

Extension State Advisory Council
Hilton Garden Inn – Golden Gopher/Spartan Room
October 14, 2013
Minutes

Present: Pam Garland, Regina Rivers, Danny Weatherspoon, Wayne Mundsinger, Charles Nolan, Jody Munsterman, Lyn Ash, Barbara Laffey, Charlie Peterson, Tom Dahlfors, Ray Massingill, Robert Schafer, Lee Trotter, Robert Hoeft, Marilyn Brengle, John Horton, Harry Clore, Joe Toman, Ryan Hobson, Dale Law

Guests: Mike Gray, Denise Oberle, Anne Silvis, Chris Tidrick, Chelsey Byers

The meeting was called to order by Chairman Lee Trotter at 8:28 a.m. He welcomed the group and greeted the new members Danny Weatherspoon and Robert Schafer. The meeting proceeded with self-introductions around the table.

Extension Updates - Dr. Robert Hoeft (Interim Associate Dean)

- Dr. George Czapar will be moving into the Director's position on Wednesday, October 16. Background information about Dr. Czapar was shared. Hoeft indicated he is looking forward to the organization moving forward under the new leadership.
- Cross-campus initiative – Specialists across campus are being brought in to assist with some programs. Hoeft is excited that there will be some new initiatives coming.
- Fracking in Southern Illinois – The program is up and operating. Extension has been involved for approximately 1 ½ years. Hoeft feels that the program is now being coordinated. Previously there was some work being done by the Prairie Research Institute and now it is being brought together to represent the University as one unit. Word is that the yield is good which will be good for financial income for an area not doing so well.
- Funding – University of Illinois is a tuition based institution and therefore Extension will be taking cuts. Additional funding has been lost over the last two years and concern is for the future. Ways are being sought to acquire additional funding. Approximately \$10million is from the university and it has been reduced ½ - ¾ per year.
- Hoeft has been asked to prepare a blog. He shared many of his experiences and how things are more efficient now if we can keep Extension funded and moving forward. He is considering sharing his career in Extension reflecting back on what it was like then compared to today. He mentioned that there were 100 units and 300 personnel then and only 27 units and approximately 180 personnel now. He has concern about the departmental specialists as today there are less than 20FTE which is the base from which programs come. He mentioned that in a recent Extension Directors meeting discussion was to be thinking multi-state.
- Hoeft thanked the group for their input and the support they give to Extension.

Financial Update – John Horton (Associate Director, Budget and Financial Analysis)

John updated the group by providing a fiscal overview. He shared the funding history over a period of five years indicating that FY10 was \$68 million, in FY11 there was a 17-20% when Extension reorganized and there has been a decline with FY14 totaling \$54.9 million. The various sources of funding were explained with the breakdown being Illinois Department of Agriculture (IDOA) 25%, County 24%, Federal 19%, University (GRF) 16%, Grants 14% and Self-supporting 2%. He shared that a portion of the grant funds consist of the educational component of SNAP-Ed, the Illinois-Indiana Sea Grant program and EFNEP. GRF is a combination of state resources. Extension does not have students thus tuition dollars are not generated and funding is cut each year. GRF (approximately \$10 million) is used to support Extension and administrative support. Federal funding requires 100% match (non-federal funds), those funds generally being GRF. There are some reserves used for salary dollars when needed. IDOA funds have been reduced. FY14 dollars have not yet been received. Receipt of IDOA funds the last few years has been slow and generally received

two-three months into the next fiscal year. These IDOA funds are the match to County contributions. The FY15 request has been submitted to IDOA with a budget request of \$16,796,972 (Cook County Initiative \$3,500,000; Youth Development \$1,200,000, CBM \$12,096,972. CBM for FY13 - 78%; FY14- 82%. Horton explained that Extension operates on two fiscal years, the first being federal October 1 – September 30 and the second being state July 1 – June 30.

John concluded that overall units are all in a positive fiscal position. There are a few being watched due to CBM. This will not affect the way of operation but methods of reduction will have to be considered, i.e., building and staffing. He explained that following reorganization counties are provided approximately \$500,000 annually. Units are encouraged to use funds this year to cover rent costs. The federal budget is unclear and a 4-8% cut may be seen. He is uncertain how funding reductions will affect SNAP-Ed money. He shared that there are enough reserves to get through one year if funding is cut and issues can be addressed during that year. Conservative fiscal management continues. There were no reserves five years ago.

John reported that federal, state and university audits seem to have increased. Federal is annual and focused on federal dollars. SNAP-Ed is looked at heavily. The University generally selects one to two counties to audit annually. A review was completed in Unit 10 this spring. Following an audit some adjustments are necessary to be certain we are in compliance with university policies. Based upon results of audits, procedures have been and are being implemented statewide on how to manage cash with everything going through University cash management. With the University being a high risk adverse environment, it is important to adhere to State procurement code and processes. Local funding is secure in most instances. Strategic hiring is being done at the local level. Needs are being reviewed and hiring is done accordingly. On a larger scale, strategic planning at the campus level will be done by the Director.

