

**Northeast Extension Directors
Meeting Minutes
Wednesday, April 25, 2012
8:00 a.m. EDT**

Helene Dillard, Chair

Call to Order; Review agenda

Helene Dillard

ACTIONS:

Roll call; Minutes (attached)

Dennis Calvin

(* indicates attendance)

CT: *Bonnie Burr
DC: *Bill Hare
DE: *Michelle Rodgers, Albert Essel
ME: John Rebar
MD: *Nick Place; Henry Brooks
MA: Stephen Herbert, *Nancy Garrabrants, *Bob Schrader
NH: John Pike, Lisa Townsend
NJ: *Larry Katz, *Mary Jane Willis
NY: *Helene Dillard
PA: *Dennis Calvin
RI: Rick Rhodes
WV: Steve Bonanno, Dave Snively, Bill Woodrum
VT: *Doug Lantagne
NIFA Liaison: Hiram Larew
Executive Director: *Linda Kay Benning

NEED Discussion Items:

- Meeting with OMB during PILD – Nick Place
The meeting with Noah Engelberg was good but an abbreviated discussion. He is the Program Analyst at the Office of Management and Budget that considers the USDA/NIFA budget throughout the process. The following were discussed with him during PILD:
 1. Capacity funds vs. competitive funds. There is increasing emphasis on competitive funds. A couple of years ago it was the importance of capacity funds was emphasized – they were reemphasized this;
 2. Overlap and duplication. Doug Steele, ECOP Chair, mentioned things happening with NRCS and also with the Forestry Service hiring people who do extension types of work;
 3. Health Extension System and if that takes effect, Extension wants to be in a position to take advantage of this as opposed to the Department of Health.
There was no resolution reached, but made concerns known.

Last topic talked about was outcomes and impacts and how to best communicate to people like him about Extension work. Output data is important as it shows the reach of programs; outcome data is very important. Talked about leveraging volunteers, 4-H membership, and drilled down on the return on investment – impacts and outcomes of the work we do.

This led to a discussion of the efforts Bart Hewitt, USDA/NIFA worked on a year ago and this could help lead to the measurements at the national level. NEED discussed how to better utilize the Excellence in Extension database to get to outcome data. Based on this discussion, there will be a face-to-face meeting with the Excellence in Extension Task Force in August. They are looking for large, broad outcome measurements that apply that Extension could capture in the database to pull together for national reports. Benning, also in attendance, added there were about 20 people with administrative assignments in the room. Good representation from the NE. Others from the NE there, but are not on this call. Peter covered for Cornell. Mike McDavid was there representing PA

- Meeting with National Association of Counties (NACo) – Dennis Calvin
There is a meeting scheduled on May 3 and 4 with officials from NACo. Jane Schuchardt, Executive Director, Cooperative Extension, is collecting information from those participating. They are coming together with the leadership from NACo to have discussion about our partnership and better partnering in the future. Others involved are: Mark Latimore (1890s); Daryl Buchholz (NC); Beverly Sparks (South); Doug Steele (West); Jane Schuchardt (ED & Administrative Team Representation) Lyla Houglum (ED, West); Robin Shepard (ED, NC).

Mary Jane encouraged Dennis to speak about the work we do in the urban communities, as it relates to the NACo large county caucuses. In the NE, there are also a few states that do not have counties. Bonnie indicated in Connecticut that they have had no county government, so they used community organizations or regional planning organizations. Do you get city funding? They simply do not have that part of the budget. They might write grants with individuals in a school system, etc. Nancy concurred that Massachusetts is the same.

Linda Kay discussed the fact that NACo will hold their National conference in Pittsburgh in July. There is an opportunity for an Extension exhibit. It would be appropriate for NY, OH, PA, & WV to talk about an exhibit highlighting how they work. Dennis indicated that Dean Bruce McPherson received information and that PSU's intention is to put something together and be there. Nick indicated Maryland would be interested. eXtension has been at this conference for years but will probably not be there this year. Dennis will contact Dan Cotton about their past participation. The display should showcase Extension and value it brings. It would be good to get on the agenda for the conference; posted at www.naco.org.

Dr. O'Hara, the new Dean at DC, indicated that last night the mayor of DC unveiled his new vision for a sustainable DC, ambitious but with concrete goals. UDC extension folks have been on all of the working committees leading up to this announcement.

