

AMC Extension Committee Meeting MINUTES

From meeting held on Wednesday, September 13, 2006 - 5:00 p.m. to 8:15 p.m.
Holiday Inn - Teddy Roosevelt Room - 2100 East Hwy. 12
Willmar, Minnesota

Present: Commissioners Bruce Kubicek, Nancy Schouweiler, Richard Larson, Richard Mattson, Stephanie Miranowski, Velma Oakland, Lenore Johnson, Sharon Bring, John Baerg

Guests: Bev Durgan – Dean & Director, University of MN. Extension and Experiment Station, Jeanne Markell – Assoc. Dean and Aimee Viniard Weidemann – Asst. Dean

Staff: Toni Smith – Extension Liaison to AMC and Jim Mulder during the 4-H presentation

Welcome: Commissioner Bruce Kubicek, AMC Extension Committee Chair, called the meeting to order at 5:00 p.m... Commissioner Larson moved and Commissioner Johnson seconded motion to approve the minutes from the last meeting held on March 29, 2006. Motion carried.

Commissioner Kubicek asked for additions to the agenda. Commissioner Schouweiler moved no further agenda items and Commissioner Larson seconded the motion. Motion carried.

Commissioner Kubicek asked everyone to introduce themselves and stated: *when you introduce yourself please come prepared to update the group on the status of your county MOA (Memorandum of Agreement) with Extension and give feedback on any regional or local Extension programs you may have attended over the last few months.*

Comments during the introduction process:

- Steele County will present MOA in 2 weeks
- Dakota County doesn't like it that the MOA is only for one year...they would like to see 3 years.
- Red Lake County had their MOA approved by the Extension Committee and it is moved to county board. They would also like to see a 2 year contract.
- Wilkin County – They have a very high levy limit. Would like a part time ag person but levy limit is so high.
- Marshall County is happy with their local educators and they liked the one year MOA
- Lake County Extension committee has approved the budget and the board will look at it soon.
- Wright County felt the budget was in great shape.
- Watonwan County don't expect problems with the MOA
- Kandiyohi County MOA is on hold pattern. The regional director in Hutchinson has left want more details about who will assist them. University staff assured Commissioner Larson that Bob Byrnes would be the RD assigned to Hutchinson and he was an outstanding RD and they were assured that the county would be happy with his work.

MOA

Commissioner Kubicek asked Jeanne Markell, Associate Extension Director, to present an update on the status of the MOA's across the state. Ms. Markell stated that they were pleased with the overall status of the MOA's. It is only tentative data since some of the county boards will not be signing off on the MOA's until December. The current situation:

- In 23 counties staffing requests are up.
- In 4 of 87 counties staffing is reduced
- Only 2 counties have budget reductions
- Most of the local positions are in ag and youth development.

Commissioner Kubicek asked if they were asking counties about how happy they were with the changes. Ms. Markell stated yes. We are not seeing the quality of the programs negatively affected.

- Further discussion occurred around the changes in RD assignments after Dave Resch left the position. Commissioner Mattson asked about increasing the RD work load and the affect it may have on the RD in his area of the state that deals with Wright County. Jeanne stated, “just like counties we are continually looking for efficiencies and effectiveness in our programming and program structure. The latest change with RD role will be evaluated at the end of the year to assess if it is working for both the county and the RD.” Jeanne also reminded the group that ALL the regional centers are their centers....not just the one they happen to live the closest to in the state.

Report from the Dean:

Commissioner Kubicek asked Bev Durgan, Dean of Extension and Experiment Stations to update the committee on recent issues in Extension. She discussed the funding through the University Compact process and stated that they would soon be writing the 2007-2008 Compact. The Compact process is a contract between central University administration and Extension. It gives Extension the opportunity to request funding for initiatives and programs and it defines priorities, outcomes and impacts of those programs.

