

Association of Northeast Extension Directors

Conference Call

November 4, 2020; 8:00 a.m.-9:00 a.m.

<https://extension.zoom.us/j/405245488>; passcode: 213637

Alternate Phone Line: 646 876 9923; Meeting ID: 405 245 488

AGENDA

- 8:00 (10 minutes) **Opening Business**
- Attendance
 - Accept meeting summaries and agenda
 - Welcome NERA Liaison Mark Hutton
- 8:10 (10 minutes) **FY21 Q1 Financial Update** [*Kayce Florio, NEED Business Manager*]
- 8:20 (20 minutes) **Urban Extension – Follow on from 9/25/20 BOD Meeting**
- Supporting materials: [focus area crosswalk](#); [chat box summary](#); [repository introduction](#)*
- Priority alignment & practical steps for advancement
 - Central unanswered questions: What would success look like?
 - Transitioning the Repository spreadsheet to a useful tool
- 8:40 (20 minutes) **Excellence in Extension & Regional Awards**
- EiE nominations - Continual improvement.
 - Urban Extension awards – Nomination questions?
 - New regional award proposal – Honor educators/agents
- 9:00 **Adjourn**

Parking Lot Topics for Discussion

FCS & 2nd in Command Cohorts

Executive Order

Slack Pilot 6-month review

NE Symposium: Farming for ecosystem services at scale

NEED Mentor Matching

Focus Area Crosswalk

This information reflects the ranking, in order of importance, of key issue area subtopics as indicated by responses to a September 2020 poll of Northeast NUEL Network and NEED members.

Questions to consider:

- Are there surprises? What do those alignments or surprises mean for us?
- To what extent do the green/red arrowed issue area subtopics already align with what Extension does in urban/rural areas?
- Do any flagged urban programs from the repository align with the green arrow subtopics?
- What can NEED and the NE NUEL Network to move the needle on these issue areas as a region? Independently? Together?

Strengthen Communities Prioritized Issues

Rank	NE NUEL Network	NEED
1	Equity and access for civic engagement in local communities with elected officials	Workforce Development
2	Equity and access to nutrition and health education	Equity and access to nutrition and health education
3	Community planning: Affordable housing, emergency disaster	Equity and access for civic engagement in local communities with elected officials
4	Local economic development and recovery (e.g. small businesses)	Community planning: Affordable housing, emergency disaster
5	Smart Cities: Privacy Issues	Local economic development and recovery (e.g. small businesses)
6	Workforce Development	Smart Cities: Privacy Issues

Protect Our Environment Prioritized Issues

Rank	NE NUEL Network	NEED
1	Urban Agriculture/Preservation	Urban Agriculture/Preservation
2	Climate Resilience/Emergency Preparedness	Water Quality and Quantity (Stormwater management/flooding)
3	Sustainability and Best Practices (Energy and Water)	Sustainability and Best Practices (Energy and Water)
4	Water Quality and Quantity (Stormwater management/flooding)	Biodiversity and Urban Agriculture/Preservations Habitat Fragmentation
5	Composting and Soil Health	Contamination-Waste Management
6	Contamination-Waste Management	Composting and Soil Health
7	Air Quality Management	Air Quality Management
8	Biodiversity and Urban Agriculture/Preservations Habitat Fragmentation	Pests/Invasive Species
9	Pests/Invasive Species	Climate Resilience/Emergency Preparedness

Feed Our Future Prioritized Issues

Rank	NE NUEL Network	NEED
1	Food Access	Food Access
2	Urban Ag-Rural Food System Nexus	Nutrition Education
3	Nutrition Education	Farmers Markets/Local District
4	Land Use Policy	Farm to Table/Eat Local
5	Farmers Markets/Local District	Urban Ag-Rural Food System Nexus
6	Composting Food Waste	Land Use Policy
7	Farm to Table/Eat Local	Composting Food Waste

Improve Our Health Prioritized Issues

Rank	NE NUEL Network	NEED
1	Healthy Food Access	Healthy Food Access
2	Mental Health	Access to Health Care
3	Access to Health Care	Health Education
4	Health Education	Mental Health
5	Contaminated Sites-Brownfield	Access to green space
6	Built Environment	Crime/Violence
7	Crime/Violence	Built Environment
8		Contaminated Sites-Brownfield

