

Extension State Advisory Council Minutes  
iHotel - Technology Room  
February 16, 2015

**Present:** Judy Mae Bingman, Harry Clore, George Czapar, Nancy Etnyer, Tony Franklin, Mike Gray, Sylvester Hughes, Barbara Laffey, Abby Marten, Ray Massingill, Jennifer McCaffrey, Wayne Mundsinger, Jody Munsterman, Charles Nolan, Charlie Peterson, Robert Schafer, Anne Silvis, Chris Tidrick, Joe Toman, Danny Weatherspoon, Carolyn Willenburg

**Guests:** Jennifer Creasey, Dean Robert Hauser, Rick Winkel, Pam Weber

**Call to Order**

The meeting was called to order by Chair Charlie Peterson at 8:30 a.m. There was a moment of silence in memory of ESAC member Lyn Ash. Introductions of those present were made. October 13, 2014 meeting minutes were reviewed and approved as submitted. Nomination was made, seconded and passed for Jody Munsterman to serve as Vice Chair. Jody accepted. Two representatives will attend the Public Issues Leadership Development Conference (PILD) in Washington, DC with the ESAC chair being the first. Nominations were encouraged for the second. Recommendation was that the Vice Chair be the second. A motion was made for newly elected Vice-Chair Jody Munsterman, motion was seconded and approved. Noted was the fact that associations send representatives therefore the two ESAC members will likely be separate when making their visits. It was suggested and highly favored that consideration be given for sending a third representative with that individual being a trainee. Dr. Czapar mentioned that ESAC would have more impact at the state level and the group is therefore being structured in that manner. Discussion continued on the benefit of a third representative with two being experienced and one being a trainee. Adding a third representative would allow for one member from each of the three regions. Discussion was tabled for Dr. Czapar to consider the request with his determination to be brought forward later in the meeting. After lunch Dr. Czapar informed the group that he concurred it beneficial to have three representatives with one from each region. The suggestion made was to have a newer member participate and a member from Region 1. Motion was made nominating Sylvester Hughes, seconded and passed. The three representatives to attend this year are Charlie Peterson, Jody Munsterman and Sylvester Hughes.

**Public Comments** – No public comments were received 24 hours prior to the meeting therefore there was no discussion.

**Deans Update** - Dr. Robert Hauser

Dr. Hauser shared that he was interested in hearing from the group. He reported that he has been asked about the new President and mentioned he had not had the opportunity to meet. He has been told that the President appreciates the outreach part of the University.

He shared that he, Dr. Czapar and a stakeholder, John Huston, will be attending the Association of Public Land Grant Universities (APLU) conference in March and they will be advocating at both the state and federal level meeting with congressmen and staff. This year the emphasis is on Extension.

He agrees that thoughts should be more at the state level. There are concerns on cut-backs statewide by the Governor's budget. He explained that Extension has three lines in the budget that are handled differently than state funds; Cook County Initiative (CCI), County Board Match (CBM), Youth Development (YD). He feels therefore that there is more need for local advocacy for the appropriation.

Reported that they are awaiting to learn how many students will accept the offer to attend the U of I. More students are being lost to out-of-state schools due to competitiveness. Tuition is also a factor. Outcome is based on getting what you pay for. Illinois students graduate sooner and get higher paying jobs.

He explained the College structure expressing that he is surrounded by good people and gave kudos to Dr. Czapar. He shared that Extension suffers as funding through the state is reduced and funding is supported by tuition. Activities that do not generate tuition become a target. Concerned about the tuition-driven funding model and the need to continue thinking about revenues and how to be able to continue work based upon continued cuts. Need to fundraise and set goals high. Fundraising and development work is encouraged and the group was asked to think of ways in which they might be involved. Funding needs to be a combination of local as well as campus.

Question was raised about working with corporate partners, especially in the area of medical marijuana. He responded that the College has been approached by groups that would be applying for license and a clear position was taken that individual faculty might want to develop an individual relationship but until licensed, the College perspective is not to be involved.

Dr. Hauser was thanked for his time and comments.

#### **Directors Update** – Dr. George Czapar

It was mentioned that more than 30,000 volunteers work with Extension, and ESAC members are part of this cadre of volunteers. Dr. Czapar thanked ESAC members for their time and effort. He shared that the goal is to have the group provide information to campus rather than campus to them thus the change in meeting structure.