The 2006-2007 strategic goals included:

- Evaluation scholarship on Extension impacts
- Technology enhanced delivery and management
- Expand access to campus faculty
- Enhancement of external funding
- Leadership training for Extension citizen leaders

Considerations for the 2007-2008 compact planning include:

- Building on previous 2 years Compact
- Build on Presidents Initiatives (Healthy Foods, Healthy Lives; Environment and Renewable Energy and Children Youth and Family)
- Need for recurring funding for salary increases
- Diverstiy – 4-H
- Biobased Energy
- Cost Benefit Analysis
- Compensation

Commissioner Kubicek asked the Dean about the new promotion/scholarship policy and it’s affect on local educators. Bev Durgan outlined the policy and stated that it was for regional educators, not local educators. She stated that after the restructuring the organization needed to look at the scholarship promotion process. A task force worked on the issue to design a process that met the University system based on scholarship and academic work. This process enabled the organization to leverage money in the Compact process.

The promotion process is built on scholarship and not on time and rank.

It is best suited for regional Extension educators and we believe we have the best programming when we have local, regional and state staff. Just because local roles are different does not mean we don’t value them. The University has appointed a task force to look at the P&A – professional/academic positions, which is what local faculty are classified. There are about 4000 P &A staff at the University. The Dean stated that she did not want local staff to feel devalued.

4-H Community Youth Development Awards:

The committee discussed the application for the award that AMC gives annually for 4-H community leadership projects. There was some question whether there should be some limit on the amount of times a club could win the award. Motion made by Sharon Bring, seconded by Dick Mattson that the criteria should stay the same and leave the judging process up to the judges. Motion carried. The group decided that the committee should remember that one of the criteria for the award is to recognize as many clubs as possible and to remember that the recognition is about effort not about the professionalism of the award application. The winners to date have been outstanding and the committee hopes the level of quality will be retained in the future.

University of Minnesota Extension Service Wordmark Changes

Aimee Viniard- Weideman, Assistant Dean & Extension Director of Communications and Public Relations talked with the group about the graphic standards and guidelines with the University wordmark. The Extension Service wordmark is not compliant with the new guidelines that all University colleges and units are expected to follow. She asked for the committee feedback on several wordmark options. She also showed them the new **Source** magazine that will be completed in mid October and mailed to Extension stakeholders across the state.

Comments from the group about the wordmark:

- *Keeping the word service is almost redundant....service is Extension....they are synonymous....most of the time we just say Extension anyway.*
- *I think leaving service off is not diminishing what it represents.*
- *I like the word service because that is what Extension does. We need to say what we are doing...Extension does more service than educating.*
- *I disagree with that....everyone knows they provide service...you don't have to have it on there.*
- *Everyone just calls them Extension anyway.*
- *Education, 4-H, expertise.....everyone across the state ID's it differently. Not having service broadens the scope of how people view and the many different things they do.*
- *What does service say to people who do not know Extension?*
- *Extension is like gas stations....we use to have full service gas stations in each county....that has been taken over by convenience stores.....that is kind of what happened in Extension.*
- *All but two committee members preferred the logo with the large M on the left and the words University of Minnesota on top with a large EXTENSION underneath.*

Dean Durgan commented that the changes to the wordmark will occur over time. Gradually move it into place so we are fiscally responsible.

Aimee outlined that the 12 page Source magazine would be printed three times a year and there is an online version.

Other Topics from the Group:

Commissioner John Baker is not running again so Dick Larson will be moving up into the delegate position and the district director in District 6 will need to appoint an alternate.

4-H – Framing the Issue – Pat Morreim, Andover Extension Regional Center Director presented a program entitled “4-H Framing the Issue” which can best be described as stewardship of the 4-H Youth Development program, it's staff and volunteers and it's fiscal resources. To accomplish this, the state 4-H Framing the Issue committee has developed best practices, policies and guidelines related to the areas of:

- 1) fiscal management
- 2) risk management
- 3) real estate and tangible property

The desired outcome of this work is to ensure that the Minnesota 4-H Program is held above reproach when held to the highest standards of accountability. The presentation generated many questions from the committee members. Regional and local staff are in the process of being trained and county commissioners and county Extension committee members will be hearing more about this in the near future.

Commissioner Mattson moved to adjourn meeting and Commissioner Larson seconded motion. Motion Carried. Commissioner Kubicek adjourned meeting.

Minutes by Toni Smith