

Extension State Advisory Council  
October 8, 2012  
Minutes

**Present:** Tom Dahlfors, Ray Massignill, Wayne Mundsinger, Regina Rivers, Lyn Ash, Jim King, Barbara Laffey, Charlie Peterson, Lee Trotter, Larry Boyd, Jody Munsterman, Charlie Nolan, Wayne Steiner, Carolyn Willenburg, Karen Hawthorne, Jack Pfaffmann, Randy Seggebruch, Tanesha Pittman, Bob Hoeft, Marilyn Brengle, Joe Toman, Dale Law, Ryan Hobson, John Horton

**Absent:** Pam Garland

**Guests:** Extension Program Leaders Mike Gray, Denise Legvold, Jennifer McCaffrey, Anne Silvis

The meeting was called to order by new President Lee Trotter at 8:21 a.m. He welcomed the group and mentioned and thanked those who have completed their terms on the Council - Karen Hawthorne, Jack Pfaffmann, Randy Seggebruch and Tanesha Pittman. Outgoing President Dr. Tanesha Pittman welcomed new members Jody Munsterman and Barbara Laffey and they each shared their backgrounds. The meeting proceeded with self-introductions around the table.

**Extension Updates - Dr. Bob Hoeft**

Dr. Hoeft shared a chart reflecting administrative changes and a comparison of the structure prior to and following reorganization. He announced the August 2012 changes in titles from Assistants to the Director to Associate Directors for John and Marilyn stating that titles were changed to better reflect the position duties and responsibilities. He added that both are continuing with the same workload and some additional. He added that two new positions have been created but not yet advertised for assistants for both John and Marilyn. There will also be an Associate Director for Programs but the position has not yet been advertised as determination needs to be made on whether to fill it now or wait until a new Director has been appointed. He stated that at reorganization it was announced that administration would not be increased and that is still the case. He stressed the fact that prior to reorganization there were 17 FTE and including the new positions there will be 14 FTE which is still reduced and is smaller than other states. Dr. Hoeft noted his plans to retire in the next year.

Dr. Hoeft announced that a new Director of Research has been appointed, Dr. Neal Merchen. The two have met and together have agreed to the hiring of four new non tenure-track faculty state Extension Specialists on campus. He stated that in 1986 there were 92 FTE state specialists and today there are less than 20. He explained that these specialists form programs and gather materials for use by educators and specialists to deliver programs. He noted that some ACES departments have no specialists. He and Merchen together have asked departments to submit proposals and they then will review/make decisions. The plan is to begin with four positions and increase by four more over the next four years.

Although not yet publicly announced, Hoeft shared that a formal announcement will be coming from campus regarding the plan to move Extension across campus. This move will allow Extension to collaborate and work with other departments outside the College of ACES. He shared that there will be a committee of deans formed to look at the types of programs taken in and done through Extension. One area will be energy working with the College of Engineering. This move will not generate much new money and it is important that good is done with the resources we have. The outcome should reflect a difference being made in communities.

Copies of the quarterly publication designed for legislators were included in the meeting hand-outs. Hoeft informed the group that these publications are hand delivered to legislators in both their local and Springfield offices. Copies are also being distributed to County Boards and other governing bodies to keep them updated on Extension happenings.

He shared information on new programs as follows:

- **Food Desert Project in East St. Louis** - A bus has been rented to pick up individuals who do not have the ability to get to a full service grocery store. Most are individuals who have participated in Extension programs and on the trip to and from the grocery store are educated on topics such as how to store and process foods purchased at the store. The hope is to expand the program. Hoeft shared that this is not an urban issue but rural as well.
- **Chicago – Oak Forest Hospital** – Extension has been approached to possibly form a partnership that will help impact people's health, i.e., lowering blood pressure, etc.
- **Southern Illinois – Fracking** - Gas and oil companies want to drill wells and claim mineral rights on farm land. Illinois has no expertise thus experts have been brought in from other states to educate land owners on what to expect and long term things to think about before signing contracts.
- **Drought** – A lot of work was accomplished in relation to the drought. A drought resource website was launched, news releases were sent, meetings were held, questions were answered, etc. Hoeft felt Extension responded rapidly. He feels that when a situation arises the need to respond immediately is important.

