

Extension State Advisory Council
February 17, 2014
Hilton-Garden Inn Golden Gopher/Spartan Room
Minutes

Present: George Czapar, Marilyn Brengle, John Horton, Harry Clore, Amanda Taylor, Larry Boyd, Tom Dahlfors, Pam Garland, Barbara Laffey, Ray Massingill, Wayne Mundsinger, Jody Munsterman, Charles Nolan, Charles Peterson, Regina Rivers, Robert Shafter, Carolyn Willenburg, Dale Law, Mike Gray, Ryan Hobson, Jennifer McCaffrey, Anne Silvis, Joe Toman

Guests: Jane Scherer, Web Development Staff (2), Brian Beversdorf and Steve Zazeski

Introductions – Chairman Lee Trotter

Director Update – Dr. George Czapar

- Asked three questions of Extension: 1. What are we doing well? 2. What areas can we improve? What are some new opportunities we should consider?
- Increasing the visibility of Extension is a priority.
- Two critical positions to fill are Associate Director for Field Operations and a new position of Communications Director.
- Example of new collaboration: U of I is working with the University of San Luis Potosi to screen incoming freshman in Mexico for diabetes
- Extension is also exploring opportunities to work more closely with community colleges

Campus Initiatives – Anne Silvis

Anne shared that the campus connection to Extension is being expanded. Money is being provided to work with departments across campus. RFPs will be submitted and reviewed. Projects must show some connection with Extension. Purpose is to 1) raise visibility and awareness across campus, 2) create a model for outreach, 3) create significant charge oriented projects, 4) create a plan for interdisciplinary model for outreach. Other ideas are the Affordable Care Act and Partnering with Community Colleges. A question was raised as to how the RFP gets out to the other campus colleges and departments. The response indicated there is a process where the Provost will announce the RFP as funding will be from both the Provost and Extension. Money will be directly attached to the RFP. Five projects will be funded for \$300,000 each. The intent is to have high scholars partnering with Extension to get their research out. Nigel Austin has been hired to track the RFPs.

Local funding: Referendums, Tax Levies – Marilyn Brengle, John Horton

John mentioned that unlike prior to the reorganization, all units are in good financial standing. Money received in the counties via local funders is matched by the State. Units are currently working through the process to meet with legislators and county boards to determine their request for 2015. Once that data has been compiled it will be submitted to the Director who in turn will submit a request to the

Director of IDOA for matching funds. John shared that it is important to have funds in accounts as the bulk needed is for salary and generally when a position is terminated due to funding, staff receive a one year notification.

Local funding – 92 counties have tax referenda with a max of .05 per 100.00 assessed. This does not mean the county is getting that amount rather it is based on the county board and assessment can affect this as well. The guidelines are based on population as to how much Extension can ask for - even though it is law, it does not mean it is a guarantee. Those with tax levies have more stability than those who do not. There is no expiration date on referenda. Extension has to continue working on creating and maintaining relationships with County Boards. Campus does not have the legal language on referenda. It is housed at the County Clerk's office.

Public Issues Leadership Development (PILD) – Marilyn Brengle, Anne Silvis

Marilyn shared that since she will be retired that Anne will be attending the conference with the group. She reviewed the list of participants - 11 will be attending. A block of rooms has been reserved. She indicated that five staff members as well as 4-Hers will also be attending the conference.

Apps, Year End Report, Volunteer & Customer Management System (VCMS) - Jane Scherer and Web Development Staff.

Jane shared that they have been working on a new initiative to develop apps. She indicated that we need to be communicating via these methods as that is where individuals are seeking information. Steve Zazeski gave a demonstration on different apps and how they work.

Jane indicated that Extension has very talented and innovated staff who works with their web development group in getting these apps. A new app on ornamental grasses will be forthcoming. Apps have to be approved by the University and Apple prior to being released. The process takes approximately 3 ½ weeks for approval. The group is also working with Scott Bretthauer in the Pesticide Safety Education Program on an app for nozzle calibration for sprayers with expected release in the spring.

Shared the recently released annual report for the Web Development office which shows what has happened and the impact of their work.

- Volunteer and Customer Management System (VCMS). Master Gardeners and Master Naturalists have been using and wanting to expand system wide. Two units are piloting and it is hoped to have in every unit by the end of the year. Brian Beversdorf shared what that they have been working on in the Northeast Region and are now wanting to expand. The goal is to track clientele coming in to the office or registering for programs or volunteers helping with specific events. This maintains a digital tracking of the data. Examples of how the system works were shown. The VCMS will not be optional, it will be required reporting.

Illinois-Indiana Sea Grant Program – Robin Goettel, Terri Hallesy, Molly Wolosyn, Laura Kammin

John introduced Lisa who is with IL-IN Sea Grant and IL Water Survey. She shared that they are two federally funded groups with the bulk of their work being in research, outreach and extension. They have been around for 30 years. Water Resources will be 50 years.

The educational component is handled by Robin Goettel and Terri Hallesy. Robin is funded by Extension and Terri is on external funds. Robin is the Associate Director for Education and Terri is the Educator. Robin shared that the three primary goals are:

- Sound foundation for those entering the workforce
- Foster responsible consumers and citizens who practice behaviors and make decisions that protect.
- Become informed citizens and leaders.

