University of Missouri Extension State Council  
January 20, 2017, 8:30 am – 1:00 pm  
Courtyard by Marriott, Salon D room  
Columbia, MO 65211  

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<thead>
<tr>
<th>Council Members</th>
<th>Region</th>
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<tr>
<td>Carl Allison</td>
<td>South West</td>
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<td>Mike Bottom</td>
<td>East Central</td>
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<td>Toni Burrow</td>
<td>Urban East</td>
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<td>Walter Carr</td>
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<td>Glenn Coleman</td>
<td>West Central</td>
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<td>Ronda Elfrink</td>
<td>South East</td>
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<tr>
<td>Alex Engeman</td>
<td>4-H Youth Liaison</td>
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<td>Allen Garner</td>
<td>Urban West</td>
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<td>Anita Hampton</td>
<td>West Central</td>
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<td>Dan Hausman</td>
<td>North West</td>
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<td>Dolores Howard</td>
<td>East Central</td>
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<td>Paul Klossner</td>
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<td>Walt Martens</td>
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<td>Ed Mobley</td>
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<td>Amy Patillo</td>
<td>UMEA Liaison</td>
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<td>H.C. Russell</td>
<td>North East</td>
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<td>Bev Schenkel</td>
<td>North West</td>
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<tr>
<td>Delaney Schmidt</td>
<td>4-H Youth Liaison</td>
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<td>Vern Windsor</td>
<td>Urban West</td>
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<td>Jim Snider</td>
<td>Volunteer</td>
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<tr>
<th>Administration &amp; Guests</th>
<th>Title – Department</th>
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<tr>
<td>Cat Comley Adams</td>
<td>Sr. Director of Advancement – MU Extension</td>
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<tr>
<td>Tracy Feller</td>
<td>Director of Extension Constituent Relations</td>
<td>X</td>
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<tr>
<td>Courtney Kawelaske/Marty Oetting</td>
<td>Sr. Mgr. Ext. Relations/Director, Gov’t Relations</td>
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<tr>
<td>Linda Runnebaum</td>
<td>Statewide Extension Business Support Specialist</td>
<td>X</td>
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<tr>
<td>Mark Stewart</td>
<td>Interim Assoc. Vice Chancellor of Dir. of Extension</td>
<td>X</td>
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<tr>
<td>Marshall Stewart</td>
<td>Vice Chancellor of Extension &amp; Engagement</td>
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Ina Linville update on 4-H –

- Structure of 4-H center.
  - One of its kind across the country
  - Academic Center
  - 4-H foundation
  - Want to work more with Advancement (Cat)
  - In the middle of activating MOU (hope to open some doors for 4-H)

- Missouri after school network
  - Good host program
  - Trying to make it more integral programing
  - College kids will go to programs, observe and then report back
  - Geographic alliance – also a part of the center

- Building partnerships
  - Handout – Pipeline program (ages 5-18)
    - Bring a lot of kids to campus
    - Goal is to connect kids to campus
    - Work with a lot of volunteers (very important)
    - Mizzou is home but faculty is starting to connect with other campuses, too
    - Working with families who don’t think higher education is important to them
    - Talk about financial aid, campus visits, …getting them to think about higher education
  - USDA grant
  - National mentoring programs
  - Working with children of offenders (4-H Life)
    - Work with offender
    - They help plan the 4-H meetings
    - They are inside the correctional facility
    - Wanting to have them have an interactive situation with their child
    - Gone national
    - Have to have a strong relationship with the Dept. of corrections
  - Getting kids ready to work in the 21st century work place
    - Can tell when kids have taken 4-H because they have those certain skills

- Community Service R’ Us – numbers are good
  - Volunteer numbers are down a bit
  - Had a lot of new folks on campus

- Vern – questions
  - Platte co. – programs are more in the schools
  - Enrollment is an issue
  - Can enrollment be expanded? The kids can’t enroll until school starts.
  - Ina - Been misinformed - Enrollment never stops

- Enrollment system – (e-commerce) slow
  - Very robust system
  - Couldn’t use card at first
  - Started out slow but getting better
Price increase – effecting families?
  o Ina – have partnership with Medicare
    ▪ Trying to help families out
    ▪ People communicate if they need help
    ▪ County has handle on whether help is needed (scholarships, etc.)

