

## Northeast Extension Directors Meeting

### INNOVATION – DRIVING EXTENSION’S NEXT CENTURY

Monday October 12, 2015 | 8:00 - 4:00 pm

Mercantile Room, 4th Floor (same location for breakfast)

#### Call to Order

Dan Lerner

#### Roll call:

Steve Bonanno, Chair-Elect

CT: Mike O’Neill  
DC: Sabine O’Hara, Bill Hare  
DE: Michelle Rodgers, Albert Essel, Donna Brown  
ME: John Rebar  
MD: Stephen Wright, Enrique Escobar  
MA: Patricia Vittum, Bob Schrader  
NH: Lisa Townson, Ken LaValley  
NJ: Larry Katz, Mary Jane Willis  
NY: Chris Watkins, Kim Kopko  
PA: Dennis Calvin, Bill Kleiner  
RI: Debby Sheely  
VT: Doug Lantagne, Dan Lerner  
WV: Steve Bonanno, Ami Smith  
NIFA: Muquarrab Qureshi  
ED: Nancy Bull

#### 8:00 WELCOME AND REVIEW OF THE AGENDA

#### 8:05 Roll call and approval of 9/2/15 Minutes

#### 8:10 NEED Business Items (e.g., ECOP Reports, Representation on Committees)

Larry update on Budget and Leg - The increase in land-grant institutions without an increase in funding was discussed.

Mary Jane – ECOP received a copy of a white paper on urban Extension programming.

#### 8:30 Examples of innovative programing in your state Lerner

#### 9:15 Innovative multistate collaborations and opportunities Katz

Dennis Calvin discussed their Atlas program at Penn State.

Bill and Sabine discussed UDC’s changing their organizational structure for urban 4-H. The program is using highly qualified mentors with a very specific position description and term of service.

Ken LaValley has an adult learning instructional design team.

Enrique said Maryland is working on obesity prevention in children.

Larry said Rutgers Clinical Professor of Practice will place internships in Family and Health. Michelle said the University of Delaware now has two health educators in joint appointments with Health Sciences.

Stephen Wright noted Maryland is conducting Health Insurance Literacy Initiative (HILI) Smart Choice Health Insurance workshops.

Bill and Sabine discussed their urban food hub program.

Debby Sheely said she's working on strategic plans. She's also restructuring their Master Gardener program.

Pat Vittum said UMass has about 10 faculty that are 60% Extension, 20% teaching, and 20% research.

Dennis discussed Bee Keeping 101, which a partnership that was created 10 years ago, that has more than recovered their investment.

Dan discussed their RCPP program. The Vermont Association for Conservation Districts is working with UVM on nutrient management. He also discussed their work with small producers of vegetables and berries.

Larry discussed the opportunity for special needs funding around EDEN programming.

### **10:00 Morning Break**

#### **10:30 Leadership Development**

**Rodgers**

- Staff hiring and development
- What do Extension Directors need to succeed?
- Succession planning

Doug – every new faculty member goes through LEAD21. Other programs include FSLI – Food System Leadership Institute, and the Bradley fund – endowment for professional development. Supervisory training is conducted each year. They also conduct a faculty tour of the state each year.

#### **11:30 The NEED Regional Diversity Award**

**Willis**

Mary Jane presented the Diversity Award description and criteria. Several changes were recommended. Mary Jane will suggest our changes to the ECOP Program Committee for their consideration. The program and changes were approved by acclamation.

### **12:00-1:00 Lunch**

#### **1:00-2:30 Raising/Securing Resources to Support Cooperative Extension**

##### **1:00 [Federal] Funding opportunities at the Federal level**

**Bull**

Nancy discussed grant opportunities from federal agencies.

##### **1:10 [State] Relationships with State Agencies and Legislatures**

**Lantagne**

##### **1:20 [State] Talking with the Ag Commissioners of the Northeast**

**Katz**

Larry will work with

##### **1:30 [County] Working with our local funders: counties, cities, towns**

**Bonanno**

Ken LaValley said they are providing messaging for each county based on local priority issues. Bill Kleiner discussed county issues in Pennsylvania. Michelle stated Michigan used a model that was very specific in what services would be provided to counties without funding for Extension.

**1:45 [University] Building Extension's Value Proposition with Our Own Institutions  
Calvin**

Extension tends to believe that having external public value equates to internal value to the university. Penn State Extension is working on developing the internal value to the university.

**2:00 - 2:30**

**[Private] Private fund development 4-H Marketing and Fundraising Katz  
Bonanno**

Larry discussed the fundraising campaign at Rutgers.

**2:30-3:00 AFTERNOON BREAK**

**3:00-4:00 NEED Leadership Transition for FY16**

Steve distributed materials regarding the 4-H National Marketing and Branding. After a thorough discussion, the group raised several concerns and decided we are not in a position to endorse the plan at this time. We'll see if we can meet from 8-9:00 on Wednesday, October 14.

**NEED goals for 2016 [Group discussion]**

Leadership Development for Directors. Debbie, Bill and Stephen will work on developing an agenda.

Program Leaders Meeting

Mobile App Challenge

Alternative Financial Models, Sharing of Ideas – at a face to face.

Paradigm Shift

**Setting the NEED 2016 calendar – plans for a winter meeting?**

The next face to face meeting is next fall (September 20, 2016) in Wyoming. The next ECOP face to face meeting is March 9-11 at the University of Delaware.

Meeting schedule and monthly calls. First Wednesday of November (4<sup>th</sup>).

**2016 Joint Summer Meeting with NERA – Pittsburgh, in late-June or mid-July**

**NEED-NERA Grant Process – do we support this for another year?**

**“The Age of Bonanno”**

**4:00 ADJOURN**