

**Personnel and Organizational Development
Committee Meeting
September 21-23, 1998
Lowell Center
University of Wisconsin
Madison, Wisconsin**

Present: Chairperson Judith Barth, Larry Arrington, Harold Benson, Ray Bosmans, Henry Brooks, Maurice Dorsey, A.J. Dye, JoAnn Gruber-Hagan, Sally Horton, J. Preston Jones, Daniel M. Lyons, Keith Niemann, Bill Peterson, Peggy Powell, James L. Smith, Barry Stryker, Jerry Whiteside, Mary Jane Willis

Absent: Milan Rewerts, Larry Tidemann, Linda Webb, Starlene Taylor

- A. The meeting was called to order by Chairperson Barth. Barth began the meeting by thanking members for being present. JoAnn Gruber-Hagan welcomed the group to Madison, Wisconsin and the University of Wisconsin. She gave some very important and meaningful insights about the city of Madison and the University.
- B. Barth reviewed the agenda and changes were made to accommodate the Strategic Planning Session which was conducted and led by Dr. Bill Rizzo. The agenda was approved by the committee.
- C. It was moved by Dye, and seconded by Dorsey, to approve the minutes of the last meeting which was held at Virginia Beach, VA., May 18-20, 1998. Motion carried.
- D. Barth reported that Dan Lyons was appointed to serve on the Administrative Management Planning Committee. This committee plans the Administrative Management Meeting for CSREES. The first planning meeting is scheduled for sometime in October, 1998, in Salt Lake City, Utah. Lyons replaced James L. Smith on this committee.

COMMITTEE REPORTS

E. **ECOP** - Judith Barth

Barth reported to the committee that the document, "*The Implications of Increased Alternative Revenue in the Cooperative Extension System: Present and Future Strategies for-Success*" was approved/excepted by ECOP during their meeting in July 22-24, 1998, in Asheville, North Carolina. It was her understanding that the document had been sent out to the States. She also reported that the Chairman of SPC wanted to determine how all groups could work together on strategic planning, futuring, and scenario building.

F. **Subcommittee on Extension Diversity (SED)** - Maurice Dorsey and A.J. Dye

Dorsey distributed a written report to committee members. The written report addressed new membership. There was a discussion about seeking members to fill slots on SED for the West, 1999, South 2,000, North 2001, and 1890.

The current membership on SED was given as follows:

1997-1998

- NE - Marilyn Corbin (PA)
- S - John Hancock (KY)
- NC - Jose Vasquez (WI)
- W - Judy Kinston (CA)
- 1890 - Ingrid Holmes

1998-2000

- NE - Maurice Dorsey (DC)
- S - David Travis (VA)
- NC - May Mong (MI)
- W - Cathy Martinez (CO)
- 1890 - _____

1999-2001

- NE - Kathy Castania (NY) to be confirmed
- S - _____
- NC - Susan Damme (MD) to be confirmed
- W - _____
- 1890 - _____

Suggested to fill out the vacant terms were:

- 1890's - Martin Burrington
 - Lucy Huggins
- S - Laverne Bount (AL)
 - Marta Hortman (FL)
 - Marlene Berger
- W - Linda Garcia
 - Jolie Graybill

Mary Ann will check with the NE in case Kathy C. is not willing to continue. Judy will contact Marlene Berger for the West spot.

Another highlight of the SED report was that Francis Price had been named the 1998 National Diversity Award winner. The award will be presented in November at the NASULGC meeting in Atlanta, GA. The next meeting of SED is scheduled for March 14-17, 1999, possibly in Puerto Rico. Dorsey also stated that some States in the West were exploring sharing diverse applicant pools. The booklet "Benefits of Diversity" was also mentioned.

G. **Urban Task Force** - Maurice Dorsey

Dorsey circulated a written report. Specific highlights of the report focused on new members of the Task Force who are Gwendolyn Jackson, Maryland; Cynthia Flynn, Arizona; Mary Chemesky, Florida; Dorothy Wilson, Oklahoma and Calvin Walker, Ohio. Dorsey stated that the Urban Task Force is developing an urban marketing publication. The next annual Urban Task Force meeting is scheduled for November 4-6, 1998, in New York City. Orientation for new members will be held on November 4th. The Northeast Regional Urban Conference will be held April 26-29, 1999, in Detroit, Michigan. Barth will contact Nan Booth to follow up on having a permanent liaison to the UTF from PODC.

Dorsey distributed to a Fact Sheet relating to UTF.

H. **National Center for Diversity** - Mary Jane Willis

Willis stated that the National Center for Diversity Advisory Council met at Kentucky State University on June 4-5, 1998. She stated that the Advisory Committee is working diligently with the Center's staff to help implement recommendations made by PODC. She reported that a letter had been sent to Directors and Administrators giving pertinent information about the status of the Center's operations.

The Center's staff is in the process of selecting someone to develop marketing strategy to guide and promote The Center. The evaluation study is now being implemented. Assessments for the Center will end in 1999.

