

Extension State Advisory Council
iHotel - Technology Room
October 12, 2015
Minutes

Present: George Czapar, Harry Clore, Tony Franklin, Ryan Hobson, Pam Garland, Mike Gray, Abby Marten, Ray Massingill, Jennifer McCaffrey, Julie Mumbower, Wayne Mundsinger, Jody Munsterman, Charles Nolan, Charlie Peterson, Robert Schafer, Anne Silvis, Wayne Steiner, Amanda Taylor, Chris Tidrick, Joe Toman, Nancy Etnyre, Steve Wald, Danny Weatherspoon, Carolyn Willenburg

The meeting was called to order by Chair Charlie Peterson at 8:30 a.m. Although not present, he welcomed Greg Steele as a new member. Additionally, although not present, Larry Boyd was thanked for his service as his term ends February 2016.

The February 16, 2015 minutes were reviewed. A motion was made and seconded to accept the minutes as submitted; motion passed.

Deans Update - Dr. George Czapar

Thanked the group for their time and efforts on behalf of Extension.

- Has been out at an international conference in Rome – shared the conference was sponsored by ADM for prevention of postharvest loss. Representatives from 60 countries with Extension featured predominantly in most sessions. Focus was on how to reduce loss of food worldwide. Partnering with ADM in Champaign to partner with community gardens (prosperity gardens). Feels there is potential for opportunities with Extension. Estimated 30% of food is lost.
- Challenges – U of I Chancellor and Provost have both stepped down. College of ACES Dean will have search in process – appointment ends August 2016.
- Budget – no additional information available at this time. Extension has been conservative with spending and using a cautious approach.
- Great programs are being offered – interesting new partnerships. Continuing to look for other sources of funding and partnerships. Last year offered the cross-campus initiative proposal. Based on this, receiving much interest from other groups. Encouraged ESAC members to review the webpage which shows activities with those eight partnerships. Pleased with the way they are progressing. Based upon this, much better awareness throughout the state as well as on campus. Possibility of partnerships with UIC and UIS.
- Question raised regarding Dow Agrisciences at Research Park. Responded the University has an incubator facility on campus. Dow is working on data census.
- A new high tech medical school has been approved and is coming to campus. A partnership between the College of Engineering and the Medical School with new sciences for doctors for healthcare. Hoping Extension can be involved as well.
- Pleased with what Extension has been able to do despite the budget.
- Mike Gray, ANR Program Leader, is retiring the end of October. An interim Program Leader will be appointed and a permanent search will be conducted.
- Questions and Answers:
 - Q – Cross campus initiative – funding was for two years – will it be extended?
A - Questionable based upon budget. This was a jumpstart to help leverage other funding opportunities.
 - Q - Closing of Research Farms, why?
A - Some have closed due to budget. Moreso personnel related. Decision was made by the Dean and the Department of Crop Sciences. Extension staff are not affected – locations will be found for them and their work will continue.
 - Q – What is the target date for the Medical School?

A - First year will be here, then the remainder in Rockford and other locations.

- Q – What is the Chancellor and Provost’s role with Extension?

A - Chancellor is overall administrator for entirety of campus. Provost oversees the faculty/staff and budgeting. Provost works for the Chancellor. It is hoped that the Chancellor position will be filled first as the Chancellor hires the Provost. A call has just been put out for members to serve on the search committee. Extension reports through College of ACES.

Overview of Agenda – Tony Franklin

Tony gave a brief overview of the agenda then proceeded with an update on the Federal Civil Rights Compliance Review.