A question was raised about reserves. John responded that there are reserves that are used to cover rent, salary, etc. if needed. When an individual leaves the University or retires, accumulative benefit leave is paid. Those dollars are also held in reserve.

Concerns/Q&A

Chairman Lee Trotter distributed a document related to deep cuts in food stamps and how each House member voted. He said he was not taking a stated position rather he wanted to share the information. He talked about the outcome of the vote indicating that visits to the Hill make an impact as reflected in the votes. He felt that ESAC was fairly successful in advocacy efforts but reviewing the vote he can see where more work needs to be done. He suggested following-up with congress members to thank them for their vote or to ask for review of the information.

Civil Rights Compliance – Marilyn Brengle (Associate Director, Field Operations)

Marilyn reported that in 2013 Civil Rights reviews were completed in nine units throughout the state. Reviews are done on a three-year rotation basis so nine units will also be participating in 2014. She mentioned that programs using federal funds and how they are being used are audited sharing that there are many rules and regulations for programs and the perception of serving a particular client or population needs to be reduced. Staff must acquire information that is needed so there is accountability. This program also assists in reviewing what is currently being done and helps set goals for the future. These audits review ag programming (race, ethnicity, gender, protected classes) and what measures were taken to include these groups in specific areas. Marilyn, as the Affirmative Action Officer, deals with reviewing and answering questions about how barriers in language and reasonable accommodation requests are met. The environment needs to be acceptable for everyone and it is the responsibility of Extension to be sure any specialized needs are met as it is not intended to exclude individuals due to not providing the best learning environment. And Justice For All posters displaying nondiscrimination statements are posted in offices. Following Marilyn's explanation, she quizzed the group in relation to EEO. She provided some scenarios asking the group whether the practice is acceptable or if it is a civil rights

compliance issue. She also asked how the group would respond in those situations and why. She then distributed information packets on Civil Rights Compliance.

Information Technology Update – Chris Tidrick (Extension Information Technology Director)

Chris began by sharing where we are in the process of information technology. He stated that he reviewed the previous meeting minutes and was happy to report that items he said would be done have been done. He then gave the following update:

- All offices now have secure wireless systems in place, staff have secure (full access) and there is also guest access (general access only).
- Conversion to box.com -- All home drives are being converted to box, which is a cloud storage system providing University staff with 50g of storage. This system allows access to all files regardless where staff might be. It is hoped to have complete conversion done by December 31. This set-up requires approximately one hour personal time with IT staff.
- Back-up of data -- Every office is now backing-up on a nightly basis to a campus-based server. A new file storage array has been purchased to be housed on campus and installation is in process. Once installed all shared storage will be moved to campus thus approximately 100 individual file servers currently housed in county offices can be eliminated. The new equipment cost was approximately \$40,000 which will be a significant cost savings.
- Teleconferencing/on-line meetings – The MeetingPlace system was retired as August 31, 2013 and has been replaced by Lync and Blackboard Collaborate. County staff all have Lync accounts. General accounts in all offices are in process and will hopefully be completed by the end of this week.
- Lync 2013 -- It is hoped to have one conference tool for both internal and external purposes and to be able to eliminate Blackboard Collaborate. This is in the testing process now.
- Connectivity -- almost all T-1 connections are completed. Comcast is in all offices in Region 1. Comcast did this for no installation fee, which saved a lot of cost. Some offices have very fast connectivity and some smaller offices do not have as much. Fiber connections are in several offices throughout the state. Advantage is being taken of opportunities to use the broadband networks where possible.
- A new connectivity survey will be completed in the next couple months.
- Approximately 225 new computers were distributed to employees throughout the state. Having received better deals from Dell anyone who had not received a new computer in the last couple of years received one. Equipment was purchased in July and installed by mid-September. The plan is to begin a 3-year rotational cycle. In FY14 new computers will be purchased for campus Extension staff. IT staff are now supporting campus staff as well as those in the field.
- On the horizon – the plan is to moving offices to campus storage when they have the connectivity. This is anticipated to be an approximate 18-24 month project. Kankakee has been the pilot office. 90mb connection from Comcast.
- Planning core IT training for our staff. Questions are asked and problems arise and staff need to have a minimum set of skills to be functional within the organization.
- I pads – iPads were distributed to staff. The plan is to review ways to use the equipment for more than just e-mail and calendaring. A pilot project is in the works to use iPads as a video content creation tool. The plan is to have 8-10 educators learn how to produce video, etc. without an IT infrastructure behind them. This is intended to help educators become self-sufficient and to get information out quicker and more efficiently. Estimated cost is approximately \$500 per educator for equipment and training.

