

**EXTENSION STATE ADVISORY COUNCIL MINUTES  
OCTOBER 13, 2014  
I-HOTEL AND CONFERENCE CENTER**

In Attendance: Barbara Laffey, Pam Garland, Carolyn Willenburg, Danny Weatherspoon, Jody Munsterman, Robert Schaffer, Larry Boyd, Charlie Peterson, Ray Massingill, Tom Dahlfors, Regina Rivers, Wayne Mundsinger, Lee Trotter, Lyn Ash, Nancy Etnyre, Wayne Steiner, Charles Nolan, Sylvester Hughes, George Czapar, Mike Gray, Robert Hauser, Amanda Taylor, Anne Silvis, Tony Franklin, Harry Clore, Joe Toman, Chris Tidrick, Steve Wald

Lee Trotter introduced Dr. Robert Hauser, Dean College of ACES. Dr. Hauser welcomed the Council to Champaign and thanked them for their service. Dr. Hauser gave an overview of the Cross-Campus Initiative. He opened the floor for questions. The question of funding was brought up. Dr. Hauser said we were now looking ahead instead of downsizing. We had an increase in tuition and a 4% increase in enrollment.

The meeting was called to order at 8:15 a.m. Introductions of those present were made. Lee Trotter called for nominations for a new chair; Lee Trotter nominated Charlie Peterson. Tom Dahlfors motioned and Barbara Laffey seconded. Charlie Peterson elected by unanimous vote. Charlie Peterson suggested we elect a Vice-Chair. Lyn Ash was nominated. Larry Boyd motioned and Jody Munsterman seconded. Lyn Ash elected by unanimous vote.

Dr. Czapar thanked the Council for their time and mentioned that Thursday will be his first anniversary with Extension. He introduced the new Extension staff Tony Franklin, Associate Director Field Operations and Steve Wald, Extension Communications Director. He also announced that Julie Mumbower was hired as Region 3 Regional Director, and he thanked Amanda Taylor for filling in as Interim Regional Director.

With regard to the PILD Conference in Washington DC, Dr. Czapar mentioned that due to diligent use of our resources, the thought is to have the ESAC Chair represent us in Washington, with the possibility of one other person going. Discussion ensued.

With regard to the Cross Campus Initiative, Dr. Czapar mentioned that we had over 70 pre-proposals and 8 were chosen. The Council will be hearing more about it over the next two years. He mentioned that we made inroads in working with diverse populations and is excited about working closer with resources across campus.

Tony Franklin reviewed the agenda, and the job description with the ESAC members. He would like the ESAC members to bring information from the field to help identify what we can be doing more of. He also wants to get more information out to the ESAC members so they can bring to their local councils. His goal is to keep the ESAC members engaged throughout the year.

Amanda Taylor, gave an overview of the Civil Rights Compliance. Site visits are made to Units and ask for such things as contact reporting numbers, news releases, advertising for programs, etc. We need to know who we are reaching out to with our programs and volunteer opportunities.

Anne Silvis provided a handout with regard to the Cross Campus Initiative. She mentioned we received 71 proposals. The handout describes the Cross Campus Initiative Purpose, Strategic Focus, Funding period and Funded By, and the Funded Projects. We are currently funding six. A discussion ensued about the different proposals.

Anne Silvis gave a Community and Economic Development (CED) Update. She gave an overview of where we had CED Educators in place. She mentioned that they have put into place a series of Webinars over the lunch hours and that if you missed one you could go to the archive and listen to it. A discussion ensued. It was asked why some units don't have CED educators. Anne replied, budget and the county directors choose priority needs. However, she sees a need for more CED Educators in the future.

Harry Clore presented a financial update. He gave a PowerPoint presentation on our funding history. He mentioned funding is nice and stable at this point in time. He mentioned that 85% of our funding is coming from state and local sources. He said at last count 92 counties had a referendum in place and the County Board Match is up to 90%. He mentioned that our goal is to have one year in the bank if all funding ceased.

Chris Tidrick presented an Information Technology update. Chris reviewed the exciting things that are happening within the counties with regard to Technology. He mentioned that by the end of the year, 30 offices will have MondoPads installed. All locally funded. The MondoPad will replace the entire AV system in a conference unit. The MondoPad is a tool which provides real time video communications.

