

North Carolina Cooperative Extension Service Advisory Council

Wednesday, March 28, 2013

Presiding: Harriett Edwards, Volunteer Development Specialist, NCSU

Agenda Item	Discussion	Resolution
New Members Orientation Harriett Edwards	New member orientation <ul style="list-style-type: none"> • Suzanne Wodek, West • Cedric Jones, Northeast • Jane Kulesza, Southeast 	
Dinner	Dinner at the Clarion Hotel	

Thursday, March 29, 2013

Presiding: Marshall Stewart, Associate Director 4-H/FCS and Sylvia Churchwell, Chair - State Advisory Council

Agenda Item	Discussion	Resolution
Meeting begins/Call to Order Sylvia Churchwell	Welcome	
Advocacy Training Marshall Stewart Kevin Howell, External Affairs, NCSU	<p>See attachment # 1. See Attachment # 8.</p> <p>Dr. Stewart introduced Kevin Howell, External Affairs, NCSU.</p> <ul style="list-style-type: none"> • Focus on bringing research-based information to the people of the state. • When visiting legislature building, make a "connection" with the official so that you can discuss what you have in common such as hometown, business, family, etc. They are servants to the state and serve because they want to make a difference. Our job is to help them see why Cooperative Extension and higher education are important to NC. • Long term goal is <u>not</u> to be the person always knocking asking for help but asking "How can I help you?" • Invite them to events in the counties. Take the pressure off of them by letting them enjoy their service while learning what Cooperative Extension is about. Ask them to give out awards; connect at local civic groups. • When you go into an office, don't talk about the member you're waiting to see. Person at desk can be a family member, but certainly close to the legislator. Remember the goal: Establish a long-term relationship. Leave a card if they are not there. • You have a message but listen to what the member has to say. Leave something behing – one-pager. • Legislators used to go through budget line by line, now it's left to the chancellors. Last year, NC State's cut was \$80 million. This year, \$138 million cut for all of the UNC system. <p>Thank you to SAC, on behalf of Chancellor Woodson and Kevin Howell for choosing to support NCSU. It is important that SAC continues the "grow" the relationship that is established while visiting the Legislature once you get back home.</p>	
Meet with Legislators	SAC members traveled to the Legislative Building in Raleigh to meet with Legislators. See attachment # 6	