Cross-Campus Initiative – Anne Silvis (Assistant Dean, Community and Economic Development)

Anne introduced Chelsey Byers (Educator, Champaign, Ford, Iroquois, Vermilion) who is the project manager for the Affordable Care Act initiative indicating she would be sharing following her remark. She explained that the purpose of the cross-campus initiative is to extend the resource base of Extension beyond the College of ACES where it has traditionally been. She pointed out that with fewer dedicated resources and educators that there is need to broaden scope

and broaden resources on campus. She added that it also raises the visibility of Extension on campus (UIUC, UIS and UIC) and the hope is to have more working relationships on all three campuses. The goal is to create a model. Determination needs to be made on how to connect with faculty who do not know Extension and do not carry an Extension appointment. Question is how colleagues in other colleges learn more about Extension and how partnerships can begin with them as they look at initiatives they wish to do across the state. In discussions with the Dean they are looking at educational needs in communities and what the University can provide that is seen in communities at the grassroots level. Silvis said it is not a matter of sharing information but providing education. She shared that there are three initiatives 1) affordable care act project 2) working with community colleges to provide educational programming and financial literacy (currently in the idea phase) and 3) a formalized way for campus-wide partners to receive money to support programming/new ideas that are tried and implemented and how we work with entities outside the College of ACES. There are challenges – it is important to create a model to help individuals understand how the new relationships will work. Extension should be more readily accessible and visible. The program is a 3-year pilot with funding allocated for 3 years and year one has already begun. Highest priority will be to find great projects.

Affordable Care Act – Chelsey Byers (Educator, Project Manager)

Chelsey introduced herself as the project coordinator and proceeded to share the following:

- The goal of the project is to provide research based information on health insurance options. A website is in development which will contain facts and information.
- She is working with community colleges. 14 are being targeted (11 in central and southern Illinois, 2 in suburban Cook County and 1 in Cook County). Plan is to develop a focus group then have RFPs submitted.
- Training will be provided in the traditional Extension way of giving classes or informational sessions. A Family and Consumer Sciences educator will be going to St. Louis to be trained in SmartChoices curriculum which is money management for health care decisions to see if it should be brought to Illinois.
- Targeted group is under age 26 or employers who do not offer health insurance, high-risk population, self-employed, middle-aged, older adults too young for medicare without insurance through and employer.
- Extension will not advise or interpret rather provide information and assist in getting individuals to make a decision on what is best for them. Any information distributed will first go through a health communications group.

It was commented that this is another example of Extension being a trusted source with reliable information. It was felt that a lot of good information was provided and was suggested that Chelsey be invited to the next meeting to provide an update on her endeavors in rolling out the information

Presentation to Hoeft

Chairman Trotter shared that Dr. Hoeft was the individual responsible for getting Extension through the reorganization and consolidation. He was the person who told the group Extension was going to do more with less. Said he did special work in a special way. Through retirement will be missed. Hoeft was presented with a fun gift of a live trap and a rat trap including a stuffed rat. The group thanked Dr. Hoeft for his work and provided him with a more serious gift – a box of Fannie May candy and gift basket.

Enrollment Trends & Future Opportunities – Denise Oberle (Assistant Dean, 4-H Youth Development)

Denise asked the new ESAC members to introduce and share their backgrounds. Danny Weatherspoon's background is in engineering and he works with 4-H in robotics. She shared that robotics is a SPIN club and SPIN clubs are growing. She then talked to Robert Schaefer and addressed his background as a 4-Her. She mentioned this is an example of the heritage of 4-H continuing through families. Following this she proceeded with a 4-H update.

- Last week was National 4-H week with much promotion going on all 50 states. Illinois 4-H had high quality photos taken in 2010. Has received many uses out of these images.

