

Extension State Advisory Council Agenda  
Hilton Garden – Golden Gopher/Spartan Rooms  
February 18, 2013

Present: Tom Dahlfors, Pam Garland, Ray Massingill, Wayne Mundsinger, Regina Rivers, Lynn Ash, Barbara Laffey, Charles Peterson, Lee Trotter, Larry Boyd, Jody Munsterman, Charles Nolan, Wayne Steiner, Carolyn Willenburg, John Horton, Marilyn Brengle, Bob Hoeft, Amanda Taylor, Harry Clore, Joe Toman, Dale Law

Guests: Chris Tidrick, Robin Shepard, Joe Bohn  
Program Leaders – Anne Silvis, Mike Gray, Jennifer McCaffrey

The group was welcomed and the meeting was called to order by President Lee Trotter at 8:30 a.m. Introductions were made by those present. He mentioned that Jim King had passed away and expressed condolences. He also shared that Karen Hawthorn has pancreatic cancer and has started hospice.

**Extension Update** – Following a welcome to the group and introduction of two new staff members, Amanda Taylor (Assistant Director Field Operations) and Harry Clore (Assistant Director Budget & Financial Analysis), Dr. Hoeft reported the following:

- With the reorganization administration was cut too deeply and the expectation to complete work was unrealistic thus the above two positions were created.
- A committee has been appointed to select a new Director and the announcement will soon be made. Once the announcement has been made, interviews will be held in April and it is hoped to have the position filled by July 1. He will remain in the position until the new Director begins.
- Shared a Presentation entitled Where We Were, Where We Are, Where We Are Going.
  - Completed a \$7-\$8 million reduction – field staff reduced from 270 to 155-160 during his leadership.
  - State specialists reduced from 24 in 2009 to 12 in 2012. Currently in process of looking to hire three new Research Extension Specialists. These positions will not be state funded. Costs will be shared by Research and Extension. The three positions will be added in the Departments of Crop Sciences (water quality), Agriculture and Consumer Economics (marketing to replace Darrel Good) and Agricultural and Biological Engineering (power/machinery/handling livestock waste to replace Ted Funk). The intent is to add an additional three in a year.
  - Units decreased from 76 to 27 and is likely as low as it will go. Regional Directors were decreased from five to three. Local offices were decreased from 116 to 102. Two offices closed this year so there are now 100. Future expectation is the number of offices will continue to decrease. Due to alternate methods to access information not as many are using the local offices.
  - Civil Service (clerical/secretarial) reduced from 382 to 354. Most in these positions are locals.
- Extension will celebrate its 100 year anniversary this year. He shared some history of when we started 1913 in DeKalb & Kankakee. The focus now is to solve the main issues of the state, aimed at high impact areas and to customize delivery based upon the audience. Problems identified by Extension administration, which is the same as those of the Chancellor, are food, energy, health, water and youth. Extension will not be limited to just ACES – it will be expanding across campus – bringing in other groups.
- Shared new programs and overall is pleased with the programs being able to respond to needs.
- Expansion Across Campus – Dean Hauser is moving forward. A committee has been formed but it is still in its infancy. This will be a three year trial. Hoeft thinks about engineering, education, health/well-being/consumer economics/food security. Shared that much money is spent on research

but the information is put in journal articles and not shared with the public. Extension has a network that can get the information to the people. Feels it is exciting and has to be to make it successful.

- Feels that specialists will become multi-state specialists.

He concluded his remarks expressing that Extension must continue to evolve. He thanked ESAC members for all they have done for Extension indicating they have been a great asset. He shared that he feels most have grasped the concept with the reorganization.

Lynn Ash complimented Educators in McLean County for two new programs they did.

**Financial Update** –John Horton distributed and shared a report on the fiscal overview for Extension. He mentioned that since the October 2012 meeting that there had not been a lot of change. A graph was shown reflecting spending reductions. FY14 estimated/projected funding is \$53.9 million. Drops between FY10 (\$68.5 million) - FY11 (\$60.3 million) and FY11 (\$60.3 million) - FY12 (\$56.6 million) were due to budget and IDOA cuts. There was a \$3-\$4 million drop in budget due to loss of Business and Innovation Services (BIS) relocating from Extension to Public Engagement on campus.

