

Northeast Extension Directors Update to NERA
March 14-16, 2016
Baltimore Maryland

ECOP Core Themes for the 2016 Year

- Build Partnerships and Acquire Resources
- Expand involvement with national partners (NC-FAR, NACo)
- Increase Strategic Marketing and Communications
 - Fully engage with ESS-CES-AHS Communication and Marketing Project
- Enhance Leadership and Professional Development
 - Enhance visibility by communicating impacts through www.landgrantimpacts.org
- Strengthen Organizational Functioning
 - ECOP 4-H National Leadership Team
 - 4-H Engagement Campaign
 - Private Resource Mobilization
 - Strengthen communications with the Monday Minute
 - Conduct new director, administrator orientation

NEED Core Areas of Focus

Personnel Changes

- Lisa Townson departed University of New Hampshire
- Stephen Wright stepped out of director position at the University of Maryland
- Dan Lerner, VT, completed his term as chair of NEED
- We lost Mary Jane Willis, associate director, Rutgers

NEED meets monthly on the first Wednesday of the month as needed

Executive Committee

Chair, Steve Bonanno, WVA
Chair-elect, Mike O'Neill, CT
Past chair, Dan Lerner, VT
ECOP chair, Michelle Rodgers, DE

Areas of Focus for NEED for the Current Year

- NEED-NERA planning grants; NEED funded Northeast Regional Grant
 - Chris Callahan, UVM, as lead PI
 - UVM was awarded \$950,000 FDA Grant to Promote Food Safety as the Northeast Center to Advance Food Safety (NECAFS); a consortium of 12 northeastern states and the District of Columbia to promote food safety on small and medium-sized produce farms and food processors in the region.
 - The project's co-directors are Elizabeth Bihn, Cornell University; Amanda Kinchla, University of Massachusetts; Luke LaBorde, Pennsylvania.
- Visit each institution during 2015 to meet and get to know the organization better. Only universities of Maryland and Maryland Eastern Shore left to visit.
- Strengthening the organizational building blocks:
 - Initiating a new regional diversity award to present at our summer meeting
 - Implemented a new logo and accompanying letterhead
 - Exploring option of meeting with small states in other regions; and with state agricultural commissioners

- NEED Website up and running Go to: northeastextension.org

Financial and Budgetary Issues

- Changed Fiscal Year to July 1
- Examined models for the NEED assessment.
 - These included state % of total Smith Lever funding for the region; state population vs total region population or the BAA factor used to determine funding for APLU;
Approved the Smith Lever model for the NEED assessment
 - + \$500 per state to further developing working relationships with NERA
 - + \$5000 per state, first established in 2009, as an equalizing factor across all states.

Based on an ECOP review of the current staffing model, establishing a performance review for the NEED Executive Director to include a request for plan of work and accomplishments for the year.

Program Areas of Focus

- Leadership development for Extension Directors
- National Urban Extension Leaders-three representatives per region;
May be of interest to researchers

Prepared by Nancy H. Bull

Northeast Extension Executive Director

