

Minutes of the JCEP Board Conference Call

March 30, 2009
4 PM EST

CALL TO ORDER

Fred Miller called the meeting to order at 4:02 pm Eastern time.

ATTENDANCE

Fred Miller, Rick Gibson, Phil Pratt, Duane Johnson, Sandy Corridon, Karen Hatch Gagne, Earl McAlexander, Kathy Dothage, Judy Breland, Mary Ann Lienhart-Cross, Susan Donaldson, Mike Reichenbach, Jeff Schalau, Mike Woods, Deborah Tootle, Daryl Buchholz, Linda Kay Benning, Sharon Hoelscher Day, Kay Chelena, Carol Schlitt, Edwin Jones

Absent: Ellen Burton, Betty Wingerter, Jim Spurling

APPROVAL OF MINUTES FROM FEBRUARY 23 CONFERENCE CALL

Minutes were sent to the board electronically. Sue Donaldson noted a change on page 7. Ellen Burton will be in charge of the review of the planner. ***Karen Hatch Gagne moved to approve the minutes, Mike Woods seconded, carried unanimously.***

ADDITIONS TO THE AGENDA

- Report on Regional Meeting in Del Mar
- NACDEP meeting attendance by JCEP traveling team- who is planning to attend, and when does the team need to be there?
- RFP for meeting planner, Galaxy income distribution – planned for June

UPDATE ON JCEP SUSTAINABILITY INITIATIVE

Carol Schlitt joined us to provide the update. At the June face-to-face meeting in Albuquerque, the JCEP Board discussed its role in sustainability education. JCEP sponsored a booth and workshop at Galaxy focusing on sustainability. Since that time, the committee has been meeting once a month and moving forward with the concept. The committee would like to have a Webinar with participation by the boards from all six organizations on Wednesday, May 13 at 4 pm Eastern time. The title of the Webinar is “Why Sustainability, Why Extension, Why Now?” It will be hosted by Viviane Simon-Brown and Jerry Hembd, Univ. of Wisconsin Extension. The Webinar will introduce a conceptual framework, highlight the science behind the programming, identify six essential steps to become engaged in sustainability education, and identify program areas to which it applies within each association. Goal: To obtain commitment from each association and foster closer working relationships via collaborative programming by all six associations. Participants will register online on the JCEP Web site (in process currently) and answer three questions. The plan is to identify a state to host the

Webinar at no cost to participants. A number of states have offered to host the Webinar, including Illinois, Arizona, Minnesota and North Carolina. The committee is asking for a commitment from JCEP to try to get as many Board members as possible to attend the Webinar. Each association is asked to appoint one person as point person to receive additional information. Each association is asked to send Fred the name of their representative. Please let Carol know of any extension programs that fit under the theme of sustainability so they can be highlighted during the Webinar.

TREASURER'S REPORT

No report available.

PILD UPDATE

Registration: 216 as of late last week; 46 for the tour. The goal is 250 and the registration deadline is March 31. Kay will determine the breakeven point, but Fred estimates that we have reached it. Linda Kay sent out the information to Extension Directors. The JCEP Board members will meet with ECOP and CSREE during lunch on Tuesday, April 28. Each of the associations should be prepared to give a brief update about association activities. A report on the JCEP strategic plan will be included. Fred will send this information to the JCEP listserve. Please let Linda Kay know if you will be in attendance so she can make reservations.

STATUS OF GALAXY REPORT

Status of report and settlement of funds is unknown at this time. Duane suggests it may need to be a discussion item at the June meeting.

ECOP UPDATE

Budget and Legislative Committee: Sharon has been sending out updates after the committee meets once a month (second Tuesday). The next meeting will be on April 8. Sharon advises us to look at the 2-page summaries on the ECOP Web site. News about the NASULGC name change to Association of Public and Land-grant Universities (APLU) on March 30 was also forwarded. The group extended their appreciation to Sharon for doing a great job of keeping the board informed.

ECOP discussions: They are moving away from identifying lines for funding to looking at overall priorities and strategic opportunities, and then tying those back to the lines. Staffing is transitioning. One staffer will be located in Washington, DC and each of the regional executive directors within the five Extension regions will have a 25% responsibility to national issues. Ray McKinney is chairing a committee on the transition plan.

Daryl noted that a Webinar was held a few weeks ago to talk about the responses to budget reductions in extension nationwide. He relayed some words of wisdom from Gina Eubanks about "Weathering the Storm":

- Invest in core programs

- Communicate with passion
- Recognize that new problems can sometimes create new solutions.
- Focus on resources we have, not those we do not have.
- Do accurate evaluation of programs and staff.
- Determine what can be outsourced.
- Be smart about consolidations, and keep an eye to the future.
- Maintain a positive attitude.

