



## DRAFT AGENDA

**Cooperative Extension Administrative Retreat**  
**County Extension Director, Ag Center Director & Academic Unit Head Meeting**  
**16-18 December 2014**  
**University Marriott, Tucson – 520-352-4000**

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### Tuesday, 16 December

- 11:30 am Check In – in front of Canyons Room
- 12:00 Lunch - Madera Room
- 1:00 pm Welcome/Introductions – **Jeffrey Silvertooth**  
(w/CE business officers)
- 2:00 Business Officers breakaway
- 2:00 CED/AD Discussions
- Director’s Report & Updates – **Jeff Silvertooth**
    - SHPC
    - Budget (CES, CALS, and State Update and Projections)
    - Smith-Lever (Cooperative Extension) Centennial Events
    - Regionalization of Extension – Revisit & Discuss
    - Extension Advisory Council (EAC) – members and recommendations
  - Visioning Committee Report – **Darcy Dixon & Jim Sprinkle**
  - Unit Management: faculty, staff, budget, programs
- 3:00 Break with snacks – Madera Room
- 3:30 CED/AD Discussions continue
- New costs for background checks for volunteers and how to handle – **Kirk Astroth**
  - Counting Cooperative Extension program numbers for reporting purposes – **Susan Pater**
  - Training plan for new faculty coming on board – **Kirk Astroth**
  - CE office signage/marketing/communications at county level – **Jeff Silvertooth**
  - Statewide updates (5 minutes each unit)
- 5:00 Dinner on your own

All sessions are held in the Canyons Room – unless otherwise noted

## Wednesday, 17 December (with HODS/CEDS/CDS)

- 7:00 am Breakfast Buffet - Madera Room
- 8:00 Quarterly Reports – Madge Mock (w/ CE business officers)
- 10:00 Break
- 10:30 CED/AD/HODs Discussions
- Director’s Report & Updates – **Jeff Silvertooth**
    - Budget
    - SHP
    - CES Strategic Plan – Priorities
      - Promoting Excellence in Programming
      - Program Integration
      - Improving the Profile for the CES
      - Strategic Investment (asymmetric distribution of resources)
    - Smith-Lever (Cooperative Extension) Centennial Events
    - Annual Conference
- 12:00 Lunch – Madera Room
- 1:00 pm Items suggested by HODs/CEDs/CDs
- Social Media - **Sheila Merrigan**, Coordinator, Information Technology, Extension
  - MAP-App & UA Vitae – **Matt Rahr**, Director, Cyber & Information Technologies, CALS
  - CE Economic Analysis/Contributions – **Ashley Kerna**, Economic Impact Analyst, Ag Resource Econ
- 3:00 Break with snacks– Madera Room
- 3:30 HODs/CEDs/CDs – Program Planning & Integration
- Lightning talks
  - Best examples of CES program in your unit that demonstrates integration of county, academic, and center units.
- 5:00 Dinner on your own

## Thursday, 18 December

- 7:00 am Breakfast Buffet – Madera Room
- 8:00 CED Discussions
- 10:00 Break
- 10:30 Marketing Extension - **Chris Sigurdson**, Vice President, Communications, University Relations
- Wrap Up Discussions with the EAT Group
- 12:00 pm Adjourn

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