Enrich Youth Prioritized Issues

Rank	NE NUEL Network	NEED
1	Leadership and Youth Development	Leadership and Youth Development
2	Workforce Readiness/Entrepreneurship	STEM and STEAM Education
3	Mental and Physical Health	Workforce Readiness/Entrepreneurship
4	Community Partnerships and Community Development (Capital)	Diverse Volunteers that Reflect Communities
5	Diverse Volunteers that Reflect Communities	Community Partnerships and Community Development (Capital)
6	Juvenile Crime/Prevention	Community/Civic Engagement and Advocacy (service-learning, social justice, democratic engagement)
7	STEM and STEAM Education	Mental and Physical Health
		Juvenile crime/prevention

Extension Leadership and Administration Prioritized Issues

Rank	NE NUEL Network	NEED
1	Land Grant University's and Extension Relevance in the Urban Community and our Role	Land Grant Universities and Extension Relevance in the Urban Community and our Role
2	Recruitment and Retention	Recruitment and Retention
3	Competencies Needed (i.e. subject matter vs. soft skills)	Flexibility of university administration to support
4	Leveraging Cities and Other Resources for Funding	Competencies Needed (i.e. subject matter vs. soft skills)
5	Flexibility of university administration to support	Leveraging Cities and Other Resources for Funding

September 25, 2020 Board of Directors Meeting chat summary

Question 1: What thoughts/words came to mind after reviewing the results of the poll?

Mike O'Neill: Urban agriculture is critical. Water resources in urban areas is a major consideration.

Enrique Nelson Escobar: Plenty of work

Brian Schilling: Need to modernize/make contemporary the messaging of what CES is/does. Locally, extension is often viewed as 'support for farming', narrowly define.

Chris Watkins: Comprehensive and inclusive

Mike O'Neill: More to do than we have people to address.

Brent Hales: This encompasses all of our programs and presents opportunities to engage across the programs in collaborative work.

William Hare: Similar to National Priorities

Primary Takeaways: There is a lot to do, and limited resources to do it. This information can and should be used to modernize how extension talks about itself internally and messages externally.

Question 2: Why was it important to identify key priority issues under the Focus Areas and Administration and Operations?

Mike O'Neill: Like most extension work, there's more work than we have people or resources to address.

Brent Hales: It helps me know what the regional perspectives are versus PA as a stand alone perspective

William Hare: Stay focused with limited resources

William Miller: To foster potential connections and collaborations across the region

Chris Watkins: As a framework but only useful insofar as extension directors can make investments.

Brian Schilling: Create foci for resources. Opportunities to collaborate cross-states

Nelson Escobar: Allocation of resources, expertise

Primary Takeaways: There is a lot to do, and limited resources to do it. We can use this to choose a focus for regional collaboration BUT we must be deliberate in how we prioritize action, foster connections and collaborations, and allocate resources.

Question 3: Are there any priority issues missing under any of the Focus Areas that should be added?

Jorge Atilas: Racial understanding

William Hare: Equity imperative

Nelson Escobar: Racial/ethnicity priorities

Brian Schilling: I agree, Chris. Understanding regional/national supply chain and distribution systems

Primary Takeaways: There are two missing issue areas that deserve attention (1) Racial equity (2) Regional food supply chain/distribution systems.

Question 4. How will this information guide the work of the NE Region?

Brent Hales: By giving us reasonable targets for collaboration in-states and across state lines.

Nelson Escobar: Programmatic inclusion

Ali Mitchell: Help us understand intersections of practitioner and administrator priorities

Mike O'Neill: We have the most people (urban) of any region, it is important for us to link the people with the food supply and their health.

Dan Lerner: Agree with Mike

Jorge Atilas: Right now is very top level, birds eye look into areas. We need to translate those into issues that extension needs to develop capacity to address if appropriate and aligned with our missions

William Miller: How can urban activities be integrated into the core of what extension does, rather than being seen as reducing capacity for more traditional types of programming

Brent Hales: Agree with all of the comments

Brian Schilling: Bill's point is critical

Mike O'Neill: Agree

Brent Hales: To accomplish these, we will need to become aggregators of content and effort versus direct providers. There are too many players in urban areas and our budgets are too small to make a dent.

Dan Lerner: Good point Brent. Extension has skill at this and, also, being the facilitators communities need (as distinct from direct providers of service).