Overall he is pleased with the new programs and being able to respond to needs.

Hoeft is also pleased with existing programs such as Master Gardener and 4-H. He shared that even during the reorganization 4-H had grown. Surveys were conducted by 4-H on High School Seniors and statistics reveal that 98% are continuing on and pursuing higher education.

Hoeft shared that he had been on several unit visits throughout the year. He feels the visits have been beneficial to him as they have made him more aware of happenings throughout the state. He congratulated the staff on getting the new organization under way. When going through the reorganization process, Hoeft talked about the importance of digital verses face-to-face meetings. At the time, educators were reluctant but he has learned from his visits that this method is working. He is anxious to listen to Council feedback.

The floor was opened by Hoeft for questions and answers.

Q – Will the move across campus bring funding? Response - Additional funding will be provided at the campus level, not departmental. Departments will use Extension staffing and expertise. Documents are being prepared to share what can be done in working together to get the research done with results to Extension, i.e., a program. It is important that materials are continually in front of the public.

Q - What will the outcome be to Units in 3-5 years? Response - Extension began as Ag and Home Economics with the focus on family living, which is the image most have but Extension does far more. Adding entities from across campus can enhance the image that Extension is far more and this will gain additional recognition. Extension is more than just agriculture. This is a 3-5 year trial and results will need to be shown.

Q - What is the status of the Technical Director that was discussed at the last meeting? Response - An IT Director, Chris Tidrick, has been hired. Updates since date of hire are:

- **Connectivity** - Extension now has connectivity in areas of the state where previously there was none or very low grade service, including Champaign County. Part was due to the price paid for service and it not being enough to receive good service.
- **Equipment – ipads** – Educators, County Directors and administrators have been provided ipads and are in the process of learning. They seem to be making a difference. Due to University policy, auto connectivity (wireless) is

not included. If phone service is desired, it must be purchased by the individual. This policy is the same as that for cell phones.

Q – Consumer Relation Management – Is work being done as it relates to the entire group to capture data? Response - Not fully. John Horton explained that connectivity remains an issue and the broadband width is different in local counties and the ability to use devices varies depending upon what is available in a particular area. The IT Director has taken a survey and the problem can be solved in some counties but not others for data collection/data dumps. Much work is being done as it is difficult to get high speed in rural areas. The plan is to turn off slower speeds and turn on faster speeds when it can be done. John shared that a county grant had been submitted to Public Engagement to purchase 20 ipads with the ability to have connectivity and to pay for connectivity with the grant funds. The proposal was to on a trial basis provide the equipment to the public who do not have the ability to receive internet or programming thus allowing participation in educational training. The goal of the trial is to see if this method can be used to reach underserved populations. Council members agreed with the need for connectivity and encouraged continuing moving forward and making certain offices have a connection. Hoeft shared that the Governor’s objective is to get high speed statewide.

Q – Brand Awareness and Impact Statement – Response - Hoeft shared that tools are currently being prepared to better measure impact. Marilyn explained that the hired marketing firm was not working out and effective the beginning of summer work began with a different group. She shared that a new Extension brochure is being prepared highlighting who Extension is and the document will be ready by the end of November. She shared that this year the primary focus will be on the 100 year celebration May 8, 2013 – May 8, 2014. Additional information will be shared at the February meeting on how Units can draw attention to the 100 year celebration.

Q – Are Extension Banners available for units to use when going into the community with their programs? Response - Marilyn shared that regional offices previously had cloth banners for display and there is access. Units wishing to use them need to let administration know and the approximate dates for usage. Regional Director Joe Toman indicated that regional offices have window shade type floor displays available. It was suggested to get banners to local offices for use to promote the 100 year celebration.

A document entitled **Who We Are** was shared with the group. The intent for this document and another that is still being developed, **Designing an Extension Program**, is to capture what Extension is about. The intended audience is the Campus Committee and campus units to whom Extension will be talking. It was suggested to consider getting directly to the point and reduce the amount of text.

