

Northeast Extension Directors Update to NERA  
Tuesday March 11, 2014

NEED hires new part-time Executive Director

- My background-educator, county agent, state specialist, associate director, vice provost-academic administration, IT, interim dept. head-3times-diversity of experiences
- Question is how will the Directors increase their return on investment by hiring a part time position?
- At this point, I am asking more questions than answering

Personnel Changes since January 1

- RI- Debby Sheely
- MD-Stephen Wright
- NY-Chris Watkins

Theme for this year: Finish what we started

- Program leaders' network-ANR, FCS, 4-H, Development officers (met once)
- NEED Website
- Centennial celebrations across the region
- Survey of directors/administrators on county personnel
- Need to collaborate more to increase the return on our investment

Food Systems in the Northeast focus-NEED and NERA-focus was New England-progress report (attached) do we try again? Outcomes-developed inventory, logic model, explored potential funding options, submitted NERA planning grant, plan for shared regional website, plan for submission to AFRI

Nancy to research progress

NEED Building a sustainable funding model for CES-where are we with this?

NEED Health Insurance Literacy effort-where is this?

Living the words of : Brief and not inclusive ideas for each

**Integration**

- With academic programs to create the pipeline for the next generation of employees

**Partnership**

- To pool resources with and beyond our traditional partners
- Measuring our collective impact and reporting for increased communications and focus of marketing. Add web link <https://excellence.tamu.edu/> Development of factsheet-attached

**Entrepreneurship**

- Private giving to support-have done well with 4-H now what? Development officers for Extension met once.

**Interdisciplinary**

- Life is complex and integrated. How can we better work with NERA?

**Engagement**

- Via social media for greater and less costly impact (Dragonfly effect) how are we doing?

**Impacts**

- How do we structure external review process for Extension documents/websites, etc. to ensure quality and for promotion and review processes?
- Our community (Ag, 4-H, etc.) crosses state lines, how do our publications cross state lines for consistency in content and cost?
- Impact of ECOP-ESCOP marketing effort-successful?-contract up for renewal-add comments from conference call/add to NEED agenda-how do we incrementally increase the reach? Ways to better engage state communicators as well for consistency; excellent collaboration between kglobal and Cornerstone; how do we consolidate stories around themes that integrate and touch people? Issue of keeping ECOP and ESCOP updated and maintaining confidentiality.

NEED meets monthly on the 4<sup>th</sup> Wednesday at 8:00am ET