

**UMEA Board Meeting
September 21, 2006
Centra Meeting**

UMEA President Elect Randy Saner called the meeting to order. Members attending include Wendy Harrington (First Vice President), Karisha Devlin (UMEA Secretary), David Hoffman (UMEA Treasurer), Eleanor Kloeppe, Georgia Stuart-Simmons, David Burton, Rebecca Travnichek, John Nickler, Linda Rellergert, Mark Stewart, Mary Ann Patten, Matt Herring, Maude Kelly, Nancy Flood, Rebecca Simpson, Renette Wardlow, Wendy Flatt, Lisa Wallace, Marsha Alexander, and Delores Shearon.

Randy Saner asked if there were any amendments to the agenda. A motion was made by Rebecca Travnichek to accept the agenda. Renette Wardlow seconded the motion. Motion carried.

Minutes –The minutes were posted to the UMEA website. A motion was made by Matt Herring to approve the April minutes. Eleanor Kloeppe seconded the motion. Motion carried.

Treasurer's Report - David Hoffman emailed the Treasurer's report to all of the Board members.

Checking Account Current Balance - \$12,487.37
Certificate of Deposit Current Balance - \$5,235.35
Fidelity Growth and Income - \$4,216.60
Professional Development Account - \$5,663.79
Distribution Account - \$3,659.52
Total Assets - **\$31,262.63**

A motion was made by Karisha to approve the Treasurer's Report. Rebecca T. seconded the motion. Motion carried.

Director Search Committee Update – Wendy Brumbaugh

Karisha informed everyone that Wendy Brumbaugh's father had emergency surgery and she was at the hospital with him.

Galaxy Conference Update – Wendy Harrington & Karisha Devlin

We hope everyone has seen the information about the upcoming Galaxy Conference. Registration is due at the end of the month. There is no fee to attend the Galaxy Conference this year. The hotel rooms are very economical, \$95 per room, up to 6 people per room. The keynote address by Larry Deaton will be "What Does Your Birth Order Say About You". The break out sessions will be:

- Career Ladder – Update from Debbie Robinson and Julie Middleton. Bring your questions!
- Retirement - The Basics, what you need to know about your plan and options and a few choices you can be thinking about to be prepared. There will be two rooms for each of the retirement sessions, one for those covered by a federal retirement plan and one for those

covered by the University retirement plan. Participants can expect to hear the basics about how retirement benefits are calculated and descriptions of some of the options that they will have, for instance continued health insurance, life insurance, survivor benefits, etc. There will be time for basic questions to be answered. Contact information will be shared to facilitate more in-depth and personal questions.

- Emotional Intelligence –Achieve more successful work relationships by becoming more aware of the emotions that cause thought processes and behaviors in yourself and others. It will be conducted by Megan Martin, Training and Development Coordinator.
- Stress Management - What Color is Your Stress? Managing Stress with the Building Strong Families Program

Stress is a response to change or conflict. Understanding our personal response to change and recognizing that everyone reacts differently helps us manage stress more effectively. Coping strategies include changing how we think about a stressor, changing how our bodies react to it, and changing the situation or removing the stressor. Participants will explore their stressors, practice techniques to deal with stress and discuss how to use the activities at home or at work. Activities will include using stress dots to monitor stress levels, going through cognitive thought processes to change our thinking about a situation, listening to calming music, and following breathing techniques.

We will also be having a group session on the 7 Habits for Highly Effective People. The speaker is Dr. Don Hamby and he has come highly recommended by several staff members. That evening we will have a joint association banquet, followed by the association meetings. ESP is sponsoring an ice cream social at 9:00 followed by some entertainment arranged by Wendy Brumbaugh. The following day will be the UMEA business meeting and awards luncheon. We hope everyone plans to attend Galaxy Conference. It will be a great time to see each other, learn some things, and recognize our colleagues! A detailed final agenda will be sent out later this week.

Randy thanked Wendy and Karisha for their hard work putting together the Galaxy Conference.

New Business

Futuring Session of Association Leaders Prior to Galaxy Conference – Nancy Flood
This session is sponsored by Epsilon Sigma Pi. ESP received a professional improvement grant to set up this session. The purpose of the session is to talk about issues and the future that association leaders see for University of Missouri Extension. The session notes will be given to the new Director of Extension.

