

Extension State Advisory Council
iHotel and Conference Center
October 8, 2018

Present:

Council Members: Janice Blanchette, Martha Brown, Sal Garza, Patsy Hirsch, Ruby Lingle, Lee Maki, Brian Mueller, Jody Munsterman, Brittney Muschetto, Kathleen Piatt, Larry Richards, Robert Schafer, Carolina Schottland, Wayne Steiner, Reginald Summerrise, Linda White, Tim Wells

Extension Leadership Team: Shelly Nickols-Richardson, Suzanne Bissonnette, Harry Clore, Tony Franklin, James Hazzard, Ryan Hobson, Julie Ritchey, Deborah Seiler, Anne Silvis, Joe Toman, Beth Welbes

Guests: Leia Flure, Russ Medley, Steve Wald

Absent: Jeff White

The meeting was called to order by Vice Chair Reginald Summerrise at 8:15 a.m. with roll call taken. Present were those noted above. Self-introductions were made.

The February 19, 2018 meeting minutes were reviewed. A motion was made, seconded and passed to accept the minutes as distributed.

No public comments.

Acknowledgements

Jody Munsterman and Wayne Steiner were recognized and thanked for their service of two consecutive terms on the Council and were presented with an acknowledgement gift.

Director's Update – Shelly Nickols-Richardson

Shelly shared that a process has been taking place to review the vision for Extension. Visits have been made to the units throughout the state. Communications have taken place with the Chancellor on how Extension provides service through public engagement and the service of Extension as part of the land-grant mission. At the request of the Chancellor, a vision paper was requested to align Extension with public engagement. It has been submitted and the Chancellor is currently reviewing and discussing with his leadership team. At this point the report cannot be released but she has permission to share highlights of the report.

1. Citizens of the state have diverse needs for programs provided by Extension and the desire is to continue providing. The land grant is mandated to provide services in four programmatic areas: 1)Family & Consumer Sciences, 2)Ag & Natural Resources, 3) 4-H Youth Development and 4)Community & Economic Development. There are 13 goals/objectives being created to address the five issue areas.
2. June 2017 an Extension 3.0 task force was created to review Extension and what is needed in the future. The report was made available in February 2018.
3. Discovery Partners Institute (DPI) - President Killeen worked with Governor Rauner. There will be a physical building in Chicago designed for innovation as an incubator location to activate ideas to help stimulate the economy in Illinois. It will be attached to a network of

other areas: U of I at Chicago, U of I at Springfield, UIUC and one additional location to be announced tomorrow. Each area will have a focus area. Has been working to be sure that Extension stays connected in the network.

4. Illinois Innovation Network (IIN) – A charge was received from Chancellor Jones to create a vision paper that helps align Extension with public engagement at the University of Illinois. Priority areas:

- a. Systems approach to engaging and solving societal grand challenges, integration of program areas, core facility of cross-fertilization (moving both Extension on-campus and off-campus offices into one location). Extension and Public Engagement Connection Center is being created to be an access point for everyone. It will be a value-add for Extension to partner with others. Deborah Seiler will be the coordinator. A Campus Extension Administrative Team (CEAT) will be created inviting one person from each of the other colleges to advise and give input. Suggestions/thoughts are welcomed.
- b. MetroFEST – to balance rural and metropolitan needs and issues a major is being offered for students that plan to return to the urban areas and be employed in their local urban/metropolitan areas. The hope is for this to be in the areas of agriculture.
- c. Building on traditional strengths, creative thinking and innovations.
- d. Collaborative outcomes with high impact - want to avoid duplication of efforts. If there is already a group providing services/opportunities there is no need to replicate it.
- e. DPI – There is interest in having Extension personnel at the DPI. A place-holder has been built into the Extension budget.
- f. IIN – an Extension presence is important.
- g. There is interest in having an Extension presence at the Chicago High School for Ag Sciences.

Actions that have been taken to date include:

1. ICE (interdisciplinary collaboration with Extension) Grants - 7 proposals out of 22 received are being announced
 2. Community and Economic Development proposal approved to create three new positions, one in each of the three regions for additional statewide support.
 3. MetroFEST Investment for Growth proposal funded
 4. Extension CommIT – Currently working to fill communications/IT positions
 5. More legislator engagement – Steve Wald hired to work with legislators and keep them updated/informed.
 6. Extension to ACES Scholarships – 46 scholarships were offered across the state. They will be offered again this year. Asked the group for assistance to help promote the scholarships.
- The goal is to be engaged across the state and to keep Extension as part of the land grant mission of research, education and extension.

