# University of Missouri Extension State Council

**September 9, 2016, 8:30 am – 12:00 pm**

*University Place, HES Conference Room, Columbia, MO 65211*

## Council Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Region</th>
<th>Present</th>
<th>Administration &amp; Guests</th>
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<tbody>
<tr>
<td>Carl Allison</td>
<td>South West</td>
<td>X</td>
<td>Cat Comley Adams Director of Advancement</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>
<td>X</td>
<td>Tony DeLong Statewide Councils Coordinator</td>
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<td>Walter Carr</td>
<td>North East</td>
<td>X</td>
<td>Sarah Denkler UMEA Liaison</td>
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<td>Glenn Coleman</td>
<td>West Central</td>
<td>X</td>
<td>Alex Engeman 4-H Youth Liaison</td>
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<td>Ronda Elfrink</td>
<td>South East</td>
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<td>Tracy Feller Director of Constituent Relations</td>
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<td>Courtney</td>
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<td>Allen Garner</td>
<td>Urban West</td>
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<td>Kawelaske Legislative office</td>
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<td>Anita Hampton</td>
<td>West Central</td>
<td>X</td>
<td>Linda Runnebaum Constituent Relations BSSII</td>
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<td>Dan Hausman</td>
<td>North West</td>
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<td>Delaney Schmidt 4-H Youth Liaison</td>
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<td>Dolores Howard</td>
<td>East Central</td>
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<td>Jim Snider Volunteer Advisor</td>
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<td>Vice Chancellor-Extension &amp; Engagement</td>
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<td>Paul Klossner</td>
<td>Urban East</td>
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<td>Marshall Stewart Engagement</td>
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<td>Walt Martens</td>
<td>South West</td>
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<td>Ed Mobley</td>
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<td>H.C. Russell</td>
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<td>Bev Schenkel</td>
<td>North West</td>
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<td>Vern Windsor</td>
<td>Urban West</td>
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9/8/16  After dinner meeting (Thursday)

Dr. Stewart and wife, Jan introduced themselves and spoke briefly about their background. Went around table and everyone introduced themselves and told brief background.

Regional Successes and Statewide Concerns from Regions –

A.  **Northwest Region – Beverly Schenkel/Dan Hausman**
   - Dr. Stewart was guest at meeting. Really enjoyed having him and hearing his perspective and plans.
   - Karma gave updates on positions. Filling position and going nicely.
   - Gave update on postage funding and benefits for staff

B.  **Northeast Region – HC Russell/Walter Carr**
   - Last meeting 10 days ago
   - Staffing – fairly optimistic. Will still need to fill some positions.
   - Tamra and Diane gave presentation on benefit and funding changes.

C.  **West Central Region – Anita Hampton/Glenn Coleman**
   - Haven’t had a regional meeting in a while. One coming up though.
   - Secretarial benefits will probably be the discussion.
   - Looking forward to having Dr. Stewart at a meeting sometime soon.
   - Nothing really major going on right now.
   - 4-H specialist issue – have position filled now is very good.
   - Some retirements.
   - 4-H clover – enrollment now but is not available. Families concerned – may not be able to get same opportunities.

D.  **East Central Region – Dolores Howard/Mike Bottom**
   - Meeting – went over secretarial benefits.

E.  **Southwest Region – Carl Allison/Walt Martens**
   - Benefits changes – got good feedback.
   - September 27 – regional meeting. Dr. Stewart will be at the meeting.
   - Commissioners Showcase at next meeting (special event for county commissioners).
   - Just found another 1.2MM problem. Having problems with funding for jails, costs.
   - Interested in knowing how to make money with cattle. Criminal acts having to do with pasture dairy.

F.  **Southeast Region – Ed Mobley/Ronda Elfrink**
• Regional meeting 2 weeks ago.
• Tamra Robbins talked about secretarial benefit changes. Lots of interaction and lots of concern. Good discussion.
• Delta Days at Delta Center last week. Dr. Stewart was present along with Senator Blunt and other elected officials. Proud that SE region sponsored it.