2015 Federal Civil Rights Compliance Review

- Reported that a Federal review is conducted every three years with an annual completed internally with a 3-year assessment completed within units.
- Shared about the 2015 Federal Civil Rights Compliance Review conducted in July mentioning that it is not an audit rather a learning experience. Reviews are done to make certain we are compliant in equal opportunities and affirmative action. An internal review is completed every three years as a check to see how things are going. Extension, as an organization, challenges staff to go into environments and become comfortable in an uncomfortable areas. Proof needs to be shown that a reasonable effort has been made to reach out. This reviews how the contacts are made and also provides inclusive plans – in the Extension Plans of Work. Tells how those who have in the past been excluded have now been purposely included. Also tracks volunteer base, Councils, programs, etc. NIFA did not contact Extension directly rather we reached out. Review is conducted on race, ethnicity, and gender. Counties visited were Cook Co (major urban area), Jefferson/Marion/Wayne Counties (southern IL). Regional Directors and Program Leaders were also interviewed. The final report is pending and it will be shared with the group when it is received.
- Largest obstacle in reporting is getting program participants to provide the optional information for tracking purposes as this is not a mandatory requirement.
- A hiring process has been implemented. Anyone serving on a search committee must take a quiz indicating they will not be bias and focus will be strictly on the credentials.

Dr. Czapar thanked Amanda and Tony for their work in the process.

Financial Update – Harry Clore (Associate Director, Budget and Financial Analysis)

- State budget is unknown.
- Shared the funding history – from FY10 at \$68.5 million down to \$56.2 million this past year. Held steady from FY12-15. Projection for FY16 state funding was based upon the Governor’s budget.
- GRF funding – This funding comes from the College. Initial budget shows 16-17% reduction in GRF funds. Administrators and 30% of educator’s salaries paid out of GRF. The state picks up the benefits.
- IDOA – FY16 request based on Governor’s budget has been submitted. Numbers dropping by 20%. Requests have held steady. Each unit submits budget and based upon those budgets and local money, it is matched dollar for dollar. This has been matched 82-85%. This year it will go down. County Board Law is based upon population on max that can be received. Based upon the cap limit, last year funding was reduced \$1.5million. From unit standpoint, there is enough central funds that will make the units whole. The difference is being provided centrally. No net loss at the county level.
- Showed a PowerPoint with pie charts reflecting percentage changes. County and local funding remains strong.
- FY10-FY15 Federal numbers are trending upward. Federal looks good, state uncertain.

In summary, all units have a positive balance in their trust fund. Projections sheets were sent to the units. Federal budget is stable for one more year with funds being managed conservatively. FY16 program levels will remain the same moving forward. No thoughts of reducing programs/funding to the local level. A Federal Audit is currently in process. Tony Franklin will forward a copy of Harry’s slides to the group.

CommIT – Chris Tidrick, Steve Wald

- Provided overview of integrated planning that will be rolled-out at Extension Annual Conference in November.
- Late last year conversed on how to go forward. Communications and IT work together and must be conducted together. Therefore, looking at operating as a single entity within Extension. Review was conducted on the web and how it would be updated, a comprehensive survey was conducted with Extension staff, focus groups met to discuss the plan and the document and materials would be completed in the fall.
- Themes going forward –
 - Customer/client focus in designing materials, etc. (how are you approaching work and what tools can be provided to make you more efficient).
 - Brand positioning within Extension – no change in logo.
 - Integrated delivery methods – to be able to focus on content creation – provide the necessary tools to get the information to the public as easy as possible.
 - Strength multipliers – identify strengths within employee base and help them achieve excellence.
 - Data-informed strategy and evaluation – better use of information (communications – targeting to an audience). How to more efficiently get the information out.
 - Clear and coordinated workflows and support – a central place staff can go for assistance. Providing the clearest path to success for the educators.
 - Connection to campus – improve how Extension is perceived on campus. Keep new faculty informed on Extension and Extension informed about resources that are available that can leverage the scale to our advantage.
 - Modern infrastructure - wants to continue for staff to have the most modern tools/network, etc. to complete their jobs.

Local Legislative Contact Reports (experiences and feedback) – ESAC Members

The group was asked what works, what does not, about their contact and experiences as well as strategies to use with legislators.

- Jody Munsterman – When attending events, makes a point to speak to local legislator and put in a plug for Extension. Goes out of her way to say thank you and to remember Extension. Likes the personal connection.
- Bob Shafer serves as Fair Board Chair and also on the County Board so there are many opportunities. Takes the opportunity to introduce and talk with local state representative whenever possible and always goes out of his way to speak to the legislator. Make a point and let them get to know you.
- Wayne Mundsinger – Positive supporters are needed.
- Wayne Steiner serves on several boards and feels legislators are very supportive. Need to be cognizant that they are talked to from many groups. Be specific.
- Ray Massingill – tried to make phone contact but found letter writing was better. Introduced himself indicating he serves on the Extension State Advisory Council. His Representative has an agricultural background.
- Danny Weatherspoon – Gave a report to County Director and was making local contact as much as possible. Encouraged that they talked, planned, etc.