Following is the CES Extension Directors' Webinar Link "Organizational Responses to Budget Reductions": <http://connect.extension.iastate.edu/p66863584/>

The presentations occur within the first 30 minutes of the webinar, and then follows with 30 minutes of questions and discussion. If short on time, you can move to Gina Eubank's words of wisdom referred to as "Weathering the Storm" about 13 minutes into the presentation.

CSREES UPDATE

NASULGC changed its name to Association of Public and Land-grant Universities (APLU) today. Information on managing in tough times is moving forward well, especially the financial management community of practice on eXtension. Linda Kay encourages everyone to check the progress of the Web site.

FISCAL ISSUES AND JCEP TRAVELING TEAM

Concerns were voiced about ongoing representation by the JCEP Traveling Team at association meetings. Fred would like feedback on the issue from each association.

Question: Do we need all six representatives at all association meetings? Three seemed to work well at regional meetings, and is more economical. However, there is value at all the associations being represented and learning about each others' organizations in both formal and informal settings. Could associations send representatives, and would this be as effective as the President attending?

Mike R. asked if all associations provide complimentary registrations for the JCEP traveling team. NACAA has always provided complimentary registrations, as had ESP and ANREP. NAE4-HA and NEAFCS have done so in the past and plan to do so in the future. Karen is identifying a board member to attend NACDEP in San Diego. She needs exact dates and times to provide to the board member. NACDEP was not sure if they would offer complimentary registrations. ANREP is discussing providing a single complimentary registration for their meeting due to tight budgets. Mike suggested looking at electronic technologies for attending. ANREP can't afford to send a representative to each meeting, but can have a member attend and represent ANREP. Deborah noted that NACDEP has the same concerns. ESP has a similar concern about having representation at the meetings, and feels that three people could probably do it. However, there is a need to share expenses across the associations fairly. The biggest expense is the travel and per diem. We need a strategy for the future. Judy noted that often very few people

attend the JCEP sessions. One idea that arose from a meeting by the Traveling Team was to provide a poster session rather than an oral presentation at NACDEP. Ed Jones will make the poster. The Traveling Team will be presented on Monday evening around 6 pm at the NACDEP opening session.

Rick (NACAA) noted that the financial cost of attending association meetings is of concern, but in addition, the close scheduling this fall makes it difficult for officers to attend each of the meeting. They're looking at sending other representatives, such as past officers or regional officers. They'd need scripts for these representatives in advance. NACAA feels that they like being able to attend and interact with/support the other associations.

Karen: 4-H believes the relationship among the associations is important and feels they get multiple benefits by attending the meetings, including collaborations and program ideas, in both formal and informal sessions. Everyone is looking at the economics piece. We still need to provide an overview of the bigger picture of JCEP at each association's meeting so all can understand.

Kathy noted that finances are a concern to everyone, but echoes Karen's comments. She feels we need to make participation equitable and not just rely on the same three associations to represent JCEP. Kathy would like to have a uniform policy on registration fees, etc.

Fred feels we need additional conversation on this issue and will add it to the agenda for the June Board meeting. He suggested sharing the issue with our boards.

Rick, Ellen, Judy and perhaps a 4-H Board member will attend NACDEP.

Duane asked if there would be value asking Linda Kay or others at the national level to determine what changes are being made at the state level to restrict travel, furlough employees, etc. These decisions are being made on an individual state basis and vary widely in the rules. Duane suggests JCEP make a single request for the information which would then be passed on to the associations. Some states will not have an answer until legislatures complete their budget activities July 1.

REGIONAL WORKSHOP IN DEL MAR

There were 53 responses from attendees. Most didn't like traveling so far to go to a regional meeting and would prefer a national meeting or a meeting at the association level. This was a different response than was received from Orlando participants. A number of participants noted that CA was not represented at the meeting and questioned holding the meeting in a state with no representation.

Content: participants agreed Dr. Pierce's presentation was relevant, liked the format for leadership training, didn't like the inconvenient, expensive location.

Mike is willing to provide a Web conference in June, or a written report given by Jeff or Sue. Fred was not sure about Internet access at the Desert Rose in the conference room. Kay will check. This method might be useful for reports from others who cannot attend.

OTHER

Fred asked board members to review the draft agenda for the June meeting. Duane and Fred are working on a 3-4 hour tour of the local Extension facility. Fred asked Duane to proceed with arrangements for Wednesday morning.

JCEP Teamwork Award Update - Ellen has received one application and another group has contacted Fred with an intent to apply.

Leadership and Advisory Council Meeting in May (Past-Presidents): Linda Kay will be forwarding information to us soon.

ADJOURN

Adjourned at 2:16 pm by consensus.

UPCOMING MEETINGS AND CALLS

The next official meeting will be the JCEP June Board meeting in Las Vegas, June 9-11. The next conference call will be on July 27.