

NW Regional Extension Council

Meetings are held the third Thursday of February, May, August and November

Thursday, May 21, 2009—7:30 p.m.

Northwest Region Office & Princeton High School

706 S. Woodbine, Suite A, St. Joseph----1008 Coleman, Princeton, MO 64673

Kendell Misemer, Chair

*Tom Hare, Vice Chair
Officers April to April/May meeting)*

Jayla Smith, Secretary

Agenda with Minutes

1. **Call to Order—Richard Barrett, Holt County**

2. **Introduction of Guests--None**

3. **Roll Call of Members**

Council Representatives (9 of 15 counties)

Richard Barrett, Holt

Sam Carneal, Andrew

John Murphy, DeKalb

Janet Schwarz, Clinton

Kirk Search, Nodaway

Jayla Smith, Daviess

Lois Turner, Livingston

Marsha Shew, Mercer (ITV)

Dixie Francis, Harrison (ITV)

Lori McLaughlin, Daviess

Janice Meservey, Livingston

Sandy Sands, NW State Board Rep.

Regional Faculty and Staff

Jim Crawford, Atchison, CPD

Wilson Majee, Mercer (ITV)

Janet Hackert, Harrison, CPD (ITV)

4. **Additions or revisions to agenda--None**

5. **Minutes from previous meeting (Feb. 09)** (enclosed and posted on the web at http://extension.missouri.edu/nwregion/Agendas_Minutes/Agenda-Minutes.shtml)

Sam Carneal moved to accept the minutes as printed. John Murphy seconded the motion. Motion carried.

6. **University of Missouri Extension State Council—Sandy Sands, NW Representative**

a. News from your state council

i. Thank you cards available (enclosed)—

ii. 2010 Budget—update on status

iii. Legislative Day follow-up

iv. Council to Campus—June 19 and 20 (tentative agenda in side box)

1. 12 spaces held for each region—let's fill our 12 and more!

2. Final program and registration should be on-line soon

3. Karma will be attending and offers to transport 6 more.

v. Council Exit Survey results provided to CPDs. Utilize those “retired” council members.

Sandy thanked everyone for helping with the budget crisis. At this point budget restored and flat salaries. All contacts council members made were greatly appreciated. There were over 300 who attended legislative day. State Council has been interested in the career ladder for the non-tenure track faculty (regional specialists included) which is a way to recruit and retain specialists.

7. Regional Director Update (handout provided)

- a. Administrative Update
- b. New Extension Web Page has launched (demonstration). Check it out at:
<http://extension.missouri.edu/>
 - i. On the right hand panel, notice how you can select your county and see local event registrations and information.
 - ii. The Council link is at the bottom—this takes you to information and training related to extension councils.
 1. CPD and council expectations
- c. Strategic Planning for Smarter Delivery of Programming—a Pilot
- d. 4-H LIFE (Living Interactive Family Education)—new YPA position with Chillicothe Correctional Center
- e. Prioritizing Positions—position and program updates
 - i. Business Development—PTAC
 - ii. Housing Specialist—Dave Davis has announced retirement Sept. 1, 2009
- f. Other

8. Old Business--None

9. New Business

a. Election of Officers

- i. Chair
Jayla Smith nominated Richard Barrett for chair. John Murphy moved that the nominations cease and Rickard Barrett be elected by acclamation. Jan Schwarz seconded the motion. Motion carried.
- ii. Vice-Chair
Jayla Smith nominated John Murphy for vice chair. Sam Carneal moved that the nominations cease and John Murphy be elected by acclamation. Kirk Search seconded the motion. Motion carried.
- iii. Secretary
John Murphy nominated Jayla Smith for secretary. Sam Carneal moved that the nominations cease and Jayla Smith be elected by acclamation. Kirk Search seconded the motion. Motion carried.
- iv. State Council Alternate (to attend in person when Sandy Sands cannot attend)
 1. *Usually* meets 2nd Friday, monthly
 2. Motel, mileage covered
 3. Bylaws being updated so alternate's also engaged in state council initiatives, committees, etc.**Sam Carneal nominated Jan Schwarz for alternate to the state council. Lois Turner moved that the nominations cease and Jan Schwarz be elected by acclamation. John Murphy seconded the motion. Motion carried.**