Chris then explained the educator video pilot project. It was decided that since this technology has come down in price, and is easier to use, why not let the educators in the field produce their own videos which would be between 1 and 4 minutes long. 10 educators were chosen for the pilot project. They were given iPads, tripods, microphones and portable light cases. They were on campus last week for training. The first videos are due by November 7. By March 1 they should have three full videos ready for YouTube. An evaluation of the program will be done in March and if successful it will expand to 30 educators. A discussion ensued.

Other updates on technology: File storage. As of last spring all staff use box.com for individual file storage. 30 offices have been moved to campus file storage system. There are still a few offices getting connectivity upgrades. Microsoft Lync will be an all-in-one by July 2015. Blackboard will be retired in July 2015. Computer replacement: it is the goal that no computers will be more than 4 years old. Lastly, Chris mentioned that Extension was getting hammered with phishing attempts, but the staff are communicating well. A discussion ensued with regard to the new technologies.

Break at 10:05 AM

After break Jane Scherer and Adena Wilson, from the State Web Development Office gave an overview of Online Education and In-Depth Teaching. Their goal is to bring learning to the people instead of bringing people to learning. It entails flowing information to them so they can learn at their own pace. Adena mentioned they were putting together courses that are both interesting and educational. Some project types are staff training, volunteer training, exam preparation, continuing education, etc. They also mentioned they would be putting together interactive programs for the public. i.e., the emerald ash borer, what a homeowner can do.

Approval of Minutes. Wayne Steiner motioned and Tom Dahlfors seconded. Minutes approved by unanimous vote.

Steve Wald introduced himself as the new Communications Director and provided the Council with a brief background about himself. His remarks were structured around two themes: promoting a culture of communications, and strategic communications. Steve is working to foster an environment where each employee understands and promotes the mission and brand of extension. Every position in the organization has a role and adds value. Steve said strategic communications required clearly defined

objectives, targeted audiences, and specific decision makers. Extension staff and leadership design communication tactics, products, and activities to make progress toward the defined objectives.

He showed national numbers on the awareness of Extension. For example, people are not aware 4-H is a part of Extension, and too few people know about Extension and what we do.

As an aside, Steve was nominated for the Campus Award for Communications for the way the 4-H Camp virus story was handled. Subsequently, he won the award.

Dr. Mike Gray, Program Leader for Agriculture and Natural Resources (ANR) provided an update. He mentioned that we have lost faculty in tenure track lines across all three mission areas and the strategy of the cross campus initiative is to build new collaborations with faculty in other departments throughout the University of Illinois.

Dr. Gray identified the program areas which fall under ANR: 1) Horticulture: 19 educators 11 new in the last three years. Not every Unit has one; 2) Local Food Systems and Small Farms: 15 educators and 9 are brand new; 3) Environmental and Energy Stewardship: 5 educators and one new hire; and 4) Commercial Agriculture: 6 Educators.

Some of the programs which have been developed are the Master Naturalist Program, 16 of 27 units are participating; Soil and Management Workshops; Private Well Testing; Biomass and Alternative Energy Program; and Conservation Training.

Dr. Gray provided some brief descriptions of key agricultural programs such as the AGMaster's, Crop Management Conferences (four regional meetings), and the Corn and Soybean Classic (six regional meetings). Discussion ensued.

Recognition of retiring members. George and Tony presented umbrellas to Lee Trotter, Regina Rivers and Tom Dahlfors and expressed their appreciation for all the work they have done with the Council and across the state.

Lunch at 12:00 PM

Dr. Denise Oberle, State 4-H Director, introduced ESAC to Illinois 4-H Youth Leadership. (See Handout). Dr. Oberle asked the Council what they took away from the handout. Some things that were mentioned were that 4-H does a lot for kids and kids do a lot for the communities, and that it is not your parents 4-H but a new and different 4-H.

Dr. Oberle then asked for suggestions for National 4-H week for next year? Some ideas were fun to feature 4-H alumni, recruitment and partnerships of more specialized hobbies, i.e., railroad group, model building.