Tracy and Marshall to meet with the enrollment people at the university – how do we build enrollment (meeting with Chuck May)
  o Tracy and Dr. Stewart have meeting coming up
  o How do we work with young people coming into 4-H and what materials can we get for them?
  o Need to expose them to higher education

Regional Successes and Statewide Concerns from Regions –

A. **Northwest Region – Beverly Schenkel** –
   • Karma retiring. End of February (last day)
     o Trying to come up with creative ways to recognize her
   • Great plains conference
   • Lots of programing going on
     o Filling positions
     o Filled Karma’s position – Joe Leer
       ▪ Candidates were all good

B. **Northeast Region – Walter Carr**
   • Life sock specialist – filled
   • 4-H specialist – filled
   • Pesticide course going to be put on

C. **West Central Region – Glenn Coleman**
   • Going pretty well.
   • Regional energizer – 1/28

D. **East Central Region – Mike Bottom**
   • Getting information in email versus mail
     o Were confused about the community conversation invitations
     o Will look at so that it is clearer
     o Would be $4000 to mail
   • 2/1 - meeting

E. **Southwest Region** –
   • No report – Carl and Walt not at meeting

F. **Southeast Region – Ed Mobley**
   • Budgets – good feedback regarding Dr. Stewart’s visit
   • Community talks starting next month
• Energizer going on

G. Urban Region – Paul Klossner/Vern Windsor
• Jackson county – not much going on
• Clay – family financial educator job – person backed out - (meeting about it)
• Platte county – defunding still an issue
  o Hopefully moving towards a positive outcome
• Regional meeting – 1/27
• February 2-3 – Dr. Stewart coming to meet with county

Comments to Ina
• Numbers from handout are incredible
• Newspapers and people should know all of this
• Needs to get out to public on how 4-H is doing and how other programs are doing
• 4-H alumni in Missouri?
  o Not yet but are working on it (per Ina)
• “A healthy 4-H program is a healthy extension”
  o Have a lot of support

1/20/17 - Meeting

Meeting called to order – 8:30am

Welcome and introductions – Delaney gave a little background on herself

Tracy mentioned that she and Dr. Stewart attended the UMEA meeting and were very well received
• Handed out literature and they seem to want more information
• Had a lot of questions

Approval of January meeting agenda
  – Ronda Elfrink made motion to approve agenda
  – Vern Windsor seconded motion
  Motion passed

Approval of November meeting minutes
  – Ed Mobley made motion to approve minutes (change adjournment to 3:35pm)
    - Paul Klossner seconded motion
  Motion passed
Executive Committee – Dolores Howard

- Conference call at end of year – regarding retirement of Tony
  - What was plan?
  - Called Marshall and he said there is a plan and will share with us at meeting today
  - Would like more information about the issue
  - Mark shared that it looked like Tony was going to be the Farm Bureau contact for the Stone County Council

Administrative updates

Mark Stewart –

- Community conversations
  - Urban East, East Central, Northwest have received invitations to participate in the conversations
  - Will be sending invitations to others by end of February
  - Jay Chissum suggested changing the invitation around a little so they could get a little better response from counties
- Regional meetings have gone well
  - Have all the dates for the campus for faculty and staff conversations set up already
  - Issues with not having emails for everyone
  - Council members will still have a good opportunities to share issues