Budget - Core Smith Lever dollars remained constant. There is a \$4million increase but those are competitive dollars. State funding is questionable as that is dependent upon the Governor's budget. He encouraged the group to visit with legislators to reinforce that Extension is here and will continue to do good work. Local funding remains strong. Extension's dollars are state, federal and local.

#### Searches/Positions –

- Jane Scherer retired from the web development office in December. Coupling communications more closely with the IT group is in process. The goal is to have a more uniformity and a constant message – U of I Extension is across the board. There are three positions open in the web development area: designer, programmer, and web team manager. Two positions are open a web manager and a software programmer.
- Assistant Dean, 4-H Youth Development - Denise Oberle will retire at the end of March. Search for the position closes today and the process will continue to move forward for filling the position.

Cross-campus initiatives – Eight projects were funded and some are doing well. Funding is provided by the Provost, College of ACES and Extension. This is a pilot project and there's no guarantee it will continue. Primary Investigators (PIs) gave five minute lightning talks at Annual Conference. Chris Tidrick will send the link for viewing.

#### **Financial Update** – Harry Clore (Assistant Director, Budget and Finance)

President O'Bana's budget for Smith Lever is pretty steady. During reorganization, plan was to have a one year balance in reserve; has been exceeded and there are some good reserves but we are vulnerable. We have been planning on General Revenue Fund (GRF) reductions of 20%. We do not generate tuition but many 4-H students go to state schools and that

should be conveyed and understood. Of concern is GRF, Cook County Initiative (CCI), Youth Development (YD) and County Board Match (CBM). Most concern is CBM. If CBM is done away with, by the end of 2017 negative balances in over one-half of units; 2019 large deficits in almost all units. If the state does not match, what will happen locally? Everything is currently in good order and we can move forward. Will need to consider what to take into account long term. Funding needs to be in front of the County Boards. When funding is cut at the state level, board funding may also be cut. Need to stay at the forefront. Dr. Czapar mentioned that Steve Wald is working on a one-pager on what Extension does. Harry will send budget information based upon the request of Danny Weatherspoon who wanted to see numbers.

#### **4-H Updates** – Judy Mae Bingman

Gave presentation on 4-H sharing the numbers continue to increase. There are 25,000 club members in a sustained learning experience (up 5% from last year); 1,750 clubs (up 12%); 200,000 youth reached each year which reflects one in every 12 youth in Illinois (up 5% from last year). Goal has been minority membership (up 30%). This year focus is on the Hispanic Initiative and reaching Hispanics in rural areas. Mentioned not to be bashful about sharing your story. Distributed a packet of materials and reviewed documents contained therein. Gave ideas on how to explain 4-H and tell the story. Talked about how 4-H partners with community organizations. She is available and welcomes phone calls if assistance is needed by ESAC members wanting to tell their stories.

#### **Family and Consumer Sciences (FCS)** – Jennifer McCaffrey

FCS has 20 staff serving in the traditional Extension Educator roles with programming from birth to the older years serving individuals, family and community organizations in the areas of Consumer Economics, Family Life and Nutrition and Wellness. Funding is 70% local, County Board Match and 30% state. The goal is to help individuals make informed decisions, gain skills, or change key behaviors. Family and Consumer Sciences is looking to increase volunteers in the future thus enabling extension of those reached. She expanded on how they connect with campus in five areas: The Affordable Care Act, Hispanic Health Outreach, Diabetes, Just in Time Parenting and Brain Health. FCS is also made up of two USDA grant programs. Expanded Food Nutrition Education Program (EFNEP) and Supplemental Nutrition Assistance Program (SNAP-Ed). EFNEP's goal is to reach and give the experiential training and to reach underserved audiences in six counties. There are five educators and 40 program delivery staff. SNAP-Ed is in 92 counties with 13 educators and 110 program delivery staff. The motto is to reach people where they are. More information can be acquired from the Extension website under Illinois Nutrition Education Programs (INEP). The overall goal of FCS programming is to empower families to make choices to improve their well-being with long term results being a more productive workforce, financial stability and decreased healthcare costs.

