

# **JCEP Sustainability Initiatives Committee Conference Call November 20, 2009**

Participants: Carol Schlitt, Della Baker, Sharon Hoelscher Day, and Chuck Otte. (*Viviane was not able to connect to the conference call due to technical difficulties - her report was emailed to the rest of the committee and is attached at the end of these minutes.*)

Carol called the group to order at 12:04 p.m. CST – the minutes of the October conference call were reviewed – no changes were needed.

Ed had contact Carol to let her know that he has not had a chance to follow up with an eXtension community of practice proposal. Chuck needs to do some more follow up with Dan Cotton and/or Terry Mesienbach.

Several large conferences are going totally handout free with all presentations on line. Members attending these seemed to feel very good about the process. We need to encourage our own conferences to follow the same route. Carol will send the URL for some of these for the committee to review and we can see if these web sites were accessible to all.

Carol encouraged everyone to visit the videos and reading from the eXtension national meeting in October. She felt that the information was very futuristic and good to review.

Sharon asked if we needed to be in touch with our associations NOW, encouraging them to start greening their conferences. There was a consensus that we need to really start talking with our national boards and universities and that we start getting ALL of our meetings greener. Carol offered to write an article/release to send to the associations soon as they start planning for 2010 and 2011 meetings. Sharon volunteered to help Carol.

There was discussion of dates for future conference calls. It was decided to stay with 4<sup>th</sup> Friday at noon central time for 2010 (with November and December calls being on the 3<sup>rd</sup> Friday due to holidays) at this time. If others not on the call had ongoing conflicts with that time we could revisit the scheduling

There being no further business, Carol adjourned the call at 12:17 p.m. CST.

Chuck Otte  
Recorder

## **Viviane's Report**

Here's what's going on with the eXtension Community of Practice (CoP). I've attached (below) the letter of intent which went out this morning. You'll notice that partnering with JCEP is mentioned, and that Ed Jones is one of the two administrative advisors for the project. It seems logical that members of this JCEP committee might want to get on the leadership team of the CoP. We're still looking for 1-2 co-PI's. Rich Seifert in Alaska is listed but he's been clear that he'd like to share the responsibility; also, UA Extension isn't well-set-up to handle the fiscal tasks, so we're looking for a co-PI who's willing to add financial oversight to their duties. Co-PI is a heavy duty position. If someone wants to focus on sustainable living efforts for 2-3 years, this is a perfect way to do it. If you're interested, let me know or Rich Seifert [rdseifert@alaska.edu](mailto:rdseifert@alaska.edu).

NNSLE and the eXtension CoP are working together. We have overlapping memberships and projects. We anticipate that NNSLE's existing products will jumpstart the CoP. I'll be continuing to direct NNSLE, and will also serve on the core leadership team for the CoP.

November 16, 2009

TO: Craig Wood, The Office of Associate Director of Content, eXtension  
FROM: Rich Seifert, University of Alaska ([rdseifert@alaska.edu](mailto:rdseifert@alaska.edu))  
SUBJECT: Letter of Intent – Sustainable Living

This information is provided as a Letter of Intent to submit an eXtension proposal on Sustainable Living.

**I. Name of Community of Practice (CoP):** Sustainable Living

**II. CoP Leadership Team:**

This project is being convened by members of the National Network for Sustainable Living Education (NNSLE), and will focus specifically on sustainable living education. With burgeoning interest among Extension professionals the National Network for Sustainable Living Education (NNSLE) was founded in 2004 to exchange conceptual information, develop core curricula, and cohesively integrate existing natural resource programming with sustainable living education. Currently, NNSLE is a coalition of 70+ faculty members at 28 land-grant institutions and four NIFA administrators. The network is voluntary, interdisciplinary, crosses Extension program areas, and represents every region of the US. NNSLE members look forward to joining other Extension professionals in developing and delivering critically-needed sustainable living education.

Richard Seifert (University of Alaska) will be the lead contact for this project at this time. Furthermore, our coordination with existing entities working on sustainable living issues will occur both nationally and regionally; one such group is the Sustainable Communities Team from the Joint Councils of Extension Professionals (JCEP). Many active relationships with local and regional Sustainability initiatives and organizations are already in existence and this action will strengthen both those organizations and eXtension's role.