- Joe Leer – Director (new) starting in the NW region

Marshall Stewart –

- Handout to share
  - MU Extension Way - Extension’s way of doing business
    - 30 things on the document
  - Want to raise beginning salary for specialists
    - Issues with salaries and need to address and adjust/fix
  - Changing the performance appraisal process in the regions
    - Want to work more towards a dynamic process where they know where they’re going
  - Going to create Engagement Council
    - Will have deans on the council across the campus
    - Will kick off in March
    - Will be able to coordinate outreach throughout the states and work together
  - What is the role of the CPD?
    - Need to rethink some of the issues
    - Taking issues one at a time.
  - Two different systems (My Extension... My Vitae.)
    - Why do we have two different systems?
o Fee for services – will have an incentive (proposal to Ronda G.)
o Changes in MU Extension & Engagement Leadership – trying to close the search on the candidates
o Mark Stillwell will be retiring
o Mark Stewart will be changing positions to Director of Field Operations
  ▪ Will be making an announcement. (Mark has done a great job as an interim)
o Partnerships
  ▪ Tracy to help with building relationships with other groups across the state
  ▪ Some jobs will be evolving and expanding
o Leadership Searches
  ▪ Marshall serving on 2 search committees (CAFNR & Chancellor search)
  ▪ Glad that they wanted representation from Extension
  ▪ HES – search for Dean
o Budget challenges
  ▪ State withholding – 1.9MM for FY17
  ▪ Dr. Foley is combining all monies and not separating out
  ▪ May be another withholding – need to be able to withstand it
    ❖ Don’t want to set us up to look too good so that they look back and think we didn’t need the money
  ▪ Anticipate budget to be lower next year
  ▪ Enrollment is an issue
  ▪ Legislators wanting to go after targeted programs
  ▪ Will see both shrinkage and growth in different areas
  ▪ MU commission report – Handout
    ▪ Extension (page 14 & 15) – stability of resources, will work hard for us
    ▪ Recognizing scholarships
  ▪ Study of AG
    ▪ 88 Million in industry
    ▪ Missouri has a deep agricultural impact in the country
      ❖ Where Missouri sits on the globe (39 degrees)
    ▪ More produce is in this degree than other places
  ▪ Opportunities
    ▪ Nursing school
      ❖ Getting approval for advanced nurse practitioner
      ❖ State of MO does not allow them to practice
      ❖ Wants to have nursing school visit with council members
      ❖ Great opportunity
    ▪ Economic Development
      ❖ MoreNet (internet backbone for state)
      ❖ Can get more information as to where internet is in your area
      ❖ Internet access drives economic development
      ❖ Need internet and cell phone services to grow business
• Questions/comments
  o Thank you for putting out the video. Very helpful
o Will be reorganizing communications
o Internet access – very important for rural areas
  ▪ Need to lay more fiber and needs to be affordable
  ▪ It’s in some places but can’t figure out how to hook up - Too expensive.

o Program for newly elected council members - Is Mark Stewart going to be the one who council members contact for this?
  ▪ Yes
  ▪ Mark – Need to figure on how to get some pieces in place
  ▪ Will need members to help get around to the councils
  ▪ Is a good thing with the training – people get more involved and are more successful
  ▪ Marshall – big on training
    ❖ Wants to empower people to go out and communicate information

Legislative Issues Update:

Marty Oetting -

• UM commission – took a real interest in Extension
  o Hearing enthusiasm and interest about Extension - Very good
• Challenging budget situation
  o Going through transition of governors, etc.
    ▪ Adds more uncertainty
  o 2% below expectations
  o Projections through the year has not kept up with where they thought they would be
  o 2.2 % revenue growth
    ▪ Medicaid spending was part of it (upside down)
  o 8% core cut for the university
  o Will not be in a positive spot next year
  o Long-term
    ▪ Conversation between President & Chancellor (putting some things on hold)
    ▪ Tuition – do we need to do something different?
      ❖ Looking into differentiating tuition depending on what program you’re going into
  o Budget hearing beginning next week on next year’s budget
• State needs to figure out how we are going to move forward and deal with funds (new governor)
• A lot of policy issues that they are dealing with now
• New president starts in March – talking with him on many issues
• Connecting business community with the university
  o President very interested
• Do not know what governor’s budget recommendations are yet
  o Will come out the first part of February
• Legislative Day – talking points?
  o Will have those for us and provide to us
  o Will be having informational session for those interested
  o Timing of Legislative Day is perfect
• Mike Bottom (comment) – experience lately – Marshall bringing “New life” to everything
  o Great comments that Mike is hearing about Marshall

Administrative Update

  Tracy Feller –

• Legislative Day
  o Just had a meeting 2 weeks ago
  o Everything is going well
  o Registration is supposed to launch soon
• Continue getting good comments on newsletter, The Network
  o Get us dates for conference or programs so we can get in the newsletter
• Legislative Day continued
  o Partnering with Alumni association to put on breakfast for Legislative Day
    ▪ Not at the same location but will be better location
  o Talking about how we are connecting with the state
  o Will not be talking about specific programs as in the past
  o Rally and then straight into the lunch
  o ISE – faculty & staff – meeting after 1:00 or so
  o Will take any liaison from state council members to make calls on legislators, if interested
  o Will have business cards with URL on it for you to hand out
• The Network – send in articles about your area
  o Welcome any information you want for people to know about
• Council advocacy role
  o Everyone think of one thing that you could drive home
  o Ideas that you could do to help get information out to people across the state
• Trying to find other places to meet so that council members see more of campus
• Community meetings – are there alumni that we can contact?
  o How can we help?
  o Tracy has spreadsheets that she maintains with names and emails
  o Getting people that know Extension as well as trying to find other people to get Extension information to
• February 27th at 4:30 – State Council meeting
  o Baymont in Jeff City
  o Inviting regional chairs to this meeting
Jim Snider comments

