EXTENSION STATE ADVISORY COUNCIL MEETING
FEBRUARY 20, 2012
I-HOTEL AND CONFERENCE CENTER


Visitors: Jane Scherer, Edra Scofield of McKenzie Wagner, Madonna Weese, Lisa Bouillion-Diaz and Dan Dawson

Absent: Lyn Ash, Jim King, Robert Koehn, Lee Trotter, Marilyn Brengle, John Horton

Tanesha called the meeting to order at 8:35 a.m. and reviewed the agenda.

Carolyn Willenburg moved and Wayne Mundsinger seconded the approval of the October 2011 minutes. Motion carried.

Introduction of members were made and Anne Silvis was introduced as the Interim CED Program Leader.

Dr. Hoeft reviewed the presentation he would be giving at the Extension Statewide Meeting on February 22. His four main points are People and Places, Financial Status, Technology and Impact. He will e-mail/send the ESAC members the PowerPoint presentation.

Dr. Hoeft reviewed the Governor’s budget plan. Legislators informed constituents that there would be major cuts throughout the system. Extension will continue to keep information going to the legislature, not lobbying, but to keep informed.

The search for the Technology Director is moving forward but not as quickly as expected. We are not finding the quality of applicants we are looking for. One problem noted is the State of Illinois financial position.

Dr. Hoeft mentioned that in addition to moving to 27 Units last July, we just recently moved to three regions. Two Regional Directors resigned; Nigel Austin to a job as a Regional Director in Eastern Indiana, and Gerald Correthers as Regional Director for the urban area of Green Bay Wisconsin. Dale Law has agreed to assume the position of Region Director for Region 3, Ryan Hobson will be the Region 2 Director and Joe Toman has agreed to assume the position of Interim Director for Region1. A national search for Region One Director will begin with hopes of filling the position by summer.

Dr. Hoeft provided the Council with an overview of the Units: how the budgets will work, number of vacancies to be filled, financial soundness of Counties coming into the new Units, amount of contributions from CBM, Federal and State, and Grants. Dr. Hoeft gave an opportunity for the Council to ask questions and give feedback on how they believe the Units are going.

Dr. Hoeft informed the Council that every Academic Professional position is getting a new computer and the old ones will be cleaned and used by program and office support staff. He mentioned the concern of local connectivity and ability to deliver programs through technology. The Educators & County Directors will soon have iPads as a tool in delivering programs. The Extension Council members provided feedback with regard to program delivery and the use of technology. Several suggestions were made regarding not only program delivery but helping the public in general.

Break at 10:30 a.m.

Dr. Hoeft introduced Edra Scofield from McKenzie Wagner, Inc. and Jane Scherer who have been working for the last five weeks on a proposal to build Extension’s “brand awareness” in the state. They are here today to get input from the Council about about promoting brand awareness.
Edra Scofield mentioned there were four project phases and that we were in the first stage. The four stages are: gather information/input; develop/update brand platform; develop and implement statewide marketing plan; and measure, evaluate and revise the implemented plan.

Once we have gathered the information, we will develop a framework for telling a compelling Extension story (phase two); the marketing plan will provide statewide visibility and consistency with only the slightest change in the message due to location within the state. The message will be designed to engage consumers, engage implementers and build ambassadors (stage three); once the message has been released to the population, it will be evaluated and revised as deemed necessary (stage four).

Edra asked the Council to participate in an electronic poll with four questions identifying the level of satisfaction of those who use Extension; the scope of services; biggest threat to Extension’s continued vitality; and the value of Extension to those who use it. Hopefully the new message will convey the breadth & relevance of programming.

Lunch at 12:05 p.m.

Staff members from the State 4-H Office presented Council members with updates on youth programs. Madonna Weese talked about Health Jam which is designed to promote healthy lifestyles in youth. Health Jam’s partners include KSB Hospital, the National Center for Rural Health, professors from the UI Colleges of Medicine, Dentistry and Pharmacy, as well as Wal-Mart. The program just recently participated in the Walk Across Illinois. It has been chose as a National 4-H Program of Distinction.