Following Shelly's presentation, the floor was opened for comments/questions. During this portion she shared that if members of ESAC are aware of groups/organizations interested in partnering that Extension is open to having a conversation. A comment was made that Extension needs to be well recognized similar to Nike where everyone recognizes the "swoosh." A question was raised as to input into the vision document. Due to short notice to complete the document there was not time for a formal process to seek input. However, voices were heard from the 27 unit visits by the Dean and input was received by prior discussions at Extension leadership team meetings. No single voice was represented more than another. Although the document cannot be released, it has been presented at various times to the leadership team, county directors, at regional meetings, various meetings within the college and in the Extension

internal FYI newsletter. Comment/input/feedback will be sought when the paper has been released.

She shared that another request was made from President Killeen to ask questions about where Extension sits administratively and would it be better at a system level? The Chancellor wants it at the flagship campus Urbana-Champaign. Dean Kidwell feels that it is best housed in the College of ACES due to agriculture. The Chancellor is advocating for this with the President.

Financial Update – Harry Clore

Harry reviewed the sources of funding. He agreed that Extension will need to become more self-supporting.

1. Local matchable funding received from sources within all 102 counties
2. Local non-matchable funds
3. State funds
4. Federal Funds
5. Other – grants/donations/gifts/self-supporting (revenue generating) activities/indirect cost recovery (ICR) (overhead on grants)

He explained that when there are reserves, they are put in safe places. A study was completed in 2015 where he visited with every County Director to determine what was needed to operate core (core is 2 Educators, a County Director, lease, and office support). A reserve was established enabling Extension to fund the core operations regardless of what happened. In 2018 each unit received \$325,000 funding to cover the shortfall. The same funding will be provided again this year and next year. He shared that the state funding is reducing. He reviewed the financials via PowerPoint presentation and the slides will be sent to the Council. Currently local dollars received are \$1.60 per resident and total expenditures per resident are \$4.09. Return on investment is high. There were no layoffs in 2016, 2017 and 2018 but there has been some attrition.

A request was made for Harry to provide details to ESAC with some talking points that can be used in discussions with local legislators to keep them informed.

PILD Conference & Hill Visit Recap – Sal Garza

Suspended and possibly carried over to the next meeting.

Mercer County Better Together Planning Project

Anne Silvis, CED Program Leader, introduced herself and referred the group to the NCRCRD hand-out mentioning that Illinois is part of a regional group and they collect data regionally and Illinois contributes to the numbers. There is a narrative of projects and initiatives on the NCRCRD website. She then introduced CED Educator, Russell Medley from Unit 7 (Rock Island, Mercer, Stark and Henry Counties) who gave an overview of the Mercer County Better Together (MCBT) project. He shared that the project began in 2015 due to \$6.5 million bequeathed from two sisters for use in community development. The project is committed to improving strength, sustainability and vibrancy of Mercer County, its communities, businesses and organizations through the alignment of resources and priorities. The project represents the first successful implementation of the community heart and soul planning process on a county-wide scale. U of I Extension was involved by process facilitation, developing proposals, organizational structure, by-law development, organizational budgeting, logistics, reporting and presentation development, PR and marketing, survey development and data analysis. A grad

student was provided to help with the planning process. More information can be found on the web at www.mcbettertogether.org.

Communications Update – Deborah Seiler

Deborah shared 2018 highlights. Team is providing support for day-to-day activities, publications, social media accounts, training and resources to staff. Extension has transitioned to the new Illinois wordmark. The Extension style guide has been updated. A new staff plan has been developed. She shared media statistics showing that there are 38.7 million website views. Pinterest is popular for Extension with over 32,608 followers. Facebook has 13,722 likes, 13,937 engaged users. Youtube has 9,298 subscribers, twitter, 205,500 impressions, Instagram, 272 followers. She reviewed the current staffing and the proposed staffing. The search for a Communications Director is in process. Once the position has been filled then other positions will be reviewed and filled. New positions include video/photo, digital writer, publicity promotion/campus.