<p>Legislative Debriefing Marshall Stewart Scott McCollum, Web Services, NCSU</p>	<p>Dr. Stewart debriefed SAC members after visiting the Legislators.</p> <ul style="list-style-type: none"> • Challenge is on building relationships. Legislators are in your county every week. Don't worry about "selling" them today. • House and Senate are veto proof. • NC is becoming more urban; 15 urban counties make up the majority of representation. • There is no history of central funding for education. In other states, majority funding comes from counties or other sources. • Budget pressure: decline in federal and state resources. • Key message: Thank them for their service and for their support of Cooperative Extension. We also represent higher education. • As SAC is speaking with Legislature, use words instead of abbreviations (i.e., EFNEP can be simplified by simply saying Nutrition Programs). Explain why CES is important to you and your county. (What are things that are impactful to me?) • Governor's budget – 5.4% reduction = 30 county positions; 15 campus positions. • Get to know the person at the desk outside of the legislator's office so that you have a connection. • The basic premise of fundraising is to thank someone 7 times. Find 7 different ways to say thank you such as a note, an invitation to an event, etc. • Affirm and strengthen existing relationships. Review relationships to find connections to Extension. Are there connections through 4-H? Agriculture? Also work with volunteers and supporters. Political people are looking for natural networks. • Advocacy is educating the Legislators so that they will know what CES is about. Thank them for trying to help even if they aren't successful. <p>SAC members were given a Legislative Debrief handout to relay the information they received during their visits with the Legislators. This handout may be placed on the Advocacy Data Base. See attachment # 2. Completed Debrief forms, See attachment # 7.</p> <ul style="list-style-type: none"> • Question #1: What did you learn? <ul style="list-style-type: none"> ○ Several Legislators were already aware of Extension but didn't know how we are funded. ○ Knew of some of the programs but didn't know Master Gardeners, for example, was part of Extension. ○ Representatives were well informed. ○ Legislators are well informed but some thought funding was under the Farm Bill instead of Education. ○ Were impressed to learn SAC members are volunteers. ○ We must not assume Legislators know everything about CES or the way it is designed. ○ They don't realize there is a CES office in every county. • Question #2: What could make you better at this process? <ul style="list-style-type: none"> ○ More time to practice and deliver the message. ○ Having directions to offices. ○ Location of proposed budget in documents you are presenting. ○ Use a team approach ○ Know who you are talking to and what their interests are. ○ Feeling comfortable about contacting the Legislators again. ○ Continue with pertinent talking points. ○ Return visits with Legislators. ○ Invite Legislators to events.
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	<ul style="list-style-type: none"> • Question #3: Who do we need to follow up with? <ul style="list-style-type: none"> ○ JH Langdon and Jimmy Dixon. Members of Agriculture caucus aren't concerned with party lines and that their numbers are diminishing. ○ CES Administration and SAC members should send a thank you to everyone members met with today. ○ Follow up with everyone we saw today. <p>ACTION: SAC members should send a personal thank you note to the Legislators they visited.</p> <p>Scott McCollum was introduced to describe the Advocacy Data Base. This is a website where SAC members and County Extension Directors will have access to capture meaningful information regarding elected officials. See attachment # 1, page 4</p> <ul style="list-style-type: none"> • Extension connections (Ag, 4-H, FCS, CRD) • Unique relationships with key Extension employees, volunteers, youth, donors, supporters, etc. • Include elected officials at county, state, federal levels • CEDs and SAC members will pilot this program in Spring 2013. Take time to cultivate and build relationships. • When entering information about contact, describe relationship, support networks, issues the Legislator is passionate about. Information about children, family, etc. can also be entered. <p>ACTION: Marshall will send an email to SAC members with a link to this database.</p>
Closing Remarks	Dr. Zublena believes SAC is doing great things. This is a good match between CES and the Legislature. Happy everyone is so excited about their work today. We will take a tour of the Hunt Library during the business meeting on Friday.
Dinner	Dinner was provided by Gravy Italian-American Kitchen in Raleigh

Friday, March 29, 2013
Business Meeting

Presiding: Sylvia Churchwell, Chair - State Advisory Council

Agenda Item	Discussion	Resolution
Meeting Begins/Call to order Sylvia Churchwell	Welcome from Sylvia at the Hunt Library. Thank you to all members for dedicating yourselves to SAC.	
Thought for the Day Micki Earp	The Parable of the Pencil See attachment # 3	
Administrative Updates Joe Zublena, Sheri Schwab, Marshall Stewart and Tom Melton	<p>Joe Zublena (Extension Administration)</p> <ul style="list-style-type: none"> Visiting the Legislative building was the most critical portion of this meeting in an attempt to remedy the budget issues we face. We've had the luxury of having so many talented Specialists at NCSU who may be cut due to budget restrictions or they may need to cover more than one county. CES is developing internet portals (we currently have 43) which will be linked to one site for client access. Should be completed within 2 years. Information will be up to date so that it's matching production information. Items will be time stamped so that we can control the content and realize what's on the internet. Major change administratively – Marshall is no longer department head for FCS/4-H. Dean Linton has asked Marshall to work part time on the college strategic plan. Carolyn Dunn is the FCS/4-H Department head. We are financially and administratively moving 4-H out of our OUC and placing under Marshall to better protect it (this includes Congress, Activity Days). 7.2% in Federal cuts due to sequestration. Cuts will mostly be personnel. Dean Linton is progressing with the Strategic Plan. Trekker International has been hired to come up with 15 different themes that will give us our first CALS Strategic Plan. We will refine all of the data in April. The Dean is investigating alternative admissions policies to allow students to be accepted into CALS where they may not normally be able to get in due to their grades. A student would go into a community college for a year or two and will be admitted automatically after that into CALS. Other challenge that CALS will have is losing students and faculty/staff to the new College of Sciences. 50% of CALS undergraduates, 48 faculty and 100 support staff will move into that college when it is launched in July 2013. Positive aspect is that Research will receive 4-5M back in funds that can be allocated into other areas. <p>Sheri Schwab (County Operations)</p> <ul style="list-style-type: none"> Working as a team to come up with staffing philosophy to manage all of the vacancies with smaller budgets. We're not able to fill all of the positions, which we will fill with the limited budget that we have currently. We are under a hiring "pause" until the new budget comes out. Important for our culture and training purposes to have a State Extension Conference this year since we haven't had one since 2007. This will show that we are still very strong as we manage this financial crisis. Emerging issues – This year centered around manufacturing. The forum wants to take those conversations out into the county. They've asked Extension to be the liaison between them (Emerging Issues) and the counties working through our 	