Terri expanded upon the information shared by Robin highlighting the work they do with teachers and students and described some teaching tools, i.e., zebra mussel mania traveling trunk education network where teachers can check out the trunk and use on a weekly basis. Teachers work closely with IDNR

Advancements they are trying to make in STEM education – worked on a water robotic project, hydro lab water quality monitoring project, IL-IN Sea Grant Lake Michigan buoy (teachers work with scientist to create real science data that comes out of the project). Ways are always being sought for students to work with the data. In the future they want to create dynamic partnerships, capitalize on new ways of learning through social media. They are open to exploring ways to add value to traditional Extension programming.

Molly Wolosyn, is the Extension Climatologist. She shared that the overarching goals are to provide communication and educational opportunities for stakeholders and to provide stakeholders access to data, scientists, and experts that can provide science-based support for decision-making related to climate extremes and variability. She explained the terms climate mitigation and climate adaptation reduction of emissions of greenhouse gasses to slow down the growth of climate change. The focus is changing more to climate adaptation. She explained and shared examples of projects they are currently working on adaptation in Illinois-Indiana Sea grant.

Laura Kammin – She is housed in C-U and works with the pollution prevention group. Pollution prevention teaches that it is easier to keep it out of the environment than to clean it up after it is there. Her current focus is on emerging pollution – pharmaceuticals. The goal is to take the knowledge and put it to work. All age groups will come into contact with pharmaceuticals at some point. She explained this also holds true for pets. Medicines end up in water areas, lakes, rivers and streams. The focus is research, education, outreach and action. Her job is to relay the information so that individuals can modify behavior if needed. Action is working with communities to determine if they want to start a medicine take-back program. With new information comes a new way of handling. ESDA says the best way to handle is high heat resolution. She has been working with Police departments to support medicine take-back program. Over 100,000 pounds of medications have been exposed. This is a nationwide problem so building partnerships and outreach initiatives is important. On the horizon –

personal care products. Laura talked about chemicals in products and how they are used. She also spoke about coal tar sealcoat used to seal asphalt drives mentioning the chemicals in the product and how they are used.

BREAK FOR LUNCH

4-H & Extension Military Partnerships – Pat McGlaughlin, Linda Kupfershmid

There are 29,000 Military kids in Illinois. This only reflects the dependents. 54% are national guard. Extension reaches out through leadership and engagements. Offer both day camps and retreats, yellow-ribbon events (times post deployment), military family days, regional family events. Last year served 178 military at summer camp. Camp coral, fallen military then wounded and disabled (1,900 youth). Conducted 138 individual events for them. These are children who do not have friends who understand the stress of having a family member gone. Teen issue – responsibility. When service member comes home, roles have to be renegotiated. This program provides these opportunities and gives kids the chance to be with other military kids who experience like issues. The focus is on life skills and also doing educational outreach, connecting with school personnel, social workers, etc. to teach how the kids might be feeling – how to work with them and understand how they are feeling. Extension helps bring local network support groups to fruition – helps to understand how to help military families.

Purple Up is a national people are encouraged to wear purple in support of the military kids.

On-line link – <http://web.extension.illinois.edu/state4h/military/> or visit bit.ly/IllinoisOMK

Denise Oberle mentioned that the important part is integration of those families – she encouraged those on the councils, etc. to be aware because they know the installation bases.

Much of the programs are funded from grants. Money from a federal partner provides salary for a half-time staff member whose focus is to provide support towards those military families. Work to integrate how they get into the entire 4-H program in the county. Not just their own 4-H club.

Operation Military Kid - when there is an event, Extension staff provides much of the educational content. Extension statewide is involved – when sand event is going to occur Extension is who is contacted.

4-H Legislative Days: March 25-26, May 20-21 – Denise Oberle

Denise gave the invitation for all to become involved. She reported that 4-H has been visiting the capital the last three years. 20 youth go to capital for back-to-back days. Youth work in advanced to be prepped, trained and practiced. Pam Weber, lobbyist for Extension and is well connected at the capital, conducts the training. The youth call and make the appointments to meet with senators and representatives. They visit every office either in person for a face-to-face meeting or to leave literature. They are educating about what 4-H and Extension has done for them and what they can do for them. Interested in sharing the bigger picture – not just 4-H rather Extension as a whole. Deb Stocker is the staff contact. Lee Trotter has been and added that the kids are aware of the happenings and the impact they can have. Denise indicated an invite would be sent to ESAC members not just as a courtesy but

they would to have ESAC members there as it seems it would be complementary to what they are already doing. Lee added that it's important to continue to educate our legislators.

Brengle Farewell

Lee congratulated Marilyn on her retirement and thanked her for her leadership. She was presented with a gift certificate for L&L travel for travel where she so desires. Marilyn gratefully thanked the group.

Other – Interviews will be conducted for Marilyn's position on March 3. ESAC member are welcome to join at the local office where they can listen to the presentations and provide feedback.

There being no further business, the meeting adjourned at 1:50 p.m.