I. **Administrative Management Meeting** - Dan Lyons

Dan Lyons reported that the planning meeting for the Administrative Management Meeting is scheduled for October, 1998, in Salt Lake City, Utah. Additional information about the planning process will be reported at the next PODC meeting.

J. **NELD** - Sally Horton

In the absence of Horton, Barth gave a brief report on the NELD Internship Program. She stated that the intern visited Southern University in Baton Rouge, LA. to review and study the structure of an 1890 institution. This review included research, Extension and instruction. Barth stated that we need to encourage more participation in NELD from the 1890 Institutions.

Elwood Miller spoke to the interns about "Chaordic Organizations." The interns will participate in an international experience by visiting South Africa. The fifth seminar will be held on the West Coast.

K. **Administrative Advisors** - Harold Benson

No specific report

- L. **JCEP** - Linda Webb/Milan Rewerts

Webb and Rewerts were absent. No report.

Work Group Reports

- M. **Organizational Culture** - Bill Peterson

Peterson reported that the group intends to conduct "futures" surveys and Barb While had been recruited to help with the task. Jim Christenson had encouraged the group to move forward with the project with the use of the scenario building concept. The primary focus is on futuring . The basic discussion centered around how to prepare scenarios, developing a marketing plan for the System, and defining assignments.

- N. **Training** - JoAnn Gruber-Hagen

Gruber-Hagen reported that the group was in the process of preparing a Briefing book for new Directors and Administrators. Also, the group was preparing a primer for first time grants administrators. Additional time is needed to flesh out specific details about both undertakings.

- O. **Agricultural/Social** Concerns - Ray Bosmans

Bosmans reported that, after discussing this topic, the group decided that it needed more clarification, identification and direction.

- P. **Alternative Revenue Streams** -

Approved by ECOP. Has been distributed.

- Q. Chairperson Barth led a discussion on "Change" as it relates to individuals and organizations. A change preference scale was distributed to the group. Each individual followed instructions and scored the change preference scale, then plotted data results. The data results then created your change preference profile. The profile was divided into four parts - Questioner, Maintainer, Challenger, and Improver.

- R. Committee members worked in groups. Chairperson Barth also handed out other documents, namely; Change Readiness Assessment and Personal Change.

- S. **Next Meeting Dates** - Peterson made a motion to hold the January, 1999 meeting in New Orleans, LA. Seconded by Bosemans. Motion carried. Meeting will be held during the week of January 11 - 15, 1999 with 13-15th being 1st choice or January 18-22 with the 20-22nd being second choice.

The committee instructed Arrington to help plan for the Joint Meeting of PLC-SPC & PODC- to be held in Orlando, FL during the week of May 24, 1999 (first choice) or during the week of May 10, 1999 (second choice).

The meeting date for September, 1999 will be in Burlington, VT during the week of September 19-24, 1999, or October 3-8, 1999. Stryker is in charge of arrangements. Specific dates will be determined later.

Peterson will plan the January meeting in Arizona for the year 2000.

T. **Administrative Advisor**

Harold Benson commended Chairperson Barth for the outstanding job she did presenting to ECOP in July, 1998. Benson also recommended that a subcommittee of PODC be appointed to review the new Farm Bill and the statutory requirements of the new Farm Bill. He advised the committee to seek input from people who use (customers) agricultural products and establish peer reviews.

- U. The following committee members terms will end in 1998: JoAnn Gruber-Hagen, Maurice Dorsey, Henry Brooks, Jerry Whiteside, Harold Benson, A.J. Dye, Judy Barth, J. Preston Jones and Peggy Powell.

Chairperson Barth thanked those members for their support and contributions to PODC. They all were given a round of applause by the group.

- V. A **Strategic Planning Session** was conducted Bill Rizzo, a Community Development Specialist with the Wisconsin Cooperative Extension Service. The strategic issues were defined as:

- I. Issues that will face Extension within the next two or more years.
- II. Issues that will affect the total organization.
- III. Issues that will affect PODC.
- IV. Issues that will focus on Major Program Goals - new goals.
- V. Major consequences of Issues.

The committee also heard from the Director of the Wisconsin Cooperative Extension Service, Dr. Carl O'Conner, who was introduced by JoAnn Gruber-Hagen. Dr. O'Conner gave the committee a very informative presentation on the significance of partnerships and alliances and cited specific examples to support his theme.

After a full day of group discussion and interactions on strategic planning led by Rizzo, the strategic issues were summarized in question form as:

1. How do we create and maintain an organizational culture which demonstrates inclusiveness in staffing and program implementation?
2. How can we build system capacity to develop alliances and partnerships successfully?

3. How can we build system capacity to identify, secure and effectively use and be accountable for an increasing stream of external funding?
4. How will we increase system capacity to support program delivery through the most effective technological means?

Rizzo will transcribe all the notes from the strategic planning session for distribution to PODC.

The committee thanked Dr. Bill Rizzo for his presentation.

W. **Work Group Reports** will be sent to Judy Barth for attachment to the minutes -

The meeting adjourned around 3:30 PM, September 23, 1998.

James L. Smith
Secretary