- What do I see that might impact Extension?
  - Budget – 31 states out of 50 are in the same position with the budget as us
  - Commission report – good information with what it DIDN’T say
  - How did we get here?
    - General assembly
      - Cannot do a lot about the Federal or state government
      - People here on the state council can go back to their counties and express how important Extension is
  - Medicaid
    - Missouri did not vote for expanded Medicaid
    - 27 states did vote for Medicaid
    - Will see this in the future with the new president
    - Watch over the next 4-5 months

New Business –

Action Items

State Council Community Conversation – Dr. Stewart

- Thoughts and concerns for Dr. Stewart
  - Needs to know what you are hearing out in your regions and counties
    - If Dr. Stewart doesn’t know about it, he can’t fix it
    - Needs to be a dialogue between extension and counties
    - Wants to be more proactive
  - Local grants – is there a drop off number?
    - Overall policy: we have some grants around the state where they provide some very specific grants to faculty or a specific issue
    - Didn’t take into account policy within the university that ends up costing more time, etc.
      - Maintain the grant to offset those costs
      - Need to have conversations so that everything is on the table and everyone is on the same page
    - Are there guidelines?
  - Tony situation – Great loss because of his knowledge and availability
    - Who is the go-to person now?
    - Mark Stewart is the replacement and all calls and concerns should go to him
  - Members sitting on the council for a certain period of time
    - Some people took it personal
    - The statute states clearly on time limitations and “sitting out” for certain periods of time
    - Is opportunity to get different people involved
    - Community conversations will help getting information out there so that it may be easier to get people involved
The busy people out in the counties that are out there doing things and getting involved are the ones you want on your county and city councils

- Budget concern – need to educate county councils
  - Trying to control dollars
  - Will there be money for council members to go out to the counties and educate?
    - Marshall – Put frost on budget
      - Need to figure out a way to continue with state council and what they do and in the education of the counties
      - Professional development continuum (need this for state council members)
        - Need to create a continuum
        - Dollars aren’t unlimited but need priority
        - Need to have content so that there is a system to it...consistency
    - Would like to have forums and bring potential council people in and show them what the council is all about
      - Recruit
    - To Marshall – What can we do for you?
      - Just keep doing what you’re doing
      - Lots of communication
  - Preferred Destination Campus (where people want to come here to learn)
    - This is a term we’ll start hearing more of
    - Marshall wants this
  - Foresee - Local businesses connect with regional offices for the needs that they have (interdisciplinary agent/specialist)
    - “People tend to change, not by the light of the fire, but by the heat of the fire.”
      - Thinks we’re going to see a lot more of that
  - Tracy – just heard Platte co. – retaining $40,000 budget (good)

Reports

Council to Campus - Vern Windsor and Paul Klossner
- Asked for a budget but never got one
- Last year - $17,000
- 111 people attended last year
- Figuring where money went and need to get more out of the money we’re spending
- Need to get knew ideas
- Not getting much ROI
- Walter gave history of beginning of C2C that started back in 2004
  - Had need to get information out to counties regarding the university and extension
  - Used to be a targeted audience
    - Maybe we should go back to that
o Should Campus go TO Council?
  ▪ Target counties/faculty/program directors/etc. throughout the year that we can reach out to
  ▪ Think about targeting leaders from certain groups in the counties
  ▪ Make sure when they are here that it’s a meaningful experience

o Cluster meetings – getting about 40 people together with Tracy (cluster of counties within a region)
  ▪ Some of the Extension people come down to train and inform people on what’s going on
  ▪ How do we roll this out across the state and keep consistent?
  ▪ CPD is one of the most important persons at the meeting
    ❖ They are responsible for getting all the information back to their counties
    ❖ Targeted 150 people last year but want new people showing up, not just the people that always show up
  ▪ Idea – maybe doing some county training at the C2C?
  ▪ Idea – have cluster meetings at different locations but having Marshall show up at one, Mark at another, etc.
  ▪ Do some things together and other parts separately but do electronically for parts that are supposed to be together?
  ▪ Issues with certain times of the year in certain parts of the state...harvest, planting seasons, etc.
  ▪ May be able to get more people if have at a different time of year
    ❖ Have in the summer so people can stay in residential halls (cheaper cost)
    ❖ Summer is busy for farmers (issue)
    ❖ Maybe that is why count is down

Old business

March meeting – March 9 & 10 – 1 day meeting?
  • Important to have time after Legislative Day to discuss what happened that day
  • Would rather have 2-day meeting, like usual
  • Can’t vote so Dolores is making an executive decision

Dolores adjourned the meeting at 12:15