Chris Watkins: An issue is that we have over 40 independent research/extension projects in NYC but based on competitive funding success not based on anything other than personal priorities. Points to need for capacity funding, but that means moving resources.

Primary Takeaways: We can work together on a small selection of interdisciplinary issue areas but should consider shifting HOW we do the work. Rather than the primary creators and deliverers of work can we aggregate content, facilitate community dialogue to clarify needs with other service providers, and identify key issues that require LGU study.

Repository Specific Comments:

Jorge Atilas: A repository is helpful. Can it include a repository of funding models for urban extension? I am concerned at how we can fund significant implementation of best practices and the extension programs that are successful. I would love for us to think together at how we can increase personnel and volunteer numbers to even make a difference in urban settings. That involves a shift in cooperative funding agreements to include municipal governments and other entities.

Chris Watkins: How up to date is this repository? Activities change all the time, and if I have ever been asked, it is a long time ago.

Amy Ouellette: Are state NUEL coordinators tasked with keeping the repository up-to-date?

Chris Watkins: I am allegedly one of them for NY, but have not been asked, so I suggest NO :-)

Ali Mitchell: The repository is updated and maintained by Chris O. on a rolling basis. I am happy to help make sure you are comfortable with the completeness of what is included.

Chris Obropta: Funding sources for the projects and programs have been identified in the repository. Our hope is that the State Urban Coordinators will help us keep the repository up to date.

Ali Mitchell: Doing that transition may be something that NEED can consider funding/giving an official institutional home.

Chris Obropta: One hope was to have success stories (with measurable impacts) for each of the programs in the repository.

Primary Takeaways: The repository will be most useful if connected to funding mechanisms and an exploration of how to learn from successful programs to duplicate partnerships, arrangements, etc. (example: how MOUs have been established, cost sharing programs, volunteer recruitment efforts...)

Special Questions for future conversation:

Mike O'Neill: I think that Brian mentioned that some of us (NEED) have limited capacity to expand programming in urban areas - without new resources. We are more likely to be facilitators not program delivery. Also, in our state, we have multiple groups who are active in urban areas - we won't supplant them so we have to collaborate with those groups.

William Miller: Mike makes a good point. We have to be tactical and plan to facilitate, build upon or enhance existing programs in lieu of creating new ones

**Northeast Regional Urban Extension Network
Urban Program and Project Repository
September 30, 2020**

The Northeast Regional Urban Extension Network has assembled a repository of urban projects and programs from the land grant universities in the 12 states and the District of Columbia that constitute the Northeast Region. One hundred and forty-three projects and programs were identified in the Northeast and have been included in the repository. Additionally, 13 Centers and/or Institutes have been identified in the Northeast that also do work in urban areas.

The Northeast Regional Urban Extension Network is part of the National Urban Extension Leaders (NUEL) group that was formed in 2013. NUEL has identified five focus areas for urban Extension:

- 1) Protect the Environment
- 2) Feed the Future
- 3) Enrich Youth
- 4) Strengthen Communities
- 5) Improve Our Health.

For the Northeast Repository, these five focus areas were used to categorized projects and programs. Many projects and programs span multiple focus areas. Listed below are the number of projects and programs that have been included in each focus area. If a project or program fits into more than one focus area, the project or program is included in all focus areas. For example, Baltimore’s Teen Corps program fits into three focus areas: Enrich Youth, Strengthen Communities, and Improve Our Health, so this program is shown in each of these categories in the Northeast Repository.

Table 1: Number of projects and programs that have been identified in the Northeast for each focus area

Focus Area	Number of Projects and Programs
Protect the Environment	25
Feed the Future	35
Enrich Youth	44
Strengthen Communities	26
Improve Our Health	59

The Northeast Repository is currently in a Microsoft Excel spreadsheet format. The first tab of the spreadsheet is the master list with projects and programs listed by state. There are tabs for each of the five focus areas. In each focus area, projects and programs have been recommended for expansion throughout the Northeast. These recommended projects and programs are highlighted in the repository. The repository is certainly not a comprehensive list. Projects and programs were solicited from each land-grant university. Extension professionals that have been participating in the Northeast Regional Network significantly contributed to identifying projects and programs in their states, which were included in the repository.

For more information, please feel free to contact Christopher Obropta at 908-229-0210 or obropta@envsci.rutgers.edu.