#### **Effective Advocacy for Extension / Q&A - Panel**

Dr. Czapar shared that Steve Wald and Tony Franklin made arrangements for a panel with the focus being on how to make a larger impact at both the state and local level. He feels that there can be a bigger impact at the local level. From the panel, the group will be hearing about the best way to get the message across. With Steve being absent, Chris Tidrick served as the moderator and introduced the three panelists, Jennifer Creasey (Assistant Director Office of Governmental Relations), Rick Winkel (Director, Office of Public Leadership, Institute of Government and Public Affairs) and Pam Weber (Legislative Consultant Extension Partners). Panelists shared the following:

- Jennifer – Advocacy – can show how our issues matters – advocacy at the grassroots level. It is important to explain how our issues affect legislators in their own districts. Legislators want to be re-elected. They need to know why our issues affect them. She stated that because of Extension the University of Illinois does have a statewide presence. It is important that constituents talk to their legislators at the local level. As a voter, you can bring it home to them by sharing your personal experience and those personal connections are important. Bring it back to the personal level.

- Rick Winkel – What is the most important Governmental body to you? Funding comes from the state and getting to know the State legislator is key to the success. Be creative with your time because legislators are very busy. Speech must be concise and to the point – it is local to them. They care about statewide issues but mostly what is happening back home. Those from the home district are the most important. Keep the connection. Do they understand and know what Extension is about, will they respond, etc. Must know and communicate and make the effort as there is no impact if you do not. Make it meaningful and worthwhile. Make it personal – make the phone call, make the visit. Use the single subject rule - to be persuasive, zero in on a single subject. Give reasons why and communicate that - do not ramble. Make it persuasive. Get to the point. If it is important enough to advocate, it is important to write your ideas down. Go in with a one page fact sheet. Always be prepared to give both sides and be honest. Credibility is essential. Send handwritten thank-you note following the visit.
- Pam Weber – There are currently three line items within the Illinois Department of Agriculture budget (County Board Match (CBM), Cook County Initiative (CCI), Youth Development (YD)). The focus has been and will continue to be CBM. She emphasized a phrase from a book “you can’t hold people accountable for what they don’t know.” The question then becomes why don’t they know? If they don’t know, who was responsible for them not knowing? Look to the individual who wants something to happen and get them involved. Be sure they know what it means to those in their districts and how it affects them when cuts are made. By giving them ownership, they feel the pain, just like their constituents. One never knows to whom your story might be told that will in turn share the story with someone else. Never make the assumption that everyone knows about Extension. Extension adapts to the needs that are visible in their communities, talk about what can be done locally. Get out and tell your story. Make certain you are a registered voter.

Question and answer session:

Q – How to become a wanted presence rather than an interruption.

A – Make a connection and meet with your local legislator. Never pass up the opportunity to meet with a staffer – they are part of the process. Make it timely and valuable. You can find your local legislator on the web at [www.ilga.gov](http://www.ilga.gov)

Q- How to begin connection with local legislator?

A - Call and schedule a visit. Be sure to inform them of your discussion topic. Have a one page, clear and concise fact sheet for a specific issue you want to talk about. Have background information on Extension and focus on what Extension does for them, how to partner with them and better their work. Talk from the heart explaining why you are involved, why you are part of ESAC and what moves you to be part of Extension.

Three ESAC volunteers participated in role playing scenarios advocating Extension as if they were meeting with their legislator. Feedback was then given by the panelists on ways to improve the presentations. Recommendations were to be concise and clear in message delivery, to thank them for their time before leaving as well as via thank you letter. In the letter include any agreements and next steps that were discussed to bring closure.

Pam Weber asked individuals to express the most unique experience with Extension. Experiences were shared and Pam gave feedback on ways that specific details could be given to bring the story home. She said to stress that Family and Consumer Sciences (FCS) and Community and Economic Development (CED) are just as important as Youth Development (YD). She shared that the perception can be changed and to never underestimate the power of what communication with a legislator, either in person or by phone, can make. Make it personal - share your stories.

### **Economic Impact of Illinois Agricultural Fairs** – Alex Norr

Extension was approached by the Illinois Association of Agricultural Fairs to perform an economic impact study of the 2014 county fairs. Fifteen counties were selected and data was gathered through surveys and key informant interviews. A

simplified questionnaire was provided to each non-selected fair which allowed those to independently collect their own data. 4-H Youth collected data at their county fairs. Almost 5,000 households contributed. The study reports that \$170 million was spent as a result of the 104 fairs in Illinois. The study reflects that fairs contribute to the culture, unity and tradition of the communities they serve. Beyond the economic impact, the study revealed that county fairs provide many benefits to the community that are not related to economic gains. Benefits include providing a family friendly entertainment, education about agriculture, opportunities for local organizations to get involved, traditional community events, fundraising for local groups and unique entertainment opportunities.

Tony Franklin sent a message to ESAC members with specifics related to the study.

