

UMEA Officer Meeting April 13, 2006

In attendance, Wesley Tucker (UMEA President), Randy Saner (UMEA Vice-President), Wendy Harrington (UMEA 1st Vice-P, and UECRDA President), Amanda Cook (UMEA 2nd Vice-P), Karisha Devlin (UMEA Secretary), David Hoffman (UMEA Treasurer), Wendy Brumbaugh (UMEA Past President), Todd Lorenz (MAEP President), Cathy Allen (ESP Secretary), Maude E. Kelly (MEAFCS), Debbie Davis (MAE4-HYW President), Jo Turner, Bev Coberly, Tony Delong, Dolores Shearon, and Gary and Pam from Woodruff Sweitzer.

Administration Update

Jo Turner

- There will be a 2% increase this year, however benefits will continue to go up
- Talked about MOHELA money and Bearden (Capps) Bill
- Stress throughout the state regarding paperwork to get ready for evaluation time
- New system will help us report our outcomes. Business Development and 4-H will have to use both systems.

Bev Coberly

- Plan of work
- Discussed performance expectations and new operating system
- Regional Directors have had to fill out performance expectations this year. We will see how this goes.
- Program coverage – we are getting closer to getting balance in our numbers. We don't have a staffing plan in place yet. When we get a permanent director we will have a staffing plan put in place. The plan of work will position us to also go forward with the staffing plan.

Todd Lorenz asked a question about state specialists. Bev replied that program directors have communicated with state faculty. They will have to do some kind of performance expectations.

Program directors have asked state faculty to go to a county plan of work session. State specialists will also be looking at performance expectations of regional faculty. There will be different accountability with different program areas. Program directors are committed to a better integration between state and field faculty.

Jo asked what we could do to better communications between field faculty and administration. Could we do quarterly streaming video meetings? The group mentioned different means of communicating. Wendy H. mentioned the value of work groups. Jo asked if different work groups could be formed.

Tony Delong

- Continues to work with councils and commissioners. He wanted to know how he can help us. He is a firm believer in grass roots. He can help with council problems if you need him to come out.

Galaxy Conference

Wesley asked why annual conference was moved from October to May. Jo answered that the dates and space were limited for this fall. It was decided to move the conference to spring 2007. A follow-up question was will annual conference continue to be in spring? Jo said that she was not sure of that at the moment.

Wesley asked Wendy Harrington, Amanda Cook, and Karisha Devlin to chair the committee to work on the Galaxy Conference. There was some discussion about whether to have a stand alone conference or pair up with program leaders on doing something together. The program directors would like to have a meeting geared toward the different program areas sometime this fall. After much discussion, it was decided to check with program leaders on the possibility of doing something together. If that will not work out, we will do a stand alone conference. If we do a stand alone conference, we will check on Windermere and Lake of the Ozarks. All association members will be invited to attend. Jo said that the administration could contribute \$5000-\$10,000 to our budget for the Galaxy Conference.

We discussed possible topics of discussion for the Galaxy Conference. New staff – how to help faculty feel more like leaders? Teamwork – how to work as a team. Cathy Allen and Randy S. mentioned a Covey Presentation – 7 Habits of Highly Effective People, they said it was really good.

Will the associations contribute something to the Galaxy Conference? All association representatives were present at the meeting. Everyone indicated that yes, they would contribute something to the Galaxy Conference.

Dialogue about the Extension Marketing and Strategic Communications Campaign

Dolores Shearon did an update about the marketing campaign. The first part of campaign targeted our traditional audience. We needed to communicate our new identity and educate them about our diversity. It started out with a survey. That was used to build the campaign. This campaign is a long-term investment for the employee tool kit (templates, displays, DVDs, etc). We are trying to hit new demographics – younger generation, urban areas, etc. We have to target those areas differently – be more creative. This will start taking place in late spring, summer. The website will also be redesigned. The campaign will be finished with a survey – a random needs assessment to see what the impact is.

Questions/Answers/Comments

Amanda C. – I have noticed on contact information on print ads, can that information be included on it?

Answer – Our goal was to increase awareness, not local traffic into office. Goal was to engage people, to get them to think. A lot of these papers are regional, so what number would we have put on them? The print phase of the campaign is about over.

Wendy H. – Internal research was lacking on this campaign. Use field faculty as a tool, or resource to use, instead of us having to hear about things after they are already printed.

Answer – Marketing is complex. People feel intimidated by education. The campaign tried to engage people by using a little bit of humor. That was the purpose behind the first campaign.

Wendy B. – Since 73 % of Missourians are uneducated, why use Professor Extension?

Answer – We used the Professor Extension because we are with the University, we are the part of the University that is relevant. The Professor Extension is a friendly professor who cares about the people of the state. Pam referenced Ask Jeeves; well Professor Extension is the University's version of Ask Jeeves. Wanted to have something to make people feel comfortable, reassured, and reach people in a friendly manner. When you run ads you need to have common ground, an icon that is on everything. The plan is to have Professor Extension as the q/a guy on the updated website.

Cathy A. – Brought a picture with her from the local paper. The text is hard to see and the picture was confusing. The placement of the picture was not at the best location either.

Answer – The picture is supposed to grab attention. Dolores explained reasons why text might be light – ink levels, old equipment, etc. She stated that the common place for print ads is in bottom right.

Todd – Expressed that the marketing personnel should be in more communication with field faculty to receive our input.

Wendy H. – She did not feel like we have the brand identity to use humor to bring people in.

Debbie D. – Wondered what changes have been made, if any?

Answer – Dolores said that the hand gestures of Professor Extension would be changed.

Jo asked Dolores if a work group could be created to allow staff to have input into marketing campaign. For the group to be part of the process. Staff is embarrassed about campaign, what can we do about that?

Wesley- Said that he felt that our opinions have not been taken into account at all; even today he feels that Dolores is not really listening to us.

Dolores – We did send out radio ads to UMEA members for review before they went out.

Eileen Yeager suggested having a quick review panel.

Jo would like to work with Dolores to set up a work group to work on the marketing campaign. Jo also mentioned that they are thinking about buying displays for each county. That was discussed, but everyone agreed that 1-3 per region would be enough.

A question was asked about the photographs for the different program areas. Why use stock photography other than setting up photo shoots. Dolores mentioned the cost of photo shoots, lighting, timing, etc. Several ag specialists mentioned their dislike of the agriculture photograph and explained that it isn't a good representation of Missouri agriculture. Dolores said that Dave Baker offered to personally pay to replace the photograph.

Wendy H. – Mentioned getting rid of Professor Extension?

Answer – What else would we use if we don't use Professor Extension?

Questions were asked about the possibility of using Truman the Tiger? Dolores said that the Athletics department would not let us use him. Staff present at the meeting asked her to try.

Jo asked if there was some way to modify Professor Extension. After more discussion, the meeting was adjourned.

Respectfully submitted,

Karisha Devlin
UMEA Secretary