	<p>CEDs to help see where there are connections in the Agricultural area.</p> <ul style="list-style-type: none"> • Thank you to DEDs who are coordinating with CEDs, county managers, etc. to get positions filled. They have listened to SAC members as well and continue to relay that to the counties. <p>Tom Melton (ANR/CRD)</p> <ul style="list-style-type: none"> • We are updating the portals online so that they have updated information on them. Specialists are excited about this because it shows Extension Administration is supporting them. • Agent training will be offered at Extension Conference this year. • Local Foods effort is being brought to the forefront by adding the words Local Foods to the beginning of training titles in the Learning Management System (LMS). • Center for Environmental Farming Systems (CEFS) will provide money to help us expand Local Foods program. <p>Marshall Stewart (4-H/FCS)</p> <ul style="list-style-type: none"> • 4-H and Family and Consumer Sciences handout was distributed to show events/programs which are being offered currently. See attachment # 4 • 4-H Conference has been moved to July to better accommodate Agents who weren't able to attend in the past. • Donor event will be part of Congress. SAC is welcome to attend and be a part of the event. • PILD is a good experience if members are able to attend. Recommends everyone attend to get national exposure of CES. • Speak with Sarah Kotzian if you would like to volunteer at Congress which is on a Saturday this year. • District Activity day was hosted by NC A&T University this year. Travis Burke and Jim Cowden were both there and noted that we had great participation. Goal is to host events on a campus of higher learning when showcasing 4-H with the hopes that they will want to enroll in some form of higher education.
Business Meeting Sylvia Churchwell, Brenda Gilbert, Ernestine Alston, Jim Parlier, Sheri Schwab, and Linda Sutton	<p>Approval of Minutes (October 23-25, 2012)</p> <p>MOTION: Marvel Welch</p> <p>SECONDED: Carol Shields</p> <ul style="list-style-type: none"> • Motion Passed.
SPC Liaison Update Brenda Gilbert & Ernestine Alston	<p>Following joint board advisory meeting held July 1, 2012, we started planning process for SPC Fall meeting and Fall session which we normally have in November as well as the grassroots conference we normally have February-March.</p> <ul style="list-style-type: none"> • Dr. McKinnie addressed members regarding recruitment, new members coming on and old members rotating off. Told them how CES should interact with the public and what types of people that should be members. • 9 new members plus students joined us to tour tilapia farm, Piedmont Food and Agriculture Processing • Ellen Smoak held session about engaging elected officials • Council members working towards improving committees and subcommittees • A&T focusing on grassroots conferences. A&T focuses on regions and NCSU focuses on districts. 275-300 people came to the last conference at A&T. The purpose of having these conferences are to give parties a chance to come together to collaborate and strategize. • Leaders value family farming, food access, entrepreneurship. • Extension should be establishing networks to address needs of target audience to meet needs of constituents. • This year's theme: Entrepreneurship, Embrace, Encourage.

