

ECOP Personnel and Organizational Development Committee

January 16- 18, 2002

Charleston Place Hotel—Charleston, South Carolina

Wednesday, January 16, 2002

Chair Jim Lindquist called the meeting to order at 8:30 a.m.

Each member was introduced and provided a state update. Members attending were Reggie Harrell, Kim Rodrigues, Bill Hubbard, Deborah Maddy, Jim Kells, Pennie Crinion, Roger Adams, Donna Donald, Jim Lindquist, Larry Arrington, Noland Williams, Judith Jones, Dan Weigel, Lawrence Carter, Kenneth Bateman, Nikki Conklin, Robert Richard, Curtis Clark, Joe McGilberry, Margaret Johnson, and A.J. Dye

Not attending: Sue Black, Linda Williams-Willis, and Carl O'Connor

The minutes of the October meeting in Nashville were approved.

REPORTS

NASULGC – Lindquist

Linda Benning was unable to attend and sent her regrets. Jim Lindquist announced that Myron Johnsrud is retiring and it has been announced that Richard D. Wooton has been selected as the NASULGC Director for Extension and Outreach. Benning indicated that two key issues exist. The first is homeland security and personnel stresses. It has been particularly stressful for employees working in states directly affected by September 11th. The second key issue is extension's ability to respond to local government needs. This is very important in light of funding shifts.

ECOP – Donald

The chair of PODC attends the three ECOP meetings each year. Donna Donald distributed the PODC report that was distributed at the October ECOP meeting in Memphis. PODC requested as an action item that ECOP change the presentation timing for the National Diversity Award. It was requested that the award be moved to a position of greater visibility at the annual meeting of NASULGC. There was agreement. Donald indicated that Lindquist may need to follow up with a reminder at the appropriate time. ECOP approved a joint liaison team with EFNEP to increase funding for EFNEP. Hefferan reported on progress with HHS on programming. ECOP will be discussing committee structure for ECOP at the February meeting. Donald indicated that she does not believe there will be major shifts in structure. Lindquist will attend the February ECOP meeting in Las Vegas.

Donald reported that ECOP discussed important issues CES would deal with in the next 24 months (following 9/11). They included:

- Alternative delivery systems
- Community development
- Entrepreneurship
- Technology and its impact on people; digital divide
- Rural economic development
- Restructuring of agriculture
- Personal and family security issues
- E-Extension
- Role of NRCS and CES relationship with them
- Young people and how to assist
- Leadership
- Lack of capacity to deliver on some big issues
- Lack of staff training to be able to deal with this type of change and the fear associated with it
- Food security
- Local and state government—can CES help?
- Biosecurity
- Capacity building
- The changing economy and development and diversification of economic base
- Health issues and access to health care
- Aging
- How can CES help others in the world?
- Increase training in public policy model, not just the expert model
- Should we try to move to uniqueness?
- Can we become a nimble, flexible organization that can do rapid responses?
- Reexamine the food chain, including transportation, etc.

Subcommittee on Extension Diversity – Dye

A. J. Dye reported that Dr. Ann Schaubert, Oregon State, is now the co-chair of the Subcommittee on Diversity. The committee has not met since the PODC meeting in October. The agenda for the committee meeting in January was distributed. Dye reported that the diversity team from Michigan State University has been working with the group. There was discussion regarding whether SED should remain as a subcommittee of PODC or be a standing committee of ECOP.

Administrative Officers Meeting – Jones

The meeting will be April 8 – 11 in Kansas City, MO. The meeting announcement will come out in the near future. The target audience is individuals in administrative support units for extension.

Strategic Planning Council – Lindquist

Jim Lindquist reported that the Joint Planning Committee had met as a follow up to the partnership meeting that was held February 2001. The Joint Planning Committee Partnership Vision and Recommendations document was distributed to the group. The Joint Planning Committee recommended 1) endorsement of the appointment of an implementation group as recommended by the Partnership Task Force and 2) appointment of a Partnership Implementation Team to implement the partnership vision based on the Partnership: Purpose, Functions and Operating Principles, and the Implementation Plan For Recommendations in the Strategies for Enhanced Engagement Report of July 1, 2001.

SPC is providing the leadership for the spring joint meeting of PODC, SPC, and PLC. Two dates are under consideration: April 30 – May 2 or May 7 – 9. The group suggested that scheduling closer to a Saturday would save money on airline costs.