He explained the different funding sources reporting that IDOA (24%), County (22%) are the largest. Additional funding is received via other sources of funds, federal (21%), University (16%), Grants (15%) and Self-supporting (2%). IDOA has three components – match, Cook County Initiative (CCI) and Youth Development. County includes tax dollars and dollars matched by the state. Self-supporting consists of money in the counties and fees charged for programs. Extension operates on multiple fiscal years both state and federal thus two year-end closings are experienced. There has been a \$2 million drop in SNAP Ed program funding that is not reflected in the grant numbers. The assumption is that FY14 levels will return to where they were - discussions are taking place at the Federal level.

He shared that through the cuts there were enough reserves to manage through the difficult times. When cuts were made in FY10-11 they were deep and there are reserves to get us through FY14.

The process by which funds are requested from IDOA was explained -- the request is submitted to the state based upon anticipated County Board Match (CBM) from the counties. There were reductions each year FY10-FY13 in the amount requested and the amount received. The FY14 request has been submitted for \$17,410,282 (CBM \$12,710,282; CCI \$3,500,000; Youth Development \$1,200,000). Nothing has been received yet this year.

John concluded his report stating that overall all units are in a positive position and conservative fiscal management continues. Strategic plans for spending are in place and when new staff is hired administration looks at a 3-5 year plan. Dr. Hoelt added that there is good staffing and the intent is to retain them.

Question was raised and discussion occurred regarding CCI and the need to have someone spearheading the effort as has been done in the past. Legislative support was there in the past. John explained that CCI money was transferred to the County Director for management. Extension Partners will be there and continue to advocate for Extension.

A video was shown describing Extension as part of the land-grant system explaining what Extension does. Marilyn Brengle explained that starting May 8 through next spring the 100 year anniversary of Extension will be promoted. Staff will be working to create momentum that it is Extension's 100 year anniversary. It was commented that the video was well done. A suggestion was made to promote the anniversary as commercials on television to get it statewide and to do various types of Public Service Announcements. Another suggestion was made to tie the anniversary in with President Lincoln and the

heritage he has left us. President Trotter encouraged ESAC members to be thinking about ideas for promotion to the local communities.

**Discussion from ESAC Members** – President Trotter asked members to share both good and bad happening in their communities as administration needs to be aware so the information can be used in going forward.

Carolyn Willenburg – Feels the Unit is working well and working well together. Lack of educators is a concern, especially in the area of horticulture. The Unit has reached out to other areas but response has been other educators are very busy and do not have time to come. The County Director has called and used other educators but also understands their schedules. Hoefft responded that with the reorganization, units did what could be afforded. He indicated that technology/electronic delivery is an alternate method. Educators can present via collaborate and make it available to anyone who wants to attend. Participants can be involved in the meeting without having to travel. He added that Educators are hired to do 30% outside their Unit. More importantly is being aware of what is most important to the state. Willenburg shared there is also concern on the County Director being so busy and the amount of working time. Hoefft responded that it is an educating process and realization needs to be made that County Directors cannot be present for all activities. Hoefft mentioned that administration is aware of the concern and will continue to work on these issues.

Ray Massingill – Concern was raised that there have been instances where local agencies have had campus experts come and present and no contact was made with the local Unit thus ill feelings. On a positive side it is felt that things are progressing well and attendance is being generated. Hoefft responded that the first loyalty is to our own office and the local Unit should be contacted to assist.

Larry Boyd – Fracking is a pressing issue. Agriculture tax changes and the happenings in Washington are a concern. A regional board is being formed for disaster education. Things are going well.

Charles Nolan – The sustainable living expo at Dixon Springs covered a lot of areas in energy. Concern is on budgets and non-prediction of them, especially county board money. Feels that in the future if counties do not have offices that county board money is in jeopardy. Hoefft responded that it is an educational process as to why offices cannot be in every county. He explained that it is how money is being spent and when not used for a building those funds can be used elsewhere. President Trotter encouraged fellow council members to continually be aware of who is on the county boards and who is running for boards adding that Extension presence needs to be made known. John Horton added that focus needs to be on the programming, not a building. He reminded the group that a tremendous amount of money is spent on leases. Extension is selling the value in the programming/education, not the bricks and mortar per se. but the programming.

Tom Dahlfors – Concerned about the office situation. County board money is important. He raised the question as to whether it is important to start educating people as to what is going to happen in the future. He mentioned that face-to-face is being reduced and feels that collaborating will be happening more in the future.

Barbara Laffey – She has attended youth leadership graduation twice and visited with students about the resources of Extension. She wanted participants to be aware of how the program was funded. She feels the need to grow the next group of volunteers and make them aware that we have a purpose.