MOA with USDA – Otto working on letter

Dillard explained to Otto how important this MOU has been given the private public partnership with the university. She explained that she met with Glenn Applebee and Ralph Otto. They made known there needs to be someone guiding the ship for Smith-Lever dollars, etc. They prepared some talking points for Otto but have not heard from him. Linda Kay heard he's working on something to use at their University since there is no MOU. Bill Hare met Ralph at the 4-H Council Board of Directors meeting. Ralph noted to Bill that we don't have an MOU anymore so it may not be necessary. Bill stressed that fact that it is necessary for an agreement and that we needed some response from them. With the budget situation, we do not want our administrators thinking our funds appropriated from the Federal system can be used for anything else except Extension.

Relationship with State Energy Offices

Linda Kay mentioned that the ED&A team met with Leann Oliver from DOE. She stressed that money might become available for state energy partnership funds. Some of you submitted proposals last fall, and you need to have something lined up ready to go. It could be a short turn-around again. They are urging everyone to continue to build relationships with state energy office personnel.

NEED Information Items:

Guidelines for SNAP-Ed competitive funding info out in ECOP Monday Minute. In last week's Monday minute.

Registration is available for the Joint North Central/Northeast Summer Meeting
July 8-10, 2012 in Burlington, VT

ECOP 4-H Working Group NEED appointments

Director: Doug Lantagne, University of Vermont
State 4-H Program Leader: Mark Manno, University of Delaware

Doug noted the two weekends they picked he will holding be having his retreat with his entire team; may end up in trouble making it work. The meeting is going to be in Kansas City. He is looking into whether he can send a substitute. Bill Woodrum or Dave Snively may sub if Doug cannot attend. (NOTE: since meeting, Doug indicated he was attending).

NEED Program Leaders Network Bob Schrader, Nick Place, Bill Woodrum
Director Advisors to Program Leaders

Bob Schrader indicated that the group has not met since prior to the March NEED meeting. He provided an update from the notes. We have liaisons identified for obesity team – Helene, and health – Michelle and both are dovetailing with the food systems work. They are going to look at what was discussed at Ft. Lauderdale and come back with recommendations.

Program Leader Chair Meeting with NEED Chair

They are trying to pull together the nutrition group to work on the NIFA proposal. The timeframe is tight. Lilly (NDH) has a preliminary proposal that will serve as a starting point. It focuses on urban stakeholders, but would be something the NE could adapt. She currently is collecting data in the district. Helene will follow-up.

Priester Conference on Health

Michelle Rodgers attended. Several states were represented, focused on using social media w/this topic. eXtension was very engaged. The reason for attending was to find out about health extension/medical extension. Four states – New Mexico, Kentucky, Kansas and Oregon are already operating in this arena; they each have a different model. They are all doing follow-up with each other to work on best practices. The New Mexico model has physicians partnering with Extension. Seeing health as it relates to social detriments – poverty, etc. and how extension can make a difference. There are no real connections to primary care physicians in any of the four programs. Oregon State is hosting the conference next year. There was discussion about focusing the entire conference on primary care physicians. A lot of commonality in the NE states and the preliminary discussion focused on the need to work in education around the health care reform act. Keiser has a 10 minute video that discusses the new act. It is excellent. We are at a prime time we could be doing education around this - consumer health insurance literacy. We have just the year of 2013 to get this done. We could build on Kaiser material, doing one program across the NE states. Initial opportunity in health arena would be to work in this area of health insurance literacy. If interest and support, she'd be willing to help pull something together? NJ and Delaware were at the conference and had some agreement. UConn had three people there. Our program might build on social media as a framework for this. Linda Kay thinks this should be on the FCS program leaders call agenda – this would good group to start flushing out the details. Discussion followed on how to politically sell this if you've just went through a downsizing. Many share that concern. The key is to tie this to something we already do; childhood obesity, 4-H.

Michelle indicated that the appropriate next step is to have the program leaders discuss this and have this come back to the group after that meeting. Linda Kay will get information to Michelle that she needs.

Food Systems Initiative Follow-up Dennis Calvin, Bill Hare,
Next Steps Nick Place

NEED Executive Director Linda Kay Benning

ECOP Discussions

Executive Subcommittee Doug Lantagne, *ECOP Past Chair*
Contract with k-global: first contact will be EDs in each region