Nominations & Awards Committee – Maude Kelly

We have finished the application process for all awards. The award winners have been notified. We have asked if any of the nominators want to be part of the ceremony. We have received some nominations for UMEA officer positions. So far we have 1 -1st VP, 1 -2nd VP, 2-Secretary, 1-Treasurer. We are trying to get more names, so we will have 2 candidates for each office. If you have someone you would like to nominate, please get me their name as soon as possible. I will leave for a National meeting next Thursday.

Wesley will be preparing the ballots for the election. Please send replacement names for committee positions to Randy Saner.

Maude also added that she has researched the UMEA by-laws and Association Presidents are part of the Board and do vote.

Association Reports

MAEP – Report by Karisha Devlin and Randy Saner. The National Convention in July was very good. Some members thought it was the best one we have had in a long time. We had some national award winners. It is nice for our folks to be recognized nationally for their good work. We have also been talking about putting in a possible bid to host a National Convention in 2011. Todd Lorenz has been exploring the possibility and talking with people across the state. We will vote at Galaxy on whether to go ahead with the bid or not.

John Nickler: Where would the location be?

Randy: Todd Lorenz would have to answer that.

John Nickler: What month would the meeting be in?

Randy: Late July or August.

MEAFCS – Report by Maude Kelly. The National Conference will be Oct. 3-6 in Denver. The new President will be Karen Elliott. Tammy Roberts will be President Elect. We would like to recognize Rebecca Travnichek; she is a national award winner. That is a great honor. We are also looking forward to a new year.

MAE4-HYW – Report by John Nickler. We, along with the Illinois Chapter, are currently working on a bid for the 2011 NAE4-HA National Convention. The bid proposes for the meeting to be in St. Louis. We have completed all of the necessary paperwork. Twenty-five are planning to attend the National meeting in October.

UECRDA – Report by Wendy Harrington. The new 2007 President will be BJ Eavy. We are currently looking for a President Elect. We are also looking forward to a new year.

ESP – Report by Nancy Flood. We will be kicking off Galaxy Conference at 10:30 for the ESP annual meeting. We will also be having an ice cream social to celebrate our 75th anniversary of Alpha Tau Chapter. Our new President will be Mark Stillwell. Bev Maltz is our President Elect. We held our annual Extension Golf Event. It went very well. We raised \$100 towards our Loan and Fellowship fund. The National meeting will be in November in Annapolis, Maryland.

Randy commented on the Plan of Work Review Team that he is on. The purpose of the Review Team is to review the Plan of Work process that we have used, consider what worked well and what could be improved, and to design a plan to continue the process into the future. Nancy added that they received some good ideas about how the POW

could continue on an annual basis and how programs can continue to help meet the needs of citizens in Missouri.

Wendy Flatt asked who the UMEA representative on the Director Search Committee was.

Randy replied that Wendy Brumbaugh was the UMEA representative. During the last Director Search, Wendy served on the committee as President of UMEA. When the committee was formed again, the original members were asked to be on it. Wendy Harrington added that Wendy B. has been an excellent representative of UMEA.

Randy mentioned that he heard the new Director is very supportive of programs and charging fees for programs.

Randy informed the Board that he would like to do two face-to-face meetings next year and the rest by centra. The face-to-face meetings would be in January and September. He will set the dates and get them out to everyone.

Professor Extension Focus Group Summary – Dolores Shearon

Dolores shared the powerpoint that she gave at the PLC meeting last week. A focus group was put together to see what people around the state think about Prof. Xtension and the whole marketing campaign. David Jewell, a professional of 30 years, was hired to recruit people for the focus group and facilitate discussions. The group included:

- 12 participants randomly selected from 130 people contacted in rural and metro Missouri
- Age, racial, economic, educational and employment diversity
- Non-Extension customers

The objectives of the focus group were to determine:

- participants' attitudes toward the professor graphic in advertisements
- receptiveness to the tagline
- whether MU Extension's central message in print advertising comes across to audiences reading the ads.

How the Professor Fared:

- One member positively pointed out the graphic before the group was asked about it, with others agreeing.
- General comments were that the character is "cute" and "charming" and draws attention to interesting information. Another comment was that the ads showed that Extension has expanded its audience and covered a more broad range of topics.
- Ten liked the professor; two were neutral.

General observations:

- All participants liked the "Live. And Learn." tagline.
- They noticed the photographs first. They said the photos in the ads "stopped" them.
- After the photos, they said they next noticed the professor and read the quotes he was pointing at.