Tony indicated that many supporters for years are stepping down. Encouraged the need to do more work with their replacements to give them more knowledge of Extension and what we do. Important to invite them to functions and get them engaged. Suggestion was asking them to be a celebrity judge, speak at volunteer banquet, visit a program, etc. It is necessary to market Extension.

Family and Consumer Sciences – Jennifer McCaffrey

Jennifer gave a presentation and update on the FCS program. She talked about changes and programming direction and things coming up. Explained that traditional FCS includes Consumer and Family Economics, Family, and Nutrition and Wellness. The National Programs include EFNEP and SNAP-ED. In the traditional there are currently 19 FTE's. Grant

funding applies for both programs. There are approximately 160 staff delivering the programs. She showed the unit locations of educators.

She then talked about initiatives:

- Child and Youth training and technical assistance programs – trained child care workers who work with military families. The grant is ending. Serviced six counties across Illinois. Over 450 childcare workers were trained in the past two years.
- Health Outreach – been involved the last four years – this is under the National 4-H Food Smart Grant – Food Smart Families
- Cross Campus Initiatives and partnering with other on-campus units (Partnering for Health; College of Fine and Applied Arts (Community Health and Kinesiology) / Hispanic Health Ambassadors (Abriendo Caminos); College of ACES, HCD, faculty from Kinesiology).
- New National Initiative – Rural Vitality – opportunities for funding and collaboration. Redeveloping community for families and health. Rural Hospital network – looking at the health of the community.
- Farm to Food is emerging – including farm to school, connecting residence to food sources; funding for farmers market promotion; IDOA collaboration on IL fruit and vegetable cards; farmers market promotion; food financing initiatives.

She explained that states are grouped within four major regions and IL is grouped in the North Central Region. A Battelle study was done on the value of the FCS program and economic impacts of FCS programming (more detail in the hand-out). FCS is the key to many community partnerships and is the hub that connects all unique players. The impact needs to be summarized better.

Illinois is leading the way in aging programs in Illinois. Looking to strengthen partnerships with other aging agencies. Also in SNAP-Ed. Currently a collaborating partner with Purdue on nutrition education centers of excellence. She chairs a group looking at how technology is used to educate low income families across the state and how it is being used to find information. Looking at ways to educate families.

Statewide Current FCS Programming includes: Managing money and making decisions; Diabetes and heart health; Brain health; Food safety. Emerging FCS Programming includes: All my money for social service providers; School Food Service Training; Aging Sensitivity and Summit; Food business Resources; FCS Volunteers

Revenue Generating Programs: Collaboration with West Chicago School District (looking at serving schools in the area through nutrition education) – would be done within EFNEP and SNAP-ED; IL State Board of Education – National School Lunch Training; Nutrition Center of Excellence; AARP Proposal.

Future plans are to build on the strengths that Illinois has on their projects and leverage partnerships for future funding.

Leadership Academy for County Elected Officials – Anne Silvis

Anne shared about a program they started this past year – invited to collaborate with the Institute of Government and Public Affairs (IGPA) as they were transitioning on how to train legislators in their leadership skills. IGPA is changing to those located at the statewide level and serve them more completely. Extension was asked to take over leadership development for county level legislators. United Counties Council of Illinois (UCCI) screens applicants and Extension provides the programming. She reviewed the agenda and gave an explanation of how the program looked this year. Five sessions were content and the sixth was the celebration. Talked about how the sessions were addressed. No fees for participation and the only out of pocket expense was travel to/from the conference. Hotel covered by UCCI. County Directors were notified if someone was participating from their local area. Hoping that ESAC can help to recruit those in locally elected leadership positions in their community and also spread the word on what Extension is doing to help strengthen local leaders.