G. Urban Region – Paul Klossner/Allen Garner/Vern Windsor
• Haven’t had meeting since Council to Campus.
• Tried to use electronic meetings and worked well.
• County chairs. Jefferson county: Annual farm tour – was great.
• 4–H enrollment up by 30%.
• Need to really take into account the numbers and how the relate to %. Can be deceiving.
• Clay county – Cat made presentation. People were very excited to hear presentation.
• Jackson county: Dr. Stewart coming to KC City Market.
• September 16-18 state-wide Master Gardener event at Stoney Creek in Independence. Wonderful tours will be available.
• Platte county – 4–H wanted to develop animal health curriculum.
• Jackson county going very well

Other discussion

Tony –
• Hand outs
  o Map for where meeting is tomorrow.
  o Civility & Respect.
  o Information on parking and how to get information to Tony for new parking permits.

Break

Mingle and socializing
9/9/16 - State Council meeting (Friday)

Meeting called to order – 8:30am – Dolores Howard

Welcome and introductions

Approval of August meeting agenda
   Ronda Elfrink – made motion to approve agenda with a change.
   Carl Allison – seconded motion.
   Motion passed.

Approval of June meeting minutes
   Dan Hausman – made motion to approve minutes.
   Carl Allison - seconded motion.
   Motion passed.

Administrative Updates

Tracy Feller –

- Report for Farm Family.
  - Try some different things next year in the booth.
- Been working with team to build Dr. Stewart’s calendar to meet people.
  - Joy – Listening tours with Dr. Stewart (he wants to listen to people to hear what is going on in their area).
  - The tours are not the same tours as have been in the past.
- Hoped to have calendars out soon.
- Also have put together individual sheets that are audience directed.
- External newsletter – Going to be rolling out soon.
  - Will be for all councils, retirees.
  - Hope to have out late September.
- Notebooks and binders
  - Looking to get our own binder machine to do our own.
  - Will be getting updated sheets out to you soon.
- Started productivity list so you can see what is going on and who we’re meeting with.
- Create internal doc of stake holders in your areas.
  - Need to get list with emails together so Dr. Stewart has list of VIPs on hand so not scrambling at the last minute.
  - Brian Milner and Alumni Association, too, to help build list.
Dr. Marshall Stewart –

- Really appreciates everyone’s choice to take on the duty of State Council member.
  - Thank you for serving.
- Transition of how Land Grant started.
  - Land Grant (publically engaged) sets us apart from other universities.
- What Dr. Stewart expects
  - Bev has retired
    - Officially retires on Dec. 1.
    - Will still be involved for a little bit helping Dr. Stewart.
    - Will be working remotely.
  - Interim – Mark Stewart
    - Dr. Stewart wanted someone who didn’t want to step in permanently.
    - Wanted someone within the Extension group because they know everything better.
    - Mark will be a good fit.
  - Matt Herring – Will be stepping into Mark Stewart’s role (not permanently).
    - Will be posting soon about new Associate Vice Chancellor (Bev’s replacement).
      - First of October (search committee going out to find candidates).
      - Want to hire the right person.
    - Mark will start on Monday. Matt will start on the 19th.
- Budgets
  - Getting calls from legislators concerned with Extensions funding.
  - Done away with the name “Cabinet”. Started the name “Chancellor’s Team” for direct reports.
- “No drama” type of guy.
  - Believes in focusing his energy on what matters and not getting caught up in the drama.
  - Still cares and is still passionate.
  - “Don’t ever get in a fight you can’t win” – Jim Graham philosophy
  - Want people to see us as being so integral that they can’t do without us.
- Met with all of the Deans and they are really wanting to engage and work with us on what we need.
- Needs assessment
  - Do we know what we need economically, socially, etc.?
  - Will role this out at the Summit.
  - What are the current emerging needs of the state?
  - Kick off official program in January.
- Qualitative conversations around the state
  - Talk with stake holders and also people who don’t know us.
- Probably 30-40 sessions across the state.
- Need the numbers AND the emotion.
- Push hard through April.
- Need State Council help on this to get leaders and people in their areas involved.
  - External analysis (third party)
    - Economic modeling
    - What is the economic impact of the Extension at the University?
  - Steering meeting in May (approx.)
    - Will take data and put it together.
    - Will begin to show us where we want to be.
    - Once you know, you realign resources to get to where you need to be.
    - Don’t want elected officials just writing big checks.
      - We want to narrow down problems and issues that need attention for them to help take care of.
      - Target funding based on needs and priorities
  - Love to see state council empowered to manage your areas but this data will help out more.
    - Human internet
      - you’re already plugged in so you can get into the meetings and spread word about programs and issues.
      - If all 2600 went out to meetings to spread word to a 100 people, that’s a lot of people that you can contact.
    - The University need you (state council).
      - Wants you to have the tools you need and the talking points that you need.
      - Wants a good relationship.
    - Help by advocacy.
      - How can we influence people?
    - Center of Influence
      - Know where the influence is at
      - Help identify people
      - Help with fundraising
      - Know the people with wealth
      - Help identify stewardship people
      - Help identify Programmatic areas
      - Dr. Stewart wants to know problems
        - “…a dissatisfied customer will tell 7 of their friends before they tell the institution or whoever really needs to know...”
  - Q&A and discussion
    - Issue of having to go through certain areas to get resources for Extension.
      - Central location.
      - Don’t like paying for something that needs to be paid by someone else.
      - Want to cut out some extra steps and red tape.
      - Somethings we will be allowed to do and some things we won’t be able
to, according to the University.