### **ESAC Reports**

**Unit 18** – Charlie Peterson - Macoupin County is known as the birthplace of 4-H. First to have a shooting sports event at Bunker Hill in May. In the winter issue of Extension Connections, Gary Letterly (Educator for Energy) won an interdisciplinary state excellence award. The Northeast corner of Carlinville is standardization (Standard Oil – mining coal) places for workers to live. Ordered 156 Sears Homes/Standard Addition for oil company employees and there are 152 remaining. Community and Economic Development Educator has been working with local persons in Carlinville to improve the quality of those that have been deteriorating over the years. Nutrition Education Program produced a calendar with recipes, tips for food safety and other items encompassed in the program.

**Unit 2** – Nancy Etnyre - Understands the needs of their community, implements action and follows through. Successful partnering in food groups, especially diabetes. Local Foods and Small Farms – reached out to farms and conducted a farm stroll in Boone County and individuals were exposed to local foods in the county. DeKalb County has done the same. Three counties are eligible for pilot program 4-H dynamic groups. Expanding Master Naturalist and Master Gardener programs throughout the unit. Receiving recognition for horticulture expertise and invited as presenter to Korean Master Gardener Conference. Eligible to get new Youth Development Educator.

**Unit 5** - Wayne Mundsinger – Robotics very popular with wait lists on all programs. Twenty new Master Naturalists trained. Food jams, healthy eating, smart lunch self-assessment (grading lunches). Worksite wellness – nutrition within business. Food sanitation and safety. Volunteer hours 14,118 with value of \$339,000. Over 300,000 web page hits with Facebook doubling in the last year.

**Unit 6** - Sylvester Hughes – Will be conducting two open houses this month highlighting the 4-H experience and how to start a 4-H club as well as leadership, citizenship and life skills with the intended audience being parents, teachers, and future 4-H leaders. Diligently working towards diversifying the Extension Council to be reflective of the community and constituents served there.

**Unit 7** - Danny Weatherspoon – Things are going well and having good reaction within the community (nursery school, plant sale, wellness program). Many activities with the community, teachers, etc. Growing, getting more vibrant and better.

**Unit 13** - Jody Munsterman – Programming local foods with Steve Ayers. Is repurposing Chanute air force base in Rantoul - been working with City Council and Mayor. Specialty crops are growing there - leased 16 acres. Local FFA has demonstration plots for sweet corn and watermelon.

**Unit 15** - Robert Schafer - Planning 4-H horse show at Scott County Fair for all five counties to participate at a centralized location. Staff works hard in the unit. Horticulture Educator completed commercial tree fruit school. Busy being in the public so they see what Extension does.

**Unit 1** - Ray Massingill – Hearing about good quality of programming and the quality individuals working within Extension. Staff are doing an exceptional job of getting information out to the public via brochures, etc. Holding a 4-H showcase evening open to the public so individuals can visit and see what 4-H is all about. Winter trails and naturalists tales workshop being held in Savannah which is a lecture and a hike in a park. Offering spring gardening class. He and the County Director met with an individual who was interested in donating money. She was impressed with Extension and what is being done. \$40,000 was donated.

**Unit 14** – Barbara Laffey – A diverse unit with diverse needs. Gets ideas from the ESAC group with one being volunteer hours and opportunities as good points to take to legislators. Has new County Director. Lost the Master Gardener Coordinator (Senator Sullivan’s wife). Cross-river bridge beautification project coordination - works with Master Gardener in Keokuk, IA. Each county is different but all work together well. Shooting sports and Youth Leadership big.

**Unit 21** - Carolyn Willenburg – New County Director but she has not meet him yet. Hasn’t been involved as much with Extension since retirement.

**Unit 24** – Charles Nolan – Hired Local Foods Small Farms educator and planning to hire Extension program advocate to act in the role of Extension in communications. Unit offices are now all full. Hosting stewardship week formerly hosted by Shawnee RC&D and a sustained living expo (local foods, arts & crafts). Pilot program COAD EDEN project (stemming from tornado) to prepare them in event of disaster. New Regional Director, Julie Mumbower. Unit won state award for SNAP-Ed. Program will also be done in another county.

Dr. Czapar again thanked the group for their work and all they do on behalf of Extension. He welcomes feedback; any concerns or questions should be directed to him.

Tony asked the group to be prepared as there the next meeting agenda will include the topic interactions with state legislators, what works, what does not and how to improve. He wants to hear about the local legislative visits.

There being no additional discussion topics, the meeting was adjourned at 3:05pm