Demographic Profiles – Zach Kennedy

Shared a snapshot of Illinois counties and data. Explained how census survey counts are taken with yearly estimates for population counts. Population maps will be sent. This data can be used to determine how Extension programming is being effected by projected growth in youth population. Numbers of youth are changing as is the minority and Hispanic youth population. Census questions on race and ethnicity are separate. They are not mutually exclusive; you can be Hispanic or Latino in any race. This data is being utilized to determine where programming can be increased.

Data for decision makers fact sheets

He is developing extended branded custom data profiles for all 102 counties and updating fact sheets useful both as an informational and marketing piece. Showed an example of a fact sheet pointing out that it includes populations to show growth rate, race and ethnicity, measures of household income, distribution of income, poverty rates, housing occupancy, educational attainment, economic structure (majority employment by industry in the county), retail marketplace (leakage/surplus). Data points are benchmarked. Data has to be coupled with the knowledge. What does the data say and what is the real experience?

Public Issues in Leadership Development (PILD) – Charlie Peterson, Jody Munsterman

- Charlie gave an overview of arrival, etc. Council members were divided to go along with other Extension representatives. Set appointments were scheduled with Congressman and Senators. Folders containing Extension information were delivered to those without face-to-face appointments. Schedules were good. Did not receive any negative reactions. Felt it was a good trip. First time making calls with the 4-Hers. Some spoke before the committee. They were recognized when they arrived. Leadership programs in 4-H are working well. 4-H representatives knew their message and delivered it well.
- Jody was with some educators. Left packets where they went. National presenters were stressing those in the workforce for Extension – volunteer hours must be better tracked. Specifically data when going to Capitol Hill. That will help with funding – volunteer hours are key and can be translated into a dollar amount. Also discussed was the organization of Extension. A graphic aid that can be given out to show where Extension is from the top down showing the structure would be helpful. How the money flows – how funding is coming out under Smith Lever, etc. Reference of rural communities being in transition was also discussed. Overall felt conference was good.
- Tony reported for Sly who sent an e-mail message following the trip.

Question was raised whether it is necessary to attend the PILD conference or just to visit the legislators. It was stated that part of the conference is getting immersed in the message you want to convey and important for any first timers to attend the conference. Anyone who has been in the past could come a day later for Hill visits only. Dr. Czapar mentioned that there is benefit to attend the conference for networking purposes because there are other colleagues who also attend. Discussion took place on who should attend and whether it should be progression of the leadership, i.e., chair, co-chair and third regional representative or sending new persons which would include one from each region. Following discussion a motion was made by Wayne Steiner that the chair along with Tony and two additional persons be selected in a fashion where all three regions are represented. Larry Boyd seconded, motion passed.

Succession of Leadership for ESAC

Wayne Mundsinger motioned that there be succession from Vice Chair to Chair of ESAC. Charlie Nolan seconded. Motion passed.

ESAC Reports

Carolyn Willenburg shared the views on website statistics. Unit 19 sent newsletter for this month. Shared about an article in the newsletter - 80% of garlic from US is imported so she started raising garlic. Effingham Co. – 4-H has been highlighted during National 4-H week. Displays were in all the downtown windows. Library had 4-H club showcase – all

were invited to have a booth during an evening to learn about 4-H and what they do. 4-H youth ambassadors are busy all the time. Very active unit.

Danny Weatherspoon reported that his unit is very busy and doing well. 4-H open house was held. Outstanding brochure was made highlighting offerings. Harvest for horticulture workshops were held in Alledo. Works with local organizations on Master Naturalists, prairie restoration. Runs mid-winter workshop. Master Naturalist had 15 year anniversary. Upper Mississippi River Conference – cleaning up the water. Quad Cities bike tours - good turn-out. Hard core outreach. Food collections, Master Gardener and Master Naturalist training continues. Collaboration with arsenal and other community gardening throughout the city. Reaching across the river to Iowa – joint training. Programs, webinars and learning opportunities continue.

Robert Schafer – staff is busy and go out of the way for programming. Program - know where your food comes from has nice interaction with kindergarteners. Additional helps with SNAP-Ed in their area. Local office working with the paper out of Jacksonville to continue information from Extension on agriculture to reach more people than just 4-H. Calhoun County held workshops on fruits. Master Gardener program is going well. Five local fairs held with each being successful. Active in livestock judging.