- Been so comfortable coming here (Dr. Stewart)
  - Vice Chancellor versus Vice Provost title
    - Thinks it’s where it needs to be now
    - University is noticing Extension and its importance.
- “Land Grant” – very important to communicate
  - Thomas Jefferson – empower people in order to self-govern
  - Land grant university is corner to democracy.
  - Extension is a place of civility
- Strategic Plan
  - Need to do the business plan (deep dive).
  - There are places within some of our areas where they need to know if the programs are running correctly.
    - Where do we need to go to fix first?
  - How would we do the Strategic Plan for State Council?
    - Would we do the deep dive, as well?
    - There are people around that could help.
    - Try and find good resources and/or coach to help develop a plan that has elements and clarity that drive to the ultimate goal.
- We’re doing really good.
  - Nothing is broken.
    - Little things here and there.
- Want to make sure we do it right so we will help state council get resources to accomplish their goals.
- “Strategy” vs Strategic Plan
  - This way it can change and progress, mold into what you want ultimately.
  - Food Processing Manufacturing
    - Great opportunity in Missouri
    - Finding a match with what a company can produce and how to get out to people
  - If you do Strategy planning right, it can really open up some doors.
- Partnership and engagement is going to be key in the future.
  - Game changer
    - Ask the question “What do you need from us so that we can help you?”
    - Public Schools
  - Want to find a way to work together with programs and issues.
- How do you feel about our budget? (Marshall)
  - Feels like we’ll probably get hit again.
  - Don’t feel like you’re being singled out.
  - Budget was cut mainly because of decline in enrollment.
  - When enrollment bounces back, we need to be able to recover.
  - Thinks that Extension might be given as a line item and feels that is dangerous.
• Need to keep legislators close so they can help us.
• Outside and Inside job
  o Observation of what job is and how state council with work with the Vice Chancellor.
• Request to have verbal conversation as well as being provided materials to help out State Council.
  § Understanding history of state is important.
    • Knowing where things came from (Randy Woodson)
      o North Carolina Extension Chancellor – great guy and Chancellor.
  § Comment - State Council has a lot of connections and thinks it’s important to send Tracy all the list of connections they have to help us reach out to people across the state.
  § Dr. Stewart is not defined by his title.
    • That’s not who he is.
    • Just wants to talk to people and find out their interests and concerns.
    • Redistricting and money
      o Creates different environment
  § Comment - Thanks you for your courage in going out and doing assessments and meeting with people. Very excited about future of Extension and what will develop.
  § “Who are you and who do you aspire to be?” – Dr. Stewart
  § Comment - Keep in mind county budgets when making decisions
  § Just Breathe – everything will be okay.
  § Walt Martens & Anita Hampton – assistance on committee
    • Dr. Stewart can do a conference call in the near future to talk about what they need and what they want to do.
    • Will set up meetings with Dr. Stewart.
  § Dan Hausman – sit down and meet with Dr. Stewart regarding legislators
  § Vern – set up meeting with Dr. Stewart regarding their committee
  § Have committees get with Dr. Stewart’s office to set up meetings.
  § Dolores – will get with Dr. Stewart or email with some of the concerns in her area.
  § Dr. Stewart gave out his cell # (573) 476-9766. Call if you need to talk or if you’re going to be in the area.

