

Minutes

Cooperative Extension Administrative Retreat, 16-18 December 2014, University Marriott, Tucson

Attendees: Jeff Silvertooth, Kirk Astroth, Bill Brandau, Paul Brown, Linda Houtkooper, Trent Teegerstrom, Joyce Alves, Steve Campbell, Tom DeGomez, Darcy Dixon, Steve Gibson, Steve Husman, Ed Martin, Kim McReynolds, Kurt Nolte, Susan Pater, Jeff Schalaus, Jim Sprinkle, Barry Tickes Paul Brierley, Kitt Farrell-Poe, Scott Going, Sharon Megdal, Mike Ottman, Bruce Tabashnik, Gary Thompson, Bobby Torres, William Matter,

Tuesday, 16 December

Welcome/Introductions – **Jeffrey Silvertooth**

CED/AD Discussions

- Director's Report & Updates – **Jeff Silvertooth**
 - Smith-Lever (Cooperative Extension) Centennial Events – Thank you for the success of the regional centennial events.

 - SHPC - Hiring plan handout. The hiring plan is continuing but at a slower pace due to uncertainty of State deficit. ERE is tentatively increasing. Pool of temp money in reserve for support of ERE increases.

 - Extension Advisory Council (EAC) – members and recommendations
A diverse group amongst FCHS, ANR, 4-H and Indian tribes. EAC looking to meet and communicate regularly.

 - Budget (CES, CALS, and State Update and Projections)
Extension has a separate budget line from college/university – so Extension is fully responsible for accountability.
Currently Extension has money in temporary funds set aside for bridging grants, potential budget cuts and ERE increases. However, units should be building their infrastructure and invest effectively.
JLBC handout

 - Economic Impact of CES
George Frisvold and Ashley Kerna working on Extension economic impact, gathering hard data. Dominic Rodriguez will work on packaging the product. But this needs the CEDs input – what does the public say – this needs to be quantified.
Extension: What jobs brought in? Economic impact? Why not cut Extension?
Send in information by January 10th. Make a good case for Extension.

 - Regionalization of Extension – Revisit & Discuss

- Visioning Committee Report – **Darcy Dixon & Jim Sprinkle**
Emails should have been sent, now send reminders.

Paper and pencil - 100 are needed across all parts of the county and all extension programs for users, non-users and random.
Have surveys in by the end of January and the reports should be complete by mid-March.

- Unit Management: faculty, staff, budget, programs
 - Accountability, function, performance
 - Units are given autonomy.
 - 4 fundamental points
 - High level of integrity/accountability
 - Complete task at best ability
 - Be a good team player
 - Be prepared to do task

CED/AD Discussions continue

- New costs for background checks for volunteers and how to handle – **Kirk Astroth**
The cost for Motor Vehicle checks is going up to \$51 for 2015. If volunteers are with children unsupervised or handling money – a fingerprint check is required (\$76).
Risk Management: 3 types of insurance – Property damage – not covered by UA
Workers Comp – covered by UA
Liability – UA covered when on UA business

All volunteers = DMV check

(Emails sent to all CEDs with current information.)

Which brings up the need for standardization of policies for Master Gardeners and Master Water Sheds across all counties.

- Counting Cooperative Extension program numbers for reporting purposes – **Susan Pater**
Each county does the volunteer and reporting counting differently. EAT will come up with a policy –with CED input, taking into account Federal requirements.
How to count indirect and direct? People visiting a booth at the county fair vs. direct education classes. What is a legitimate contact?
- Training plan for new faculty coming on board – **Kirk Astroth**
Common training for cohorts– could take place for two days as an in-service.
Agreement to have New Agent/Faculty training – one in May and one with the annual conference.
- CE office signage/marketing/communications at county level – **Jeff Silvertooth**
Robert Casler is working on signage paid for by Extension. Robert is CALS contact for signage issues.

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

Quarterly Reports – Madge Mock (w/ CE business officers)

Paul Brierley - Executive Director, Yuma Center of Excellence for Desert Agriculture.
Will work with Extension to augment the efforts of YCEDA
<http://YCEDA.cals.arizona.edu>
Paulbrierley@email.arizona.edu

CED/AD/HODs Discussions

- Director's Report & Updates – **Jeff Silvertooth**
 - Smith-Lever (Cooperative Extension) Centennial Events- four successful regional events

 - Budget – update provided

 - SHP
Memo will be coming out soon requesting proposals for new hiring FY16 – add or replace the current SHP. Consist of direct programmatic needs and enhancements of overall program effectiveness.
Hire the best. Find and target the best people and then mentor – set them up for success.
Moving expenses comes from unit. Startups comes from unit and Extension admin.
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 - CES Strategic Plan – Priorities
 - Promoting Excellence in Programming

 - Program Integration

 - Improving the Profile for the CES

 - Economic Impact of CE Programs

 - Strategic Investment (asymmetric distribution of resources)

 - Annual Conference
The last annual conference was held in August 2012. We should plan for an annual conference in August 2015. Department heads/school directors with extension faculty in the department/school need to be involved.
Form a committee to plan 1.5-2 day conference with potential roundtable discussions, poster sessions, and recognize teams doing research, etc.

- Fresh Produce Association of the Americas (FPAA)
Jeff is planning to take faculty to meet with the FPAA in Nogales, AZ in February 2015. Potential dates to follow.

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

HODs/CEDs/CDs – Program Planning & Integration

Thursday, 18 December

CED Discussions

Marketing Extension - **Chris Sigurdson**, Vice President, Communications, University Relations
How to brand Extension. – 3 groups to learn
New hire Tony – to start in January 2015.

Who is Extension on campus? Who is Extension in the State?