Jody Munsterman – Serves on Ford-Iroquois 4-H Bankers Scholarship for High School Seniors interview committee. This past year there were six applicants for five scholarships. Refreshing to see High School seniors passionate about their 4-H History. Local radio station included testimony about 4-H on the air. November 21 Ford-Iroquois having auction with donated items which assists to offset cost of \$20 fee for kids to participate in 4-H.

Ray Massingill – Getting more involved with aging in the communities. Been a slow process but first archery club. Holding ongoing meetings on radon which is an issue in that portion of the state. Grant received for a food kitchen. Nice to see the works that are going on.

Wayne Steiner – 20 Master Naturalists graduate from class this spring. Health series held – 34 participants, 4 locations with 95 indicating they have implemented a plan. Memory workshop – 60 participants. Remains active. Local Foods Small Farms sessions held throughout the summer with the last session with owner of hot peppers. Showcased and learned how to market value added products. Exciting and thinks it good to see all the programs. Unit 22 - Youth Cooking camps held throughout the summer with 388 attendees with the majority in urban areas. Participants also go through EFNEP/SNAP program. Several conferences with good attendance. Getting the word out and much good acknowledgement. Shared total number of 4-H projects entered in county fairs. Very busy.

Charlie Peterson – Macoupin Co. – birthplace of 4-H in Illinois. Held first 4-H shooting sports event. Shooting is the fastest growing sport. SPIN clubs are growing. Charlie elected President of the Council. Workshop held on 3d printing. Unit 16 – Teens as Teachers becoming popular. Illini fighting hunger 4-H food packaging community project held. Becoming our own motivators (BOOM). 4-H dance and mime team established. Beauty SPIN club created. With limited resources have increased in the project area. Hoping to receive increased funding.

Julie Mumbower – Unit 13/17 – Champaign collaborates with campus – prosperity garden – have taken the lead. Educator who does programming on aging. Large staffing and busy unit. Many projects going on. Unit 17 – finished farm progress show. Also conducting DIY project with LFSF educator and collaboration with educator. Visited Unit – they have 3d printer – made the state of IL. 4-H giving to their legislators.

Charles Nolan – Unit 27 – IL Nutrition Education – cooking schools popular. Teaching Teen cooking schools – teaching safety, cooking, cleaning, etc. FABLab 3d printing also popular. Camps, making iMovies to talk about the camps. Welcome to the Real World program. Open Houses in Vienna, Metropolis and Shawnee College. STEM camps going on, including 3d printing. Partnerships with Forest Service to present workshops. Marketplace Literacy program at

Meridian HS. Marion Star Mall – extending into the marketplace to promote Extension. Applying for grant to extend programming in IL and into Missouri. Illini fighting hunger, 75,000 meals. Unit 24 – stronger economics together (SET), tree pruning workshop held. Summer twilight meeting series around areas in Southern Illinois on how to grow fruit/veggie type crops. Master Naturalist program held at Dixon Springs Ag Center (DSAC). Assumed leadership of stewardship at DSAC. 4-H raised money for Special Olympics. Various SPIN clubs. Many activities 4-H conducted to give back to the community, i.e., honoring veterans.

Nancy Etnyre – Many volunteer hours and face-to-face meetings. Many different face-to-face programs taking place. Fortunate to have such good educators, program staff, etc. networking, partnering, etc. the face of Extension.

Wayne Mundsinger – Unit 5 Garden seasons created and distributed. Science and ambassador program – shared about the program and showed examples of flyers. Media has increased since last year, blogs, YouTube, etc. Many volunteer hours and much community support for Extension to help make it a better organization.

Pam Garland – Lake Co. – Being supportive of local schools. Growing, farming, cooking. Master Gardener classes will begin in January. McHenry did Farm stroll in September to show how they grow foods, market, etc. Each farm averaged 300 participants. Looking forward to conducting annually.

Announcements –

- The group was encouraged to take extra copies of the statewide Gardeners Corner publication for distribution to others in their units.
- A PDO will be offered the end of October on how to deal with external customers. CED will provide the distance training across the state.

Next meeting February 15, 2016.