Lisa Bouillion-Diaz explained the 4-H Tech Wizards Program and the Robotics Spin Clubs. She said the 4-H Tech Wizards Program is a National 4-H Mentoring Program which targets at-risk youth. It is geared to engage at-risk youth in science, engineering and technology using small group mentoring. It then provides opportunities for the youth to apply what they learned through service in their community. Partners in the program include ISU, Wesleyan, State Farm, Heartland Community Church, Children’s Discovery Museum, Ecology Action Center, and many more.

Robotics began 5 years ago with no funding and staff and parents designed their robots with commercial kits from Lego that cost about $350 each. Now, with funding from major corporations and foundations, the students are able to build amazing robots and able to compete in competitions both within the US and worldwide with winning participants able to vie for over $15 million in college scholarships.

Dan Dawson talked about the Illinois Shooting Sports program which is in its third year. The program has exceeded expectations. Currently 300,000 students participate, with 73 out of the 102 counties have clubs. The sports include archery, rifles, and shotguns. Each club has to have one adult volunteer coordinator and one adult instructor with a ratio of 1 adult to 10 kids. The instructors are required to complete sixteen hours of intense training and then they in turn teach the state volunteers. The next training is May 18-20 at the State 4-H Camp.

Break at 2:30 p.m.

Dr. Hoeft explained federal funding has been flat due to an inflation decrease and for no other reason. He fully expects when the federal budget is being released we may have a decrease in federal support. PILD (Public Issues Leadership Development) conference information was distributed. Members indicated if they were participating in the Washington, D.C. conference.

ESAC Regional Reports:

**Unit 1:** They have been meeting by TeleNet so far. This has been beneficial to some extent because once the conference call is through they remain in their local groups and discuss the few things relevant to their area. They are having their first face-to-face next week and it is a dinner meeting, not very formal, but a good chance to get to know one another. They are very impressed with the County Director.
Unit 3: Council has been meeting every other month. They have formed two committees. The Marketing Committee is challenged with making a powerpoint to market Unit 3 and the Fund Development Committee was challenged with coming up with fundraisers. Two fundraisers have been set so far: a Family Barbecue Fundraiser June 22 and 23 at the Lake County Office and a wine tasting which they are still confirming a date for that. The educators and the Unit Director are very active in going out in the communities for visibility as well as for marketing Extension programming. The Extension Council is also working very closely with the County Board(s).

Unit 5: They are holding combined Unit meetings. They are not at the point where they are still thinking Unit wide, and it will take an effort learning all the personalities and policies, but it’s coming along, they have made huge progress.

Unit 9: Things are progressing slowly. They had a hard time getting along at first, still not all happy times, but progressing. There is one common denominator in each of the three counties and that is the need for the same programs. County Boards have so far been supportive and things are going well for now.

Unit 12: There was no winter meeting. The Unit decided to have a combined Extension Council and set up sub-committees or a committee in each county based on the programs. These committees will meet once or twice a year to help evaluate the programs in the counties, and then those committees will come back to the larger committee and report.

Unit 18: Unit was looking to do more consolidation to save money and maybe be able to hire more educators and staff. The Unit is extremely happy with the new County Director.

Unit 21: The Unit is working well, the Council will meet quarterly, the Council is from all four counties which are close by so everyone is familiar with it. It should be a good working situation. The January meeting was held in the new Effingham Office.

Unit 23 and Unit 24: Some Units are still maintaining Advisory Boards, but not sure how long they will last. It was suggested that each County have an Advisory Board and then the Advisory Board’s will meet once a year to give the County Director thoughts on how things are going.

East Central: Emphasis at Regional meetings is trying to Evaluate Extension through impact statements rather than just numbers.

Regina mentioned she was asked to serve on the Regional Council and that she is getting more involved in Extension. She really likes the opportunity to meet with other Units and hear other issues and challenges which they work with.

Dr. Hoeft thanked the Council for their reports. He appreciated hearing the challenges and successes.

Tanesha opened the floor for nominations for new President. Tom Dahlfors nominated Lee Trotter with Larry Boyd seconding the nomination. The nomination passed unanimously. Lee Trotter will be the 2012-2013 Chair.

Tanesha reminded the Council to submit any mileage changes to Rose Sisco for reimbursement and to review the member directory in the packet. Dr. Hoeft and the council thanked Tanesha for her service.

Meeting adjourned 3:40 PM