IT Update – James Hazzard

Reviewed the Extension 3.0 positions and progress. First challenge was the Digital first with Extension 3.0. Staffing strategy was that more staffing is needed in the areas of technology services, web application services, and online educational services. IT Specialist/Trainer will be involved in making certain that staff are trained and have the skills they need to do their jobs effectively.

Shared about Extension website redesign mentioning that in March 2016 a goal was given to redevelop all county websites in six months. The redesign covers the main Extension page, every unit page and the majority of the team pages but does not cover subject matter content. He showed a slide reflecting the content of the new design then shared the strategic roadmap for 2019. When the new system is up and running, units will be able to prepare and place materials on a website template and upload it without using web designers.

Engaging Stakeholders and Legislators – Steve Wald

Steve mentioned the importance of sharing Extension's work, the Extension story and the relevance to the communities in each respective legislative district. He is in a new role for Extension with the purpose of getting the work done to advocate for Extension's funding. An important part of his role is to support communications. Another is building capacity with the decision makers so when an individual goes in to talk/visit with legislators that the relationships are in place. He shared some statistics on the familiarity with Extension and that there is a large audience that Extension reaches. ESAC members are ambassadors for Extension. The bottom line is for Extension to be more visible. He encouraged members to tell their stories using their roles. Steve wants to be engaged and involved with ESAC members in a repeated way throughout the year. He wants the group to make connections with the County Directors and on campus as well. The Extension story needs to pull together well when we are called together with legislators. Resources can be found at go.illinois.edu/ESAC.

Family & Consumer Sciences Update– Leia Flure

Leia introduced herself as an FCS Educator and shared about the ABCs of School Nutrition. ABCs is a partnership with ISBE leading to a collaboration in many areas of FCS. Field staff are building the relationships with the schools. They work with school lunch groups to plan healthy meals and also work with school administration. Short term outcome is increasing the ability for

healthy food and beverages within the schools. Working with the schools sets the stage for long term changes. She shared slides of school lunch programs, breakfast options, etc. This helps with school performance. Trainings are not only done in the schools but also at the Learning Institute (regional training). USDA professional credits can be done at once and do peer to peer sharing. 22 on-line courses are available. Partnerships are being made on campus.

PILD Conference & Hill Visits Recap

Sal asked Reginald to share his experience as a participant at the conference and the outcomes. He shared that the most impressive things he saw was the 4-Hers speaking with the legislators and sharing. It was well received by the legislators. Conference speakers were o.k. Preferred to see more shared about Extension. It is a good system to prepare you for what you need to do when going to the Hill. He noticed that staffers are the individuals to have relationships with as they set the tone. The interaction with them determines what is taken back to the legislators.

Sal shared that he feels impact is better made at the local level. Feels it important to keep the component with the 4-Hers and the young people sharing their stories. He felt that legislators need to understand the impact of the overall wellness of the areas in which they serve. His thought is to make the ask where there is the most leverage then to provide an update at the Hill. His concern is if people are being dispatched to attend PILD every year, the return on investment and the greater good that is being accomplished from the visits needs to be evaluated. He feels that legislators need to have a trust that the programming can be done at the local level and that it is done by Extension.

Following the discussion, a suggestion was made to have a short snippet video created to send to legislators. Steve Wald felt this was a good idea. Sal requested that when the videos are being developed that input/review be sought from ESAC.

ESAC Business (Old/New) – Sal Garza

Local Legislative Engagement - Tony Franklin mentioned that it is important for ESAC members to maintain contact with their local legislators as they are the ambassadors for making connection at the local level. Floor was opened for ESAC members to share. Tim Wells was asked to share where strength could be given at the local level. He feels that someone needs to be engaged. He encouraged seeking opportunities to put legislators on the spot and making it a win-win. He suggested getting them on the schedule and following-up and asking what can be done to assist in getting the message out. Tony suggested that following an election year that everyone be made aware of the new individuals as there will be new faces. He suggested making visits to get to know the new legislators.

Open Discussion

Patsy Hirsch thanked Harry and the business office for allowing groups to start the process for getting a credit card reader.

Sal thanked Shelly and team for getting the group together for the next meetings. Will be talking about how to develop a better level of engagement to have more constructive interaction.

There being no further business, a motion was made, seconded and passed to adjourn the meeting at 2:50 p.m.

Next meeting Monday, February 18, 2019 at iHotel and Conference Center