- Letters she received from teens as teachers of younger youth were shared. Teen teachers in the program assisted summer staff. Planning, making decisions, solving problems, etc. Four metro areas, Peoria, E. St. Louis, Champaign, Rock Island. Ten teens from each county were recruited.
- 4-H tech wizards, E. St. Louis, Decatur, Rockford, an example of 4-H being hands-on learning. She expressed that they are making long-term commitments for the program to stay in the same area, same schools, etc.
- Strategic goals were shared.
 - Fully staffed with permanent positions – enough staff to reach 200 youth annually.
 - Focused on quality of programming for older youth. Being intentional to have age appropriate activities for youth ages 8-18. Focusing on older youth. Giving opportunities. Trained to be teachers and leaders. Also working with youth as ambassadors /youth as advocates (youth should be part of the voice). Engaging youth as a positive experience.
 - Funding – each year more funding is being generated from grants.
- A new year started September 1. Club delivery model for 2013 was 25,362 youth needed to be sure 4-H club programming was protected. Much growth has come from SPIN clubs. Next year focus will be on Latino youth. She indicated nothing new needed to be developed but they need to build relationships. Will be targeting 8 communities. Goal is to start one club that has 30 members or more.
- Clubs -- 25,362 members. Members coming from community, special interest, school, military, after-school. Finding is that some club participants have multiple memberships (i.e., robotics, Jan-Feb-March, gardening April-May-June). 25,363 club memberships/22,704 club members.
- Surveyed graduating seniors - statistics have been seen that in terms of post-secondary education, 1,000 4-Hers go to secondary education. 4-H youth attend community colleges, state 4-year colleges and out-of-state colleges each year. 12% say they started a business as a result of their 4-H project. With the information she met with a donor who asked if \$\$ was given how would it be used. She provided information on how Illinois people still have funding interests. Suggestions are 4-H staffing, scholarship money to every 12th grade 4-Her, youth as entrepreneurs, sponsor statewide 4-H leadership trainings, etc.

She asked for feedback from the group about 4-H. Danny Weatherspoon expressed that a lot of outstanding feedback is being received from the community and a positive impact is being made. Tom Dahlfors inquired about the shooting program and if there are enough volunteers. Denise responded “yes” it is huge. She shared that they are contemplating adding archery, rifle and shotgun. Barbara Laffey said there is benefit from the consolidation that kids are being put together and are learning to interact and reach out to others. Jody Munsterman mentioned that students like hands-on activities rather than sitting and listening and 4-H meetings need to be fun.

Denise concluded by sharing images from National 4-H week. She thanked the group for being the eyes/ears advocates for 4-H throughout the year and encouraged that if there are additional concerns or suggestions to contact her.

100th Anniversary Celebration – Jane Scherer (Specialist, Urban Programming/Web Coordination)

Jane shared that the staff is excited about the 100 year anniversary of Extension. The challenge is to let everyone in the state know about it. The action is at the local level. Support is being given to each of the units to assist in whatever they want to do to make the celebration special. She shared examples of what some units are doing as well as what is being done at the state level. The celebration is running through November 14. Some are planning events in the spring.

Jane navigated through the Extension website with the 100 years encouraging the group to review the site when they had the opportunity. She made mention of other exciting 100 year items: a Pinterest board, Facebook page, WebStore has for staff to purchase 100 year merchandise and banner. There will be a 100 year celebration at the November statewide conference and retiree and former staff receptions are being held throughout the state. There are currently no plans for television but there is a significant amount of written material.

She shared that offices statewide were asked to send in photos on what they were doing in the state on a particular date. She has collected good number of photos. It was such a success that it will be done three additional times (this week, February and May). The final product will be a collection of four seasons in Extension. One of the projects was a poster of the photos and every office will receive one at the statewide conference in November.

Leadership: Chairman – Dr. Robert Hoeft (Interim Associate Dean)

With the change in leadership on campus Dr. Hoeft thought it would be good to have stability in the ESAC group with leadership thus he suggested keeping the current chair in place an additional year. Lee Trotter agreed to serve an additional year. A motion was made by Tom Dahlfors to retain Lee as the Chairman, Regina Rivers seconded, motion passed.

ESAC Member Concerns/Q&A – Chairman Lee Trotter

Lee reminded the group that they are in advisory capacity indicating that this is the opportunity to provide input, give suggestions and offer comments.

- Lyn Ash inquired about a vocational animal science position that he read about. Chairman Trotter asked that he send an e-mail so it could be checked and responded to accordingly.
- Jody Munsterman – Unit 13 concern – questions for IDOA concerning value of county fairs and 4-H. There is an IL Fair Boar Association which works with County Fairs and horseracing. They have requested an economic impact analysis be done for each of the fairs throughout the state. Anne is proposing that a grad student work on the project with Bill Million so 4-Hers can collect economic impact data next summer. Economic impact to local economy with fairs. Data is received from every fair annually but there are no numbers on economic impact for the economy. There is talk about gathering that data. Will need to justify what the role is in the community to collect dollars -- what additional return on investment are they getting. They account for all the money – looking more for the economic impact locally.
- Robert Schafer – 4-H auctions were more of concern. Denise responded that there were about 20 fair auctions that had to be separated but there were partners at the local level that were willing to step in and take over the financial. It all worked out well in the end.

Meeting adjourned at approximately 2:15 p.m.

Reminder was given to mark calendars for the next meeting to be held on Monday, February 17, 2014. The Public Issues Leadership Development (PILD) Conference will be April 6-9, 2014 at the Westin, Alexandria, Virginia.