Anne Silvis engaged the Council in a discussion about how we can expand our outreach efforts. expanding our outreach efforts. Some of the ideas presented were: getting the word out to small groups that we have educators to do programs at different clubs and groups; get basic Extension information out the public; better marketing material; and more involvement with local Chambers of Commerce. It was also suggested that we need to do a better job of telling our story and even having youth represented on the ESAC Council. Have one youth from each Region. Another comment was the gap between the time youth finish with 4-H and then come back as parents. We need to find a way to keep the young adults engaged.

Tony Franklin mentioned that everyone has a story to tell; if we only had a few minutes how would we promote extension. Some suggestions were videos (which there are some already out there), and a collaboration to work together to share ideas, reach out to the forgotten half those not historically a part of Extension. We need to get involved and be available to all people. Dr. Czapar thanked everyone for their ideas.

Break at 2:00 PM – “ESAC Celebrating 60 Years”

#### ESAC REPORTS:

**Unit 18:** Charlie Peterson mentioned that for the first time they were fully staffed. A lot of the youth representation was dropped during the reorganization and they are hiring them back. They are looking at who is not being served in the community and once we find out they will start serving them. Council decided not to cut programs and in fact the added programs during the reorganization.

**Unit 3:** Pam Garland some of the programs in Unit 3 such as 2015 Master Gardeners class, the Lake County 4-H Science Day and a Gala celebrating Extension’s 100 year anniversary. She also discussed some of the success stories from the Unit. These included: Prairie Farms Corp. in collaboration with Extension provided 48 hours of educational programs and research-based information. During the 8-week program 15 low income youth were hired to work on the “Prairie Crossing Farm” and at the “Libertyville Farmers Market” and they also collaborated with the local food pantry. The Master Gardener walk in 2014 had 227 attendees and 9 gardens in total owned by Master Gardeners. Lastly, in Lake 150 to 300 people attend the Farmers Markets. 4-H youth were able to set up a booth there and share a lot of information about 4-H.

**Unit 22:** Wayne Steiner mentioned they were in the process of hiring a Communications Director and a Metro 4-H Educator. They will interview 3 candidates in early November. He also mentioned an entrepreneurial program for kids. He said they lost an educator and there is a little bit of a hole there, but they are trying to get it filled. He said the staff was doing a good job.

**Unit 21:** Carolyn Willenburg mentioned that the County Director was retiring and they were naming someone new. She also mentioned that the older 4-H members have an active Youth Ambassador group in Effingham County led by a former 4-H member. Activities included some kids had a community garden and donated the food; they are in the process of replacing Council members. She said everyone is busy. The county fair was very active and busy and had a good representation of 4-Hers.

**Unit 13:** Jody Munsterman reported that since the reorganization they have had educators come and go. She also reported that the Spin Program was going really good as well as the Shooting Sports Program. In fact, the Shooting Sport Program was in the local Ford County newspaper. She mentioned the robotics program was going well and their leader was excited about it. Lastly, she reported that the County Director was trying to change the venue of where the Council meets so some people do not have as far a drive.

**Unit 7:** Danny Weatherspoon commented that the change of County Directors couldn’t have gone better. He mentioned the new County Director is a very enthusiastic leader and the transition was flawless. He said Extension was doing good work that the knowledge was increasing in county and rural areas with regard to food, nutrition and youth and the programs were running well with lots of networking. (Master Gardener, 4-H Youth, Master Naturalist).

**Unit 14:** Barbara Laffey mentioned that they had a new County Director. She also reported that shooting sports was continuing to grow and become popular. She believes it is good in terms of teaching

responsibility. She mentioned the kids were doing a food program similar to chopped where they had to come up with a meal, that they had a youth leadership program, 4-H groups with FFA kids were doing food, coat and clothing drives. On the adult side, there is a continuing education website about dressing for success. They are trying to expound on it working with libraries and other groups to put together a program to teach different skills like resume skills, interview skills, customer service skills and hospitality skills. Lastly she mentioned that the Master Gardeners were doing rework at a nursing home, and they picked a town that has very little interaction with Extension. They are doing the touch, taste, feel garden for the nursing home.