Break

Reconvene – 11:10

Executive Committee Report – Allen Garner (had to leave) – really don’t have anything.
• Dr. Stewart wanted a description along with the committee assignments.
• Handed out copy.
• Tony will update his copy and email out to everyone.

Legislative – Jim
• Veto session coming up
  o look to override most
• Concealing weapons will be biggest issue
  o no training and will have to have the permit in MO
• Coast into November and see what happens.
• Rural outreach for the Democratic candidate for Governor.

New Business - Action items
• Dolores asked Dan to serve on strategic planning committee.
  o Carl Allison motioned and Glenn Coleman seconded
  o Motioned passed
• October 26th meeting
  o Still on.
  o Do not have room yet.
  o 4:00pm Holiday Inn for Extension Summit (Columbia)
    ▪ Ronda Elfrink motioned and Anita Hampton seconded
    ▪ Motion passed
  o Will have a table
    ▪ If you can work – let Tracy, Tony or Linda know
• November meeting
  o Is Sunday going to work for everyone?
  o MAC conference.
  o Discussion with meeting at Red Roof Inn and getting rooms there.
    ▪ Anita Hampton motioned and Bev Schenkel seconded
    ▪ Motion to hold meeting on Sunday, Nov. 20 at 12:00pm at Red Roof Inn passed
• January meeting
  o What do you want to do? (person or teleconference)
  o Discussion (cut costs – no motel rooms, no dinner)
    ▪ Drive in and then home.
    ▪ Make sure committees are still meeting in between monthly meetings.
    ▪ One day meetings are doable but maybe not for everyone
    ▪ Approx. $5,500 a person per meeting.
    ▪ May not be best to have a 1-day meeting in January with getting dark earlier and possible bad weather.
      • Carl Allison motioned to have 1-day meeting with option for people to drive in or stay the night.
        o Discussion
          ▪ Suggest to have regular meeting in January because of weather
        o Carl withdrew previous motion
• Dan Hausman motioned to have regular 2-day meeting January 12 & 13
  o Carl Allison seconded
  o Regular Agenda – leave open
  o Dinner at 7:00
• Motion passed
• February meeting
  o Will get dates for Legislative Day and get back to everyone
• Table actions items of February, March, April, May and June meetings

OLD Business

Reports

Advocacy Report
• MML coming up this weekend.
• 570 people from across the state are registered
• Dr. Stewart is supposed to be there on Sunday night.
• Still getting lots of calls across the state regarding secretarial benefits.
  o Continuing to educate and communicate.
• Be sure to send list of contacts and influencer to Tracy & Tony.
  o Very important.
• Hotspot Intranet
  o Everyone can go in and edit projects and communications so people know what is going on at any given time.
  o Everything dumped into the system so we can see it.

Council to Campus – Vern Windsor
• Handed out evaluations
  o Committee met yesterday to talk about what we wanted to do next year.
  o Throwing out ideas.
  o Food needs to be better.
  o Discussion on dorms and not sharing bathrooms and suites
  o Moving from Father’s Day weekend
  o Moving some of the sessions around and maybe times.
  o Update on Paul – retaining water.
    ▪ Might be able to go home with oxygen.
    ▪ Going home next week possibly.
  o HC and Dolores – conference call with alumni (intercampus alumni) next week