Treasurer's Report Jim Parlier	<ul style="list-style-type: none"> • 14 Cooperative Extension centers are still outstanding to help with SAC expenditures. • Districts are doing well utilizing their money to hold meetings. • Legislative projects/back home visits monies have not been utilized thus far. Counties should remember that the funds are there. • If our funds are not utilized, we will not lose them. • If a district does not have a scheduled conference in their district, they can collaborate with other districts. Money can be used for meals to invite elected officials. Districts work together to decide how this money is spent.
Operation Procedures Alignment Sheri Schwab, Linda Sutton	<p>Reviewing SAC Operating Procedures, page 3, line 10 and 11</p> <ul style="list-style-type: none"> • Are we limiting the terms that the Vice-Chair and Treasurer-Elect can hold? <ul style="list-style-type: none"> ◦ They are self-limiting because they roll off automatically. If a person is invited to serve another term, they could go longer than this. <p>Recommendation for amending Philosophy and Purpose, page 1, line 3-4.</p> <ul style="list-style-type: none"> • Suggestion by Joe Ward (via email statement) to have the Philosophy/Purpose read: "The State Advisory Council builds pathways within the Advisory Leadership System by helping to empower people and provide solutions that will benefit all North Carolinians through increasing awareness of and promoting NC Cooperative Extension Service programs." <ul style="list-style-type: none"> ◦ Discussion: Connie Buckner and Carol Shields offer corrections to amend Joe Ward's suggestion to read: <u>The State Advisory Council builds pathways within the Advisory Leadership System by empowering people and providing solutions that benefit all North Carolinians through increased awareness and promotion of NC Cooperative Extension programs.</u> ◦ The Philosophy received a motion and a second with one person opposing. ◦ DECISION: Philosophy and Purpose will be changed as underlined above <p>Recommendation for amending Vision section, page 1, lines 19-23.</p> <ul style="list-style-type: none"> • Suggestion by Joe Ward (via email statement): Strike entire Vision section and change to "Engaged citizens in every community participating in and claiming ownership of NC Cooperative Extension Service programs through strong advocacy efforts, rigorous communication, and committed Advisory leadership." <ul style="list-style-type: none"> ◦ Discussion: Micki Earp states that this is basically the same way it's currently written only grammatical changes. ◦ Motion to amendment is recommended, but not seconded. ◦ DECISION: the Vision remaining as currently written in the Operating Procedures. <p>Vote on changes to accept newly submitted Operating Procedures with amendments. All in favor Vote passed</p>
New Business Sylvia Churchwell	<p>Appoint new Horn of Plenty Liaison (Sylvia Churchwell):</p> <ul style="list-style-type: none"> • Mark Davis is appointed to be HOP liaison. • NACCA Annual Meeting (CE Booth 22nd & 23rd) and HOP (Friday the 23rd) will be held in Guilford County August 22-25, 2013. • SAC's role is to work with those appointed to set up an educational booth. Strategic Planning group has agreed to help with this.

	<p>Nominating Committee Report (Mary Ann Lumpkins, Mark Davis, and Brent Hunter):</p> <ul style="list-style-type: none"> • Committee met several times. • Jim Parlier as Chair, Brenda Gilbert as Vice-Chair, Ralph Warren as Treasurer. • Treasurer-elect individuals have been contacted but no definitive answers. • Treasurer-elect is a training position and will allow additional support for Treasurer. Will not be an official office or part of Executive Team. <p>ACTION: The Treasurer-Elect position should be written into Operating Procedures for clarification and voted on at the next meeting.</p> <p>Vote on accepting slate of officers.</p> <p>All in favor of accepting slate of officers presented.</p> <p>Public Issues Leadership Development [PILD – April 21-24] (Marshall Stewart):</p> <ul style="list-style-type: none"> • SAC sends five members (Chair, Co-Chair and one from the remaining three (3) districts) to PILD along with NC A&T SPC members and Agents from across the state. • Someone from each of the remaining three (3) districts was contacted, but some districts could not provide a representative, therefore, two were taken from within some of the same districts already sending a rep.. <p>4-H Congress [June 22-25] (Marshall Stewart):</p> <ul style="list-style-type: none"> • 4-H Congress which now includes Citizenship Focus has merged. SAC members have the opportunity to be involved. Congress will be held on a Saturday. • If a SAC member would like to volunteer as a judge, contact Micki Earp or Marshall Stewart. • To be an interviewer for ARIE (Application, Resume, Interviewing, and Essay), contact Micki Earp or Marshall Stewart. • There are also opportunities to read Essays.
Committee/District Updates	<p>List of Committees and Members -- See attachment # 5</p> <p>County Council Development Committee</p> <ul style="list-style-type: none"> • No updates from Brenda Looney <p>Government Relations Committee</p> <ul style="list-style-type: none"> • No need for report during this meeting due to visit at Legislature building <p>Relationship Marketing & Brand Ambassadorship</p> <ul style="list-style-type: none"> • Barbara High Tyre not in attendance. <p>ACTION: As members look at the Strategic Plan, please give Natalie Hampton or Barbara High Tyre a call or email about items to cover during the summer meeting.</p> <p>Private Resource Development</p> <ul style="list-style-type: none"> • The committee would like to schedule a conference call with Sonia Murphy and to go into counties to talk about private resources.