People invest in programs – 4-H, Master Gardeners,
People know you by how they interact with you. Legislature needs to know the connection with Extension.

Marketing Extension – with Terry Thompson’s group, with a lobbying position and a potential new hire of an economist.

Legislatures pay more attention to stories, e.g. Tractor Supply hiring 4-H kids.

Train volunteers to market Extension.

Wrap Up Discussions with the EAT Group (JCS, EAT, CEDs)

- Miscommunications – Salary compressions, new hires making more money
- Next meeting in Chinle – May 2015. Bring bus from campus. Doodle poll to follow.

- Archive TMN

Answer:

TMN archives are available here!

<http://calsmail.arizona.edu/pipermail/ace/>

Cooperative Extension quit sending out the TMN to this list sometime this summer, and used the CALS Bulletin as an alternative. You can pick up the latest archives at

http://calsmail.arizona.edu/pipermail/cals_bulletin/

- Master Calendar – Internal Extension calendar
- How to involve/engage specialists and department heads in meetings
- Why are people questioning extension? An opportunity to engage.

- Keep CEDs informed on who to communicate our message to.
- Appointed personnel – consistent with titles. Directors? Coordinators?
- UA Vitae – all agents complete, some with no peer review. Come up with guidelines. No due date yet from Dean’s office.

CED Notes from Joyce Alves

CED Meeting: 12-18-14, 8 a.m.-12:45 p.m.

Present: Susan Pater, Joyce Alves, Steve Campbell, Bill Brandau, Ed Martin, Darcy Dixon, Kurt Nolte, Kim McReynolds, Barry Tickes, Jim Sprinkles, Tom De Gomez. Rick Gibson, Jeff Schalaus

Joined at 10:30 a.m.: Jeff Silvertooth, Linda Houtkooper, Paul Brown, Kirk Astroth, Trent Teegerstrom,

Discussion:

1. Visioning Survey. Plans are to continue and aim for survey data by Jan. 15.
2. What are counties doing to cover the increase in Motor Vehicle and background checks? Plans for some counties were to increase program development fees for 4-H and other volunteer groups, such as Master Gardeners. Collect a fee from new volunteers for a background check. It was suggested to check with county attorneys and sheriffs department for RICO money, which seems appropriate for 4-H youth development.
Kirk Astroth then reported about the need for driver and background checks for all volunteers
It was confirmed that volunteers (i.e. Master Gardeners) need to register with Risk Management if certified by Dec. 2014. Kirk Astroth furnished us with necessary information by e-mail.
Paul Brown suggested that all Certified Master Gardener counties get together in February or March to determine the certification process.
3. The question was asked about retrieving AAP-5 information so that it can be reviewed. No one had information on how to do that. It was suggested that we check with Patti B.
We also wanted to know when annual reports UAVitae for 2014 would be due. The exact date is still to be determined, but it will be the same day that CALS has set. Again, Patti B. may know. The date is Feb. 2, 2015
4. A request to have Tuesday Morning Notes archived was made and confirmed that it would be done.
Wondering about the possibility of a Master Calendar that would show CALS events including Extension.
5. Discussion on salary ranges for new hires and salary compression for current extension personnel. The issue is on-going and it is expected to keep up with new hires salaries to be competitive and the expectation that older salaries would catch up.

6. Clarification is needed for guidelines and parameters for year to year Appointed Personnel. Titles should be uniform, as well as job expectations. For example, the difference between an Assistant in Extension and an Appointed Personnel that is using the title extension agent. An appointed personnel Coordinator (program coordinator) should have a different job description and a different title than an Assistant in Extension. This item will be included in the agenda for the next Administrative Retreat.
7. Discussion about our twice yearly Administrative Retreat meetings. The attendance and participation by department heads is lacking. The question was asked what is the goal of having department heads at our meetings. Perhaps they need to be involved more in the discussion in the first part of the meeting. Put them on the agenda to talk about what their department is doing in extension work or how their departments can collaborate with extension. Some discussion centered around the importance of collaborating with extension specialists and that perhaps they should be included in the twice yearly CED meeting with a presentation about how campus and county extension can collaborate. It was felt that the specialists may have more of an interest in extension than department heads. According to Jeff Silvertooth, a reason to continue to include department heads is to continue to bring together Cooperative Extension and all of the departments in CALS, not just Extension specialists.
8. Next meeting? It was noted that we do not have a schedule for monthly CED conference calls starting in Jan 2015.

We talked about the possibility of having our next face to face CED meeting somewhere around the state. It was pointed out that the department heads would not attend if it was not in Tucson. One possibility is Canyon de Chelly, Chinle, and involve people from Dine College's land grant, the Navajo Beef Program and other FRTEP Programs and include the irrigation project at Wheatfields Lake that Ed Martin is advising. Transportation from Tucson could be arranged. Suggested Dates were May 27-29. These dates were in conflict with some other commitments, so Kristie will be sending out a doodle poll to find some common dates. Since there may not have been consensus on the location, perhaps, we should doodle poll the preferred location, also. Another choice, would be go to the White Mountains, stay in Greer or Round Valley, and tour the area where the Wallow wildfire occurred. We could see how Nutrioso and Greer were able to successfully protect their home from fire. We could look at cattle production and riparian areas in the Southern part of Apache County. Possibly stop by the Apache County Extension Office. Kristie will include these two choices in the doodle poll for dates of the Administrative Retreat.
9. Some discussion about Why are people starting to question extension compared to years ago? We need to continue to market extension to state funders in view of the political change. It was reinforced that we are bringing extension to the forefront and we need to demonstrate extension's value.

We left the meeting with a commitment to prepare material about the economic analysis of our county program and be assertive in asking for clientele and advisory board assessment.