BREAK

### **Recognition of Retiring Members – President Lee Trotter**

Outgoing members Karen Hawthorne, Jack Pfaffmann, Randy Seggebruch and Dr. Tanesha Pittman were thanked for their years of service on the Council and presented with a U of I Extension golf umbrella as a token of appreciation. Each was given the opportunity to comment if desired. Dr. Hoeft thanked the outgoing members for their input and support.

### **Financial Update – John Horton**

John updated the group by giving a brief overview (snapshot of one year) of where the funding comes from and how it flows into the system. He shared that funding comes from IDOA (26%), County (22%), Federal (21%), University (15%), Gifts & Grants (14%) & Self-supporting (2%). He explained that Extension operates on state (July 1 – June 30) and the federal (October 1 – September 30) fiscal years. County funds are County Board Match and gifts and County Directors

are engaged in funding. Gifts and grants generally go directly to the counties rather than the University. The Illinois-Indiana Sea Grant program operates within Extension and 90% appears in the grants funding.

**Funding History (FY10-FY13)** - John reviewed a power point chart showing a breakdown of the funding. He shared that county funds have not changed a lot considering the economy and the state cut. He shared the following:

- **Funding by Major Source** – showed changes over a four period – A 2-3% decline has been held in 4 years. The decline in federal funding was due to a majority of earmarked programs the feds have dropped. Federal retirement is also paid and the pool of those retirees has declined. Self-supporting are funds brought in by counties by charging fees for programs, etc. The number was higher prior to reorg due to centers being in place and the requirement to generate a portion of the funds via revenue generation.
- **State Funding Sources** – GRF is a combination of tuition and non-tuition (state) funds. Those who do not generate tuition get a lesser budget from the university. Part of engagement with campus is to hold our funding level as it is. The budget was cut 1% this year.
- **IDOA Funding FY10-FY14** – The FY14 funds were just requested in the amount of \$12,710,000. A response likely will not be received for a year. State law indicates a match. What is received is the amount appropriated less fees. In FY12 one-half of the money appropriated was received and notification is pending on the remainder. The FY13 request was \$12,991,890 and none has been received at this time.
- **Cook County Initiative** – Funding was not received in FY12. Salaries are paid from these funds and when they are not received, cuts have to be made. Question was raised as to why the decrease in funding and John's response was due to state budget cut.

John shared that units are generally in good financial condition and we are in good position moving forward. He shared that we are in a conservative management mode to handle funding that we have soundly, especially the state funding. There is money in reserves that can be used to assist with covering finances when funding is low – likely enough for one year. Approximately 80% of the expenses are related to searches, hiring and personnel. With the reorganization, expenses are lower due to reduction in staff, office closings, etc. and the organization is financially sound at this time. Programming is still good as County Boards have not cut the budget.

### **What's Working/What's Not**

Positive comments were made related to the reorganization. Most felt that good selections were made when hiring the educators and there is a sense of a unit feeling. It was stated that the quality and work of the educators is impressive.

Discussion topics and concerns:

- County Directors are putting in many hours and it is important they make time for themselves and family.
- New legislators need to be educated about Extension. It was expressed that the message needs to be the same from all units. Hoeft shared that there is a lobbyist through Extension Partners and membership dues for that group pays for the lobbyist. Extension Partner information is available at [www.extensionpartners.org](http://www.extensionpartners.org). Hoeft feels it important to visit with legislators when there is no specific agenda, i.e., not requesting funding rather educating them about Extension and the happenings. The group encouraged continuance of making those contacts. Suggestion was made to provide information on how the money received is being used and how local communities are being impacted – provide a breakdown and show what is happening at the local level.
- Continual education of the County Board is important – use dollars and impact.
- Communication is important. ESAC members are interested in playing a role in communication with the counties and local boards.
- 100 year anniversary may be an opportunity for legislators to attend events, visit with locals to learn more about Extension.