Wayne Steiner – They have new younger council members. The intent is not so much for us to educate them but for them to educate us on what they want to see.

President Trotter encouraged the group to send additional comments/concerns to Dr. Hoeft or someone on the administrative team.

**PILD** – Marilyn Brengle shared that the Public Issues Leadership Development Conference (PILD) will be held April 21-24, 2013 in Alexandria, Virginia. She mentioned that five Extension staff representing their professional organizations will be joining the group. President Trotter encouraged participation by all members at some point during their tenure. He shared that his experience was gratifying and he was grateful to have been given the opportunity to attend. Marilyn will conduct a teleconference closer to the date and additional information will be sent to attendees. President Trotter asked that members notify him or Marilyn if they have a relationship with their congressional legislator and cannot attend. He feels it important to send a follow-up letter after the trip.

**Extension Staffing** – Marilyn Brengle introduced Joe Bohn, Assistant Director ACES Human Resources, who shared information to assist in understanding personnel and the hiring process.

Joe provided a handout, reviewed and shared information on staffing. He highlighted the following:

- Workforce is vibrant, diverse and complex. There are permanent employee groups, temporary employee groups, student employee groups and non-employee groups. He gave examples of who might fall under each of the various categories. The main presentation focus was on Academic Professionals and Civil Service. In Extension there are 393 Civil Service employees and 206 Academic Professionals. John Horton added there are approximately 40-50 on campus staff from both categories.
- Shared the governing policies (federal, state and university) mentioning that the hiring environment has a lot of policy that goes along with the process.
- Reviewed the hiring process explaining the difference between Academic and Civil Service employee categories. Marilyn Brengle mentioned that all applications are done on-line. She explained that Civil Service hiring is handled differently than Academic. She shared the process explaining how it is required to work through the hiring roster (which is based upon score) and the policy to take the top three on the register.
- Explained ACES HR is college and there are two different HR departments on campus - Academic and Civil Service.
- Reviewed the timeline for Civil Service hires giving explanation as to why it takes time to fill a position due to the process. He then reviewed the timeline for Academic Professional hires. He shared that Academic employees are salaried and ineligible for overtime pay and that Civil Service are hourly (generally 37.5 hours) and eligible for overtime pay.

Following Joe's presentation, Marilyn Brengle explained that Civil Service is represented by the Union. This past fall Community Workers and Work Program Participants were unionized. She believes that another Civil Service category will be added. This will have a significant impact on the budget as it may affect salaries. Marilyn explained how bumping occurs based on seniority noting that it is handled by employment category, not specialty area.

**General Discussion** - Marilyn shared that it has been awhile since Council training has been done and feels it needs to be added so individuals have an awareness of what their role is and what the expectations are. Many units are utilizing a Council member when interviewing candidates.

Regina Rivers inquired who the champion in Extension for the state is. Emil Jones? Is this individual only in the Senate? President Trotter feels there is a need to have someone in Cook County to be the champion for the Cook County Initiative but is uncertain who that would be.

**Federal Funding** - President Lee Trotter introduced Robin Shepard, Executive Director, North Central Cooperative Extension Association. The presentation was broadcasted to a few unit offices. Robin shared information about federal funding and federal budget trends – decentralization, downsizing, regionalization and privatization. He talked about significant forces getting us where we are. He mentioned that reality at the land grant institution is that there is not as much funding as there once was. Therefore there is more accountability for program improvement as well as evaluation on how funds are being utilized. There is also greater consideration for recovering program costs and determining which programs will be revenue-based programs.

He mentioned the President's budget request generally comes the first week in February but due to sequestration it will likely not be a full request but more general. There is continuing resolution in the FY13 federal budget. The Farm Bill has been extended to the end of September. He indicated that there is generally a 5-8% reduction with sequestration and other budget lines are based upon what happens with sequestration.

Robin explained that Smith Lever 3b&c funding supports campus and some local/field match. Overall nationally it is \$295 million. This funding is sent to states in a formula. He shared that integrated funding requires incorporation of two out of three areas research/extension/education and that these funds have been pushed into more competitive programs. Formerly these projects were extension/research but not as much now.

He shared NIFA (formerly CSREES) budget trends indicating that federal funding has not changed much. NIFA has a Director appointed for six years and that individual is responsible for review of revenue streams.

Extension trends involve redefining the mission, tightening core programs, prioritizing audiences (thinking through not the traditional underserved audiences rather those with a willingness/ability to pay), expanding partnerships and accountability for both programs and funding.