- All participants rated the print campaign from a 7 to 9 on a scale from 1-10; with 10 representing the “best local ads” they have ever seen.
- Participants liked the humor of the ads and agreed humor is an effective advertising tool, including for university-related organizations
- Participants said the ads made them think that MU Extension is a good source of information.
- All said they would now check out MU Extension’s services and programs on their own.
- Future ads with more program details would be a smart next step.

Voted as best ads:

1. Get hip on responsible fatherhood.
2. Go green with Master Gardener.
3. Open your eyes to retirement planning.
4. Get rolling on law enforcement.
5. Be your own boss by starting a small business.

The cow ad was not included because we figured it would not be run again.

Advice for the future:

- Indicate whether information is free or not.
- Make URL easier to find.
- Include a toll-free number.
- Use photos with no background clutter.

Facilitator’s advice:

- Keep the professor. He works.
- Retain the tagline. It also works. So does humor.
- Continue the campaign. Find funding to keep building on this momentum with ads that detail more about programming.
- Provide a telephone response mechanism.
- Consider using direct mail or even “door hangers” as communications tools in concert with other advertising.

The ads ran early in the year. You can view the ads on the website in the marketing section. The print ads were in mostly rural areas, while the radio ads ran in urban and rural areas.

Question/Answers

John Nickler: What radio stations did you use?

Dolores Shearon: We worked with True Media Company in Columbia. They were given a demographic profile of who we wanted to reach. They chose the radio stations based on the demographic profile and station ratings and costs.

Randy Saner: Where do we go from here?

D.S.: Advertising is over with until we get more funding. The Employee Tool Kit is the remaining portion and will be coming out one item at a time this fall and probably some of it into the winter. There are newsletter and ad templates, and we are working on a brochure template. We have a first script for a DVD that I will forward to Wesley to share with anyone who is interested in giving input. The county displays are currently

being ordered. Professor Extension has been revised, his thumb is down now. So it doesn't look like he holding up the loser sign. The website is still under construction.

Wendy Flatt: What types of things will they use to improve the website?

D.S.: I have been less involved in that. I believe that they will be returning to the approach of listing topics instead of program areas. There are rumors that there will not be county sites anymore, but none of that has been decided yet. George Laur is in charge of designing the website and is planning to seek input from the field. Perhaps you should ask him to attend a future UMEA meeting to discuss the website.

Randy S.: It will be nice when the website is finished.

D.S.: It has been a challenge for them; there is still a lot to do.

Professional Improvement & Staff Benefits Committee- Marsha Alexander

The committee met by Centra in early July. We discussed the rough draft and turned in concerns. We would like to thank everyone who went through the rough draft and sent in comments. We tried to adjust the rough draft for comments that was turned in. At the Galaxy Conference, Julie Middleton and Debbie Robinson will do two sessions on the career ladder. I will highlight some of the main concerns that were sent in.

- How many people are actually qualified to be part of the process? **Over 270 will qualify for this process.**
- What if you just have a bachelor's degree? **People who were hired on with a bachelor's degree who have demonstrated excellence in their job responsibilities will be considered.**
- What about general support from administration? **Full support. Administration is looking forward to final report.**
- The financial incentives are not enough. **The financial incentives have been changed to 5% at each level. I hope that if you go in at Level 2, you can benefit from both 1 and 2.**

Questions:

Wendy Flatt – What does administration think of this?

Marsha – My understanding is that they are supportive of this. They see this as a recruitment and retention tool. I think it will be implemented in the near future. We should start accepting applications in Sept. 2007.

John Nickler – Is there funding to support this?

Marsha – My understanding is there is money appropriated for this.

Linda Rellergert – Is it anticipated that everyone will be going in as Level 1 or will experience be weighed more heavily?

Marsha – I hope that I would be qualified for Level 3. However, I plan to be around for several more years, so I will have to look to see what my strategy will be. We have unique circumstances here because we have not had a career ladder in the past. I really feel that it will benefit you both personally and professionally.

Wendy Flatt – How much paperwork will be involved?

Marsha – We don't want this to be cumbersome. The portfolio will reflect various things that you have done in your Extension career. We will have training so people will have an idea of what goes into the portfolio.

Randy thanked Marsha for all of her hard work on the committee.

Wendy Flatt made a motion to adjourn the meeting. Marsha Alexander seconded the motion. Motion carried. Meeting adjourned at 11:44 p.m.

Respectfully submitted,

Karisha Devlin
Secretary