Strategic Plan – Committee report – Walt Martens, chair
• Top dead center – when piston hits and engine fires, that’s top dead center.
  o Committee stuck on top dead center for months.
  o Steam engine shows – top dead center is when the piston is straight up and won’t go left or right.
• You have to rock it to make it move.
  o Basic – take business plan and will look out to the future 5 & 10 years and see where we want to be at that point.
  o Dissect each element and see where we should be and what we want to do.
  o Will send out electronically.
  o Will be out there so everyone can check out the document to make comments and see progress.
  o Will look at what is decided and then roll out to everyone.
• Discussion on whether state council wants to have an outside resource help them develop the strategic plan.
  o Get some of the strategy started (dig down) and then pull in Dr. Stewart and go from there.

FY17 Budget & Committee meeting & recommendation – *Carl Allison, chair*
• $5500 (give or take) every time the State Council gets together.
  o Eliminate July and December meetings.
  o Hold 1 or 2 meetings electronically.
  o Gave handout.
  o Need upgrades for electronic meetings
• Items that still needing to decide
  o Reimbursements other than pertaining to State Council meetings
    ▶ Need all of the groups input
  o Reimbursement for items other than mileage
  o How events and activities are budgeted
• This is what committee has come up with now.
• Discussion on regional directors and regional county chair reimbursements.
  o Who needs to be reimbursed and how should that work?
• Still need a report from budget committee that shows concerns on what they see and that is more definitive.

Outreach committee
• Met last night.
• Reach out into committees and help them understand what we do.
• REEACH (Revealing Extension Engagement Activities & Council Highlights)
  o Not sure about “highlights”.
  o Will get back with everyone.

Update: State 4-H Council – *Alex Engeman & Delaney Schmidt*
• No report – Alex and Delaney not at council meeting

Update: UMEA Report – *Sarah Denkler*
• Changed bylaws last year and timeline of the year.
• November there will be a new person.
  o Do you want me to come to MAC or the new person?
  o Can both of you come?
    ▪ Will be good to introduce her to everyone.
• Questions – major one – Is ravine generation still a priority?
  o How to we balance that?
• FMLA act – when will changes occur?
• HES issue

Other Business –
• Dairy issue (Carl Allison)
  o Will bring in dairy people on agenda to explain things
• Vern Windsor
  o Platte county concerned on budget with 4-H
    ▪ Would like to invite Ina to give her thoughts and take on everything
• HC Russell
  o Received email about CAFNR dean search committee.
    ▪ Would it be okay for State Council to send in some names of people to serve on the search committee?
      • Dr. Stewart said that would be fine.
      • Does anyone have any names to send in?
      • If so, please send in names to HC by calling or email.
      • Think of anyone on regionals or county councils or from state council.
      • HC Russell would be great person.
        o Anita Hampton motioned to submit HC Russell as a person to serve on the search committee for CAFNR
        o Ronda Elfrink seconded the motion
          ▪ Discussion – comment brought up about certain people always serving on committees and being unfair to other state council members that might be good people to also serve on the committees.
          ▪ Would like to have a regional director come to meetings periodically.
        o Anita Hampton withdrew motion
        o Suggestion - anyone that is interested in serving on the search committee send their names to HC Russell.
• Date to reinstate district option committee (Dolores)
  o Postpone until we can talk to Dr. Stewart.
  o Bring new names or remove Dolores.
    ▪ Anyone who wants to be on a committee let us know
• Housing specialist might be eliminated in regions – why?
  o Because other states don’t do this.
  o Think is very vital.
o Will talk to Dr. Stewart.
o Why are other states not doing this?
o Specialists were not involved in this decision.
o Would like to do a virtual center.
  ▪ Take one area and they would specialize in that area.
  ▪ Specialist have a lot of knowledge and this is a big issue.
    • Walt Martens –motioned to send info to Dr. Stewart about housing specialist issue.
    • Dan Hausman seconded motion.
      o Program director is the one making all these decisions.
      o Personnel issue – can’t touch it.
    • Motion passed

Adjournment of meeting
  • Glenn Coleman - motioned for meeting to adjourn.
  • Walt Martens - seconded motion.
  • Meeting adjourned at 1:05pm.