<p>Committee/District Updates Cont.</p>	<p>Northeast District -- Travis Burke</p> <ul style="list-style-type: none"> • Conference call was scheduled to talk about upcoming plans for committee work. • Had meeting last May in Edgecombe and hope to get elected officials to attend future meetings. • Needs assessment was conducted to decide what we wanted to do for district conferences. <p>South Central District – Clinton McRae</p> <ul style="list-style-type: none"> • Invited SAC to meet with new CEDs in February and discussed strategies and goals and to let CEDs know where we are as a council. • Director stated that all Advisory Councils would be gaining strengths. • SAC met with DEDs to go over our Four Focus Areas and to discuss ways to strengthen our councils. • We affirmed our relation with the district to have them contact us with whatever we can do for them. • Candid dialog with DED and CEDs about where we go from here. <p>Southeast District – Greg Hoover</p> <ul style="list-style-type: none"> • With the exception of Esther Collier, we had many new members of 2 years or less. • One cluster vacancy in the Pamlico region. • CEDs meeting on the 18th to formulate district wide advisory leadership. • Have all been active working with cluster counties. <p>West District – Spring Williams-Byrd, CED from Burke County representing Dan Smith</p> <ul style="list-style-type: none"> • 3 meetings in our district involving Connie Buckner, Marvel Welch. • Used money for registration and refreshments with council chairs and DEDs to discuss committee structures of SAC committee and how they should be mirrored in county councils. • Example of programs and projects in county offices were shown. • Easy for the West to appreciate Extension. • Also conducted SEAL training. <p>North Central District – Jim Cowden</p> <ul style="list-style-type: none"> • Annual district training December 12, 2012 with all county advisory councils. • All SAC members in that area were there. • Communications and branding was discussed as well as resources from people who support our program. • Dr. Jay Jayaratne attended to discuss Environmental Scanning during Back Hom Visits since some people in the counties were unaware of what that meant. • A Local Foods lunch was provided. • Each of the clusters gave a report of some of the county programs. • Counties were encouraged to invite SAC members to their meetings. • Discussions about 6-9 new members coming in were conducted during the EPAT evaluations. <p>Chatham County is discussing the prospect of building a new Ag center in Pittsboro. This center grows in size as they develop the plans. It is possible that the building could hold up to 500 people which would make it a great location for an Extension Conference.</p>
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Closing Comments/Announcements Joe Zublena	Thank you to SAC members on behalf of Extension Administration. We appreciate everyone's dedication in all of the counties. <i>Upcoming dates for SAC meetings may be tentative although we hope to keep these in order to coincide with meetings of the Federal budget (October 1st deadline), and the other date to discuss the partnership with NC A&T to confirm their date.</i>
Lunch	
2013 State Advisory Council Meeting Dates – Proposed	Summer July 30 – August 1, 2013 Location: TBD Fall November 19 – 21, 2013 Location: TBD
Tour of Hunt Library	An optional tour of the new Hunt Library was given to SAC members and Administration.