Ed Martin, Associate Director at the University of Arizona and Ed Jones, Associate Director at North Carolina State University, have been invited to participate as Administrative Advisors to this CoP effort. The Leadership Team, currently consisting of members of NNSLE, will begin national coordination of this project. This group includes:

CONTACT \_Con-3D13A1ED1BC \c\s\ Viviane Simon-Brown, Oregon State University  
Shawn Morford, Oregon State University  
Sue Donaldson, University of Nevada  
Diana Rashash, North Carolina State University  
Darien Simon, University of Wisconsin  
Catherine Elliott, University of Maine  
Erik Glenn, University of Arizona  
Mark Apel, University of Arizona  
Chris Jones, University of Arizona  
Cara Muscio, Rutgers University  
Rita Conely, University of Arkansas  
Barbara Buffaloe, University of Missouri  
Mike Dietz, Utah State University  
Greg Crosby, USDA National Institute for Food and Agriculture  
Luis Tupas, USDA National Institute for Food and Agriculture

Additional members of the Leadership Team are being recruited from NNSLE and from Extension in general. The Leadership Team will likely change over time with the addition of other representatives from USDA NIFA and, where appropriate, other institutions across the country. This Leadership Team will meet in-person one or two times, as well as by conference call, to prepare the full application.

Each member of the Sustainable Living CoP Leadership Team will identify additional subject matter experts who will be asked to join the project in curriculum development and/or in providing content to our web presence. The Leadership Team has already discussed this project during several conference calls and meetings. Most recently a sub-group of NNSLE members met via conference call on October 28, 2009 with the eXtension administrative team to express our interest and to discuss our approach to full proposal development.

**III. Communities of Interest served by the CoP:**

Sustainable Living, while directed at individuals and families, also directly impacts workplaces and communities. Therefore, the Communities of Interest will include a wide spectrum of traditional and non-traditional Extension clientele, including for the first time, Extension professionals themselves. In addition, the CoP will serve as an important resource for Extension personnel across the country who are interested in Sustainable Living Education and are responding to requests from clients for information and educational programs.

#### **IV. CoP Goals and Objectives:**

The initial goal reflected in this Letter of Intent is to seek support to develop a full eXtension proposal for Sustainable Living. Once approved, the Leadership Team will meet several times either by conference call or in-person in the spring of 2010. This group will develop the full application, with direct leadership from Richard Seifert (AK) and at least one other co-PI to be determined pending university approval.

From 2004 through 2009, NNSLE members published *Living Sustainably: It's Your Choice* (5000 copies); developed and taught training modules; had four peer-reviewed articles published in refereed professional journals; crafted a white paper, *A Vision for Relevance: The time is NOW*, for national distribution; created a searchable database of Extension sustainability materials; outlined guidelines for a green camps certification system; and presented five seminars or workshops at three national conferences. NNSLE is an active player in the United Nations Sustainability Initiative, and has interacted with the Office of the Environmental Executive and the Council for Environmental Quality in the White House.

The Sustainable Living CoP will build upon NNSLE's past and current efforts by providing a forum for its completed products, as well as its future projects. The goals of the CoP will be to:

- Provide science-based information to the Community of Interest seeking information related to Sustainable Living that is relevant to their geographic region.
- Coordinate the availability of applicable information and University resources at a national scale on issues related to Sustainable Living.
- Foster greater interaction between the Community of Interest and the expertise available to them within their local Land Grant University.

The objectives of this project will be to facilitate the development of a Community of Practice web presence that:

- Provides regional and national content, including Extension publications, highlighted Sustainable Living projects, and links to local University Sustainable Living Education resources, curricula, and other content.
- Identifies University experts on a regional scale.
- Tracks internet traffic and provides feedback on content that allows the continual evaluation and updating of the CoP's web resources.

As we move ahead with the full application, our group will more fully describe these and other objectives for the project. We anticipate that content will be provided by various experts across the U.S., while coordination and logistics of managing and developing web-based materials will be accomplished in part by eXtension personnel and faculty from the leadership team.

#### **V. Statement of Strategy to make the CoP National rather than just Regional:**

This eXtension effort addressing Sustainable Living, as noted in the leadership section, will be initiated by members of the National Network for Sustainable Living Education (NNSLE). The network is voluntary, interdisciplinary, and represents every region of the US. All of NNSLE's work is accomplished through conference calls, emails, and opportunities to meet at professional conferences. Therefore, this Community of Practice will be initiated and developed with a national scope from the onset, with the expectation of an equal number of interested non-NNSLE professionals joining the CoP within the first two years.