He reviewed the Land Grant University sharing that it has three tenants – Academic Education, Research and Extension. Academic education is getting the next generation ready for the future. Research is addressing the knowledge gap. Extension is taking the research based knowledge to the public - the engagement and problem solving piece.

Extension priorities to which funding is being applied are defined as childhood obesity/health/wellness and healthy lifestyles/food safety/food security/economic vitality/energy (sustainable)/water quality.

Extension is coming up to the centennial of the Smith Lever Act. When the Act was implemented in 1914 there was an agricultural push. Today Extension has progressed well beyond that mission. Robin feels this is a great opportunity to think about today's roles and how they are more diverse.

Robin shared the organization of the land-grant system explaining that the Board on ag assembly is compiled of five sections (academic programs, administrative heads (agricultural deans), Cooperative Extension, experiment station and international agriculture.

He concluded that when budget priorities are set nationally each section engages in an annual process on what are the most important issues being faced for the next federal year.

He suggested that when representing Extension we are the trusted local authority for science based information and we want to maintain being the trusted source for information. A way to distinguish

Extension is that we transfer information and transform lives. The main goal is to make the case that Extension is uniquely positioned to help.

Robin explained that constituents make more of an impact with legislators when they take the message forward to congress. Robin suggested pushing to show that Extension has changed with the times and we are still relevant. He suggested making the priority points relevant as groups need to have that information. Jennifer McCaffrey added that it is important to tell the story and talk about services or effect on the community, not the positions lost or the budget cut.

President Trotter thanked Robin noting that great talking points are in the presentation. He asked that it be sent to ESAC members. Robin agreed and will send it electronically to administration for redistribution to the group.

**Technology Plan** – President Trotter introduced Chris Tidrick, Director, Information Technology. IT support was formerly done at the regional office with two staff in each of the five regions. Now there are centralized systems throughout the state. Chris highlighted the following accomplishments:

- Centralized IT system to support the organization statewide.
- Deployed 250 ipads to Educators and others throughout the state and provided training.
- Wireless – Progress is being made for a new wireless system available in county offices.
- Backup of data – in process of having campus-based back-up system where all field machines will be backed-up.
- Cloud – where you can store files on remote locations. The University has contracted with box.com and all staff have 50g storage for free. Personal files for Extension staff are being moved to box.com.
- Roll-out of lync communications system to the field. It is anticipated that within the next month field staff will have lync accounts. This system will not replace phones in field offices rather it will be used as a means for internal conferencing, instant messaging, audio, visual and screen sharing. Chris gave a brief description on how lync works.
- Blackboard Collaborate (on-line webinar, etc.) formerly elluminate will be replacing MeetingPlace. This program is licensed through the campus office of on-line and continuing education. MeetingPlace cost was \$40,000 per year. Cost for blackboard is \$3,000 per year, a significant cost reduction. Roll-out is anticipated in Spring 2013.

Next challenges:

- Connectivity – Getting unit offices off T-1 line and on to something more efficient. When fiber can be run to offices, it will be used otherwise connectivity will need to be acquired from other sources. County Directors are being encouraged to improve connectivity speed.
- Upgrade outdated computer equipment. The goal this upcoming year is to upgrade computers, both desktop and laptops, for Academic Professionals and clerical support. Other staff will be receiving rotated equipment. The intent is to institute a 3-year replacement cycle effective in 2014.
- File servers – over one-half are out of warranty. Plan is to move file storage to campus where one central system will be backed-up. Stressed that project is based on connectivity.
- Staff IT Skills – IT team is developing strategy of training topics.

President Trotter stated that it is important to be able to give accurate information to our clients and to be able to access it rapidly.

**Other** - President Trotter invited Denise Legvold to provide some tips from a youth development perspective for those participating in PILD. Denise suggested the key messages to the politicians should be: 1) know that in Illinois there is staff capacity to work with 15% of the youth population of the state 2) 4-H is an organization who saves you money as 4-H youth are more likely to give back 3) Science

education for youth is done better than anyone else. She added that volunteers give 60 hours per year and Illinois is attracting high caliber people from other states

**Additional Q&A** - President Trotter gave the group an opportunity for additional questions and answers. He asked the group to remember Karen Hawthorne in their thoughts. There being no additional business, Dr. Hoeft thanked the group for their support, dedication and work and the meeting adjourned.

Meeting adjourned at approximately 3:00 p.m.