Lunch

### **Agenda items submitted by members**

- Role of Unit Council – Question was raised as to the exact role of the Unit Council. It was questioned whether Councils have oversight of budgets. Marilyn Brengle responded that County Boards still approve their portion of the budget. Another question was the reorganization and whether the influence is the same as it was in the past. It was expressed that good selections were made in choosing those to serve and this group needs to be more involved rather than just receiving reports of happenings. Response was that it is the intent to have Council members engaged in the process in identifying programming needs and making contributions to the local needs. Due to organizational changes, new hires, etc., there is a need for the learning process. Time needs to be spent with County Directors on how Councils are being engaged. Brengle stated that administration tries to meet with County Directors monthly. These concerns will be brought to their attention and time will be spent determining what is being done and how to more fully engage the Councils.
- Concern was County Directors being so busy. Hoeft responded he is aware of the situation and is looking for ways to help lift the burden - prioritizing and ways to help them help themselves. County Directors were encouraged to get out in the communities and become known. Commute time has been a concern and it is hoped that it will be reduced in time. Marilyn shared that there is an organizational timeline for County Directors which indicates monthly what key items are. She stated that it is again a learning process, developing working relationships with new staff, trusting and delegating. Administration needs to be aware of happenings within the counties, thus feedback from ESAC is essential.

### **4-H Youth Surveys – Denise Legvold**

Denise introduced herself indicating she is proud of the Illinois 4-H program. She talked about survey data explaining that this is a document that was distributed at the all team meetings and it is a means in written form to share what Illinois 4-H is about. She indicated that staff and volunteers did a good job this past year. She highlighted that 4-H is nearly fully staffed and that all 27 units have positions for a 4-H Educator. Much internal learning was done this past year and next year 4-H 101 will be directed via distance education to volunteers. 4-H maintained growing membership and SPIN (special interest) clubs continue to grow. More youth are attending statewide events. Metro work was launched. She is seeking input and asking lots of people for their assistance in determining the metric she uses in metro work. With input received she will make the decision on where to go in terms of the metric. She asked the group to think about the metro area, review the metric and provide feedback on what is most important to use. Based upon results of survey Denise reported that teens as teachers/teens as leaders will be the items to be focused upon. The Illinois 4-H Youth Development Vision document was distributed and reviewed.

Following Denise's presentation the question was raised as to 4-H Clubs and the forbiddance of auctions. Response was that the learning experience comes with the show, not the auction. The auction and process goes to another separate organization. There is definitely a desire for a partnership. There is a new authorization form for use of 4-H name and emblem which provides information on what the responsibility is for 4-H and the other organization. Permission has to be granted to use the 4-H name and emblem and the Director is responsible for making sure the emblem is used according to the Federal guidelines. Denise shared that all staff are aware and are beginning to explain it at the local level to those who handle the auction.

### **Family & Consumer Sciences Update – Jennifer McCaffrey**

Jennifer introduced herself indicating she has been in the position since April and mentioned her background as an EFNEP Educator in Cook County. She continued by sharing that under reorganization FCS has educators in the areas of Consumer Economics, Family Life, Nutrition and Wellness, SNAP-Ed and EFNEP. Additionally there are 15 paraprofessionals. These professionals deliver programs in the local area on retirement planning, financial wellness for college students, financial literacy (credit, savings, investment and consumer scams). She highlighted the focus of each of

the specific areas. She concluded by adding that there is concern regarding chronic disease. Prevention is a focus and work being done in that area includes in-person classes, sharing information via electronic methods, new resources on teens and managing diabetes, social media such as blogs, Facebook and the web, and financial resources available when dealing with chronic disease management.

**Agriculture & Natural Resources Update – Mike Gray**

Mike explained a new 3-year project funded by USDA NIFA's Beginning Farmer and Rancher Development Program. The focus is on new growers with less than 5 years experience and commodity farmers interested in diversifying to include fruit or vegetable production. The goal is to increase the number of farmers producing fruits and vegetables and enhance the sustainability of beginning enterprises. The intensive year long program will be conducted in 3 areas of the state and individuals are encourage to apply at <http://newillinoisfarmers.org/>

Announcement of the next meeting date of Monday, February 18, 2013 was made. The Public Issues Leadership Development (PILD) will be April 21-24, 2013 in Alexandria, Virginia. Conference information will be provided at the February meeting. Chairman Lee Trotter adjourned the meeting.