- v. State Council Representative (2010-2012) (elect later this year per the bylaws)—“*In the year prior to an even calendar year, six (6) State Council members...shall be elected in Northwest....*”

b. **Legislative Communications**—planning our next steps regionally

Karma Metzgar, Regional Director, facilitated a discussion on building relationships with elected officials. She described the candidate forum that the region hosted last year. Those in attendance brainstormed ideas to continue building awareness and relationships. Ideas generated included:

- **Making sure elected officials are on the regional newsletter mailing list**
- **Invite elected officials to special events**
- **Host supper to allow all candidates opportunity to address attendees**
- **Use policy makers to judge or distribute awards (i.e. 4-H awards)**
- **Council members and staff participate in coffees and meetings of policy makers**
- **Invite elected officials to annual extension council meetings**
- **Include elected officials on program committees**
- **Present recognition or awards to policy makers**
- **Initiate some type of contact with policy makers monthly**

Karma explained each of the regional faculty is encouraged to involve a legislator or county commissioner AND a county council member in one or two extension programs this year. Each council also should take initiative to build relationships with elected officials. Good suggestions made this evening. Administration also is asking CPDs and council chairs to utilize the council training materials. It is important that every council member needs to: 1) know and understand MU Extension, 2) know Extension programs, 3) understand their roles, and 4) understand what regional faculty do.

c. **Communicating about Programs in the Northwest Region**

- i. Regional Newsletter—who, what, when, why, etc.
- ii. Marketing suggestions

The regional newsletter concept was initiated several years ago to market the entire extension program in the NW Region. All faculty contribute to the monthly newsletter on a planned rotation and it is centrally printed and mailed. Katie Cook, Buchanan County Bookkeeper is the layout designer and maintains the billing for the newsletter. She provided a report on cost and distribution.

Currently, we mail 2973 newsletters a month. (When we started this effort, we were above 5000 copies). Each county provides and reviews their mailing list.

Following is circulation by county:

- ✓ **Andrew 305**
- ✓ **Atchison 50**
- ✓ **Buchanan 960**
- ✓ **Caldwell 206 - just edited their list**
- ✓ **Clinton 2 - dropped their mailing which was in the 400s down to only those who requested to stay on**
- ✓ **Daviess - 80**
- ✓ **DeKalb 174**
- ✓ **Gentry 141**

- ✓ Grundy 245
- ✓ Harrison 138
- ✓ Holt 257
- ✓ Livingston 0
- ✓ Mercer 274
- ✓ Nodaway 0
- ✓ Worth 141

Each county is billed \$.33 for printing charges. This price has stayed the same since we started this joint effort. We also send the newsletter electronically to those who request.

The postage to mail the regional newsletter is covered under the university's postage allotment which each county also shared in. The last two years - the average has stayed around \$.20 each.

After hearing the report, many felt \$3.96 (cost to a county to provide 12 issues of the newsletter) was an inexpensive way to keep stakeholders informed.

Counties wanting to review their distribution list or add names to the list should contact Katie Cook. At the suggestion of the regional council, Karma will have the master list reviewed and work on a method to include all elected officials (commissioners, county clerks, state and US legislators). We also will make sure there is no duplication. IT also was suggested that at a minimum council members receive the newsletter.

10. **Future Meeting Dates**--quarterly 3rd Thursday of February, May, August and November
 - a. Next Meeting—Aug. 20, 2009—program, agenda items
 - i. Legislative Efforts Update

The meeting will again include ITV with Princeton. Grundy County CPD has asked about possibly including a location in Trenton. That will be explored.

11. Announcements--None

12. **Adjourn**—John Murphy moved to adjourn the meeting until 7:30 p.m. on August 20, 2009. Motion seconded by Sam Carneal. Motion carried.

Jayla Smith, Secretary