECOP Personnel Subcommittee – including the Excellence in Extension award process, staff support for the ECOP Marketing and Communication Implementation Team, Measuring Excellence in Extension Team, the Public Issues Leadership Development conference, and nutrition related issues.

In 2012, the ECOP Marketing and Communication Implementation Team completed their work with the last seminar in January 2013. The remainder of that work will continue through eXtension. Also, in 2013 the Excellence in Extension award process will be more automated and done at the National office. However, the nutrition issues around SNAP-Ed, have increased very significantly and are taking a lot of time coordinating with Cornerstone Government Affairs now. I attended the national meeting of the SNAP-Ed Implementing Agencies (ASNNA) and will be participating in the Program Development Team meeting in April.

#### **Evaluation Indicators:**

- Fulfill the national requirement of the NEED contribution of 25 percent staff to the national staffing Plan of Work for the Cooperative Extension Section.
- Advance collaboration and partnerships focused on resource development for the NEED.

#### **2010-2013 Goals:**

- Conduct a telephone interview with each NEED member, either individually or with their leadership team, to develop a profile of Cooperative Extension in the Northeast Region in order to better understand the structure, challenges, strengths and opportunities. **COMPLETED**
- Work with the *ad hoc* NEED committee to prepare a two-year Plan of Work outlining strategies for each area of the ED work. **COMPLETED and NOW USED FOR THIS REPORTING**
- Work with the *ad hoc* NEED committee to develop NEED Rules of Operation for approval. **COMPLETED**
- Meet weekly with the NEED Chair to support the ongoing business of the NEED. **ONGOING**
- Work with the *ad hoc* NEED committee to develop and begin to implement a Program Leadership Network for the Northeast Region – Bob Schrader, Helene Dillard, and Bill Woodrum
  - The initial step will include an environmental scan of existing multi-state program related groups. **COMPLETED**
  - Encourage NE Program Leaders to hold regular meetings. **ONGOING**

- Work with the *ad hoc* NEED committee to develop agenda, arrange logistics and hold the first PLN meeting. **COMPLETED**
- Work with the *ad hoc* NEED committee to move the resource development effort forward. **UNDERWAY**
- Scan the environment for potential resource development opportunities. **ONGOING**
- Follow-up on the Food Systems Initiative identified by the NEED directors at their March 2011 Meeting – Dennis Calvin, vacant, and Bill Hare
  - Develop outline for agenda for *ad hoc* NEED committee. **COMPLETED**
  - Invite NERA to join in the Forum (they cosponsored)
  - Work with the *ad hoc* NEED Committee to develop final agenda, arrange logistics, and hold the Forum in December 2011. **COMPLETED**
  - Work with the expanded *ad hoc* NEED Committee to move the Food Systems Initiative forward through. **UNDERWAY**
  - Develop a Food Systems planning grant, joint with NERA. **AWARDED in 2013**
- Provide an update at each NEED meeting and prepare an annual report of accomplishments for the annual March NEED meeting. **ONGOING**
- Prepare an annual budget for submission, discussion, and approval at the NEED March Meeting, maintaining records as may be needed by fiscal host, University of Vermont. **ONGOING**
- Fulfill the NEED requirements as the national staffing plan is implemented by providing institutional knowledge and expertise as needed to fulfill the national Plan of Work. **UNDERWAY**
- Develop a historical record for NEED. **ONGOING**
- Discuss a permanent web location for NEED materials. **IN DISCUSSION**

**NOTE:**

My current contract will terminate December 31, 2013. I would like to take this opportunity to let you know that I am interested in extending this contract if that would be the wish of the NEED.

*On a personal note, thank you for your understanding and support in 2012 while I dealt with the death of my son. It was greatly appreciated.*