National Extension Leadership Development – Jones

NELD is up and running with a new class. NELD is now coordinated by Tennessee State. Sally Horton has retired and Ray McKinney at North Carolina has assumed the chair of the NELD advisory committee. Judith Jones is serving as vice chair.

Joint Council of Extension Professionals – Lindquist

JCEP sponsors several events during the year. PILD is the premier event held in Washington DC each spring. A key focus of PILD this year will be homeland security. The Galaxy II Conference will be held September 21 – 25, 2003 in Salt Lake City.

PODC Website – Donald

Donna Donald reported that Keith Niemann has agreed to provide leadership for a PODC website. The site is available at PODC.unl.edu. Niemann is searching for several documents to place on the web. The group suggested that the PODC website should be with NASULGC. Lindquist will follow up on this with Wooton. PODC members are to explore the web site and send suggestions to Donna Donald by February 1st. She will forward these to Keith Niemann. The goal is to have the web site ready for public use by mid-February.

WORKGROUP REPORTS

Professional Competencies Workgroup

Deborah Maddy reported on progress with this group. The group plans to complete the document by the fall. Core competency areas that have been identified include:

- Diversity/pluralism/multiculturalism
- Educational programming
- Information and educational technology
- Interpersonal relations
- Knowledge of organization
- Leadership
- Organizational management
- Professionalism
- Subject matter

Donald indicated that Extension Directors are very interested in the activities of this group.

Organizational Culture

Richard reported on the history of this group and the organizational issues they have debated. It had been suggested that organizational culture issues be discussed at Galaxy. What is the mission of extension in the future is an overarching question for the group? It was suggested that the 21st century report would be important for this group.

Thursday, January 17, 2002

Extension Vision for the 21st Century

The group discussed what implications the report has for PODC. It was suggested that one possible area for further discussion might be the area of scholarship. Concern was expressed about how the report will have an impact at individual institutions. Discussion also centered on the degree which various universities have embraced the “engaged university” concepts. Several individuals expressed concern that the document does not recognize the true role of county faculty and that county faculty have not had adequate opportunity to participate in the formation of the document. Bateman suggested that it would be useful for the professional associations to have clear definitions of scholarship for extension.

There was consensus to form a new work around the theme of “scholarship” in extension. Keel, Arrington, Jones, Harrell, Maddy, Johnson, Clark, Weigel and Adams agreed to work on this group.

The remainder of the day was spent in the work groups.

Friday, January 18, 2002

Workgroup Reports

Scholarship Workgroup

Goal of the committee: A document that clearly defines scholarship in extension/outreach and is accepted within extension and by the broader university. The document should identify specific benchmarks/indicators of scholarship in extension/outreach. The primary audience would be extension directors.

Plan of Action for Developing the Document:

- Touch base with Wade, Houghlam, Waddill, and Black to be sure others are not working in this area.
- Lindquist to notify ECOP at February meeting.
- Search what other universities have done on defining scholarship (by region).
 - The key question is how scholarship is defined for outreach and if criteria exist.
- Literature Search (Harrell, Jones, Clark).

Tentative Document Outline

- Introduction
- Situation statement
 - Renewed interest in outreach
 - Century 21 report
- Current status
 - Literature review
 - Survey of institutions
- Statement of Goals
- Definition of Scholarship
- Guiding Principles
- Common Indicators of Scholarship (possibly include examples)

Professional Competencies Workgroup

Document is ready for editing. It will be distributed to the committee at the May meeting for approval and submission to ECOP. The document will be posted on the PODC web page.

Organizational Culture Workgroup

The workgroup agreed on a project that is designed to:

- Collect examples of successful engagement models to support the 21st century vision
- Collect examples in a form that makes them accessible and easy to share throughout the Extension system
- Document organizational structures and processes that support Extension leadership of campus-wide outreach and engagement efforts.

The group requested that Lindquist present this proposal to ECOP at the February meeting. The committee agreed to have information to Lindquist by February 1.

ECOP Action Items

No action items other the workgroup reports.

Future Meeting Dates

Lindquist will send suggested dates for the May meeting to Cooper.

The Fall, 2002 meeting will be in Oregon. The meeting will be September 30 – October 2. The group would need to fly into Portland on September 29.

The January, 2003 meeting will be in Biloxi or Memphis.

The Fall, 2003 meeting is tentative scheduled for California.