**Unit 15:** Robert Schafer reported that the 4-H numbers are low, but they have added clubs and the members are getting the word out about 4-H. Said it would take a couple years to develop. He mentioned that the staff works hard to develop programs. A couple of programs are Welcome to the Real World, Where Does Your Food Come From, and a Science Camp for young kids in cooperation with a local college for the spring. He mentioned the Horticulture Educator has been there for a year and is trying to get with local gardening clubs to change the meeting times to draw a bigger crowd.

**Unit 23:** Larry Boyd reported that they had a 4-H Week Celebration and the Federation ran a food stand at the fair this year.

**Unit 10:** Lee Trotter reported that staffing was successful, they added a third Educator. He also took this time to say that it was great working with Dean Hauser, President Easter and Dr. Czapar, Tom Dahlfors and Regina Rivers. He gave a small report of his years on the Council. He told about his experience with PILD. Lastly he said they were hosting a fundraiser for Senator Durbin next week.

**Unit 1:** Ray Massingill mentioned that they were possibly losing four individuals and something needs to be done to encourage them to stay. He suggested that staff needs to be asked what we can do to help make their jobs easier. The County Director does not give input into the programs the educators are presenting. It was suggested that there be more input from the local staff. However, he did mention that the staff were getting their reimbursements faster.

Wayne Mundsinger mentioned where programming is concerned, there was a phenomenal reaction to needs in the area and how quickly they can put together a conference. The milk producers program 68 attended. The local college takes 4 High School Juniors and 4 High School Seniors and trains them in leadership. The Unit put together a leadership conference and 20 students took part. He mentioned that they have a very active robotics group in the area and they are expanding the program. Other programs included an invasive species workshop from the Dept. of Forestry and 30 were in attendance and 20 on a waiting list. They are planning on doing more. Lastly, the Boys and Girls Club are collaborating on a gardening project.

**Unit 6:** Regina Rivers reported that they are doing a major restructuring of the school district from K-8. They hired 8 new principals and they now have 10 elementary schools. So now it is K-5 then 6-8. Student population is 5500. They are having trouble convincing the parents to come into the 21<sup>st</sup> Century and are getting a lot of pushback.

Regina mentioned that with these changes, Extension is able to come in with STEM and other programs and is helping the middle school children ages 11-13 with the changes they are going through. There will be a lot more programs offered. Children are excited. It is anticipated that they can now get Spin groups up and running now that there are two age groups and they are not all over the district.

Sylvester Hughes reported that they were strategizing with the County Director on how to better diversify the Council. Chicago is Multi-Faceted and they don't have that on the Council. He will report at the next meeting.

**Unit 24:** Charles Nolan mentioned he was off the Council for a few years, but now he is on again. He commended the County Director for helping get them to a financial position he didn't think was possible. Their balance is positive and they are hiring staff. He mentioned the new small farm person is doing a good job. He said they have a part-time CED person that they share with another unit or two and they have hired a lot of SNAP-Ed staff in the last years. SNAP-Ed got a grant and they will be coordinating with Shawnee RDC and Unit 27 an expo at Dixon Springs. The kids in the SNAP-Ed great garden adventure wrote a letter to the first lady and they got a response back.

**Unit 12:** Lyn Ash reported that the Horticulture Educator was active in the hive collapse syndrome with bees. A bee expert came and gave a presentation and they had bee keepers there. Lyn mentioned he represented PSEP. Woodford County is active in health programs and was rated #1 healthiest County in Illinois. Lyn mentioned there was a referendum to stop County Board Match, but it was defeated. Lastly he mentioned that the educators were doing a great job in the three counties.

**Unit 2:** Nancy Etnyre mentioned that the new educators have hit the ground running and have gotten new programs out their immediately. They are looking at an introduction to bilingual 4-H clubs, and nutritionists are working with diabetic support program. She mentioned that they are looking at different ways to meet with Advisory Councils to visit and collaborate. The SNAP-Ed program is amazing and has reached out to groups she never heard of. She said that multiple agencies are working on programs.

Dr. Czapar once again thanked the Council for their work.

Wayne Steiner motioned and everyone seconded.

Meeting adjourned at 3:02 PM