

**Personnel and Organizational Development
Committee Meeting
January 13-15, 1999
Chateau LeMoyne Holiday Inn
New Orleans, LA**

Present: Chairperson James Smith, Larry Arrington, Jo Jones, Keith Niemann, Eunice Williamson, Sally Horton, Barry Stryker, Clyde Chesney, Starlene Taylor, William Peterson, Daniel Lyons, Judith Jones, Mary Jane Willis, Raymond Bosmans, Donna Donald, Linda Webb, A.J. Dye, Curtis Clark and Judy Barth. Milan Rewerts participated by telephone.

Absent: William McGowan, Larry Tidemann, Keith Smith

- A. The meeting was called to order by Chairperson Smith. Smith began the meeting by thanking members for being present. Those present introduced themselves. Judy Barth welcomed the group to New Orleans. She gave some very important and meaningful insights about the area.
- B. Smith reviewed the agenda. The agenda was approved by the committee.
- C. It was moved by Webb and seconded by Jones to approve the minutes of the last meeting which was held at Madison, WI September 21-23, 1998. Motion carried.

COMMITTEE REPORTS

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

Willis reported on the status of the Center related to the suggestions made to ECOP by the Advisory Committee.

* Marketing – 1890 Universities have committed \$10,000 for marketing. The marketing firm, “Z Marketing Service,” has been identified.

* Impact Assessment of the Center’s training efforts – commitment of funding from CSREES and 1890’s (two of them) to study.

* Current Staffing Pattern – Will be reviewed. The current mix doesn’t quite fit needs. Questions to PODC from the Advisory Committee – (1) How do we see National Center for Diversity functioning after 2000? (2) What should staffing look like? PODC members are asked to make their individual suggestions to Willis ASAP.

Willis is pleased with these change efforts, although change will not come as quickly as hoped. After January 1, 2000 there will be no more assessments from the system with no intention to provide any. Center and Advisory Committee have talked about what to do then to make it self-sufficient, but no plans have been developed. The Advisory Committee is committed to functioning above and beyond their current role to make the Center work. Do we need the Center? Perhaps it should serve as a resource center for the system, utilizing Train the Trainer methods.

E. **Organizational Culture** - Linda Webb, Bill Peterson, Dorothy Martin

This group is working with SPC and PLC to develop a web-based forum that will foster discussion on the vision for the future for Extension. The report from the group's last two days of work is attached. It shows 100 "hits" on the website. Martin did scenario work with NELD interns which led to working with this PODC sub group. Scenarios are "multiple futures." Martin explained scenario building. Sub group developed three scenarios, which are explained in their report. This sub-group asks for our input on scenarios to improve their content. Website is: <http://www.reesusda.gov> Go to "System," click on "PODC Scenarios." To download data/trends: <http://129.186.41.50/samples/trends/podc.mdb> The entire notes of the sub-group will be distributed to PODC by listserv.

Peterson updated PODC on how this sub-group developed. The final versions of the scenarios will be put on the website for discussion from system. SPC will deliver portfolio of scenarios next fall to ECOP and NASULGC to also feed into strategic planning (SPC) efforts.

A discussion centered on terminology and definitions. One suggestion is a "definition" section, for common understanding. It was also suggested that definitions and examples tend to put scenarios in a box and inhibit creative thinking. Another suggestion was to add "Engaged University" to the first scenario. Other documents are referenced within each scenario. Source of funding was discussed. Another suggestion was to put our documents (Engaged University, Diversity document, etc.) and others on the web and to make them easier to reference. The sub-group responded to several questions. Why was no "worst case" scenario created, "Extension no longer exists?" Seems like all are negative—is all scenario building regarded as negative? Where did the "Trends" section come from? Trends are just a listing of what the "people" in Cooperative Extension believe will happen. Maybe the trends should not be listed on the website. Sub-group talked about this and they worry that someone would not see their's and get upset that it wasn't included. Who is intended audience? In and outside of Cooperative Extension. What is the life of these scenarios? Living scenarios will change over time and will need constant updating. Is there any research that has looked at what or how much of the scenarios become self fulfilling? No one present was aware of any research in this area. Who will feed this living organism if it lives forever?

F. **Administrative Advisors** - Milan Rewerts

Rewerts is the Administrative Liaison from ECOP to PODC. He helps PODC explain and generate support for our efforts. He reported the discussion on the National Center for Diversity and the "Change Happens" initiative (organizational culture work) which includes the website scenarios. PODC was instrumental in reviewing the Kellogg Commission emphasis on the "Engaged University." There may be a national meeting of directors to review this program and suggestions. The future of the National Center for Diversity will be discussed at future ECOP Executive Committee meetings. He reminded us that work from PODC is highly regarded in the system.

G. **ECOP** - Judy Barth

ECOP met in October. Their minutes will be distributed to PODC. GPRA has caused a lot of flap over the last two years. Feds, and not the States, will report directly against GPRA. ECOP is now focusing on the crisis in agriculture and the Farm Bill. National 4-H Council is reorganizing and will have a new liaison to ECOP. The joint Image Enhancement Committee went to video a format for promoting impacts, which was well received.

I. **Subcommittee on Extension Diversity (SED)** - A. J. Dye

Will meet again in March. Need some additional representation on Committee from 1890's for two and three year terms. Moved by Jones and seconded by Chesney to amend SED Bylaws: "Membership of SED be expanded to include three representatives from each of four regions and 1890's, plus two representatives from CSREES." Motion Carried. SED will be developing a position statement for NCD relationship with SED. They are also in the process of updating the Pathways to Diversity document and looking for funds and pilot states for proposals to move Diversity and Pluralism forward in those states. The National Center for Diversity will also be involved with this effort.

J. **Urban Task Force** - Judy Barth

Barth reported on this sub-committee of PLC. She advises that we should always have a liaison to this sub-committee. They will be having a conference in April in Detroit. The Urban Task Force will meet just before the conference.

K. **NELD** - Sally Horton

The NELD Advisory Committee will meet again soon. The current NELD class has had great experiences. Session III was in and around New Orleans. International experience will be in South Africa. Have revised Bylaws of Advisory Council, mostly looking at make up of the Council. Is there an interest or need for NELD for Directors? Can't do effective training in a day and a half—must immerse for a week and Directors can't do that for a week. All applications were accepted for this past class. Deadline for applications for next class is March 1, 1999.

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

Next meeting will be in Salt Lake City. Workshops will be finalized by the end of this month.

M. **Training** - Keith Niemann

This sub-group is working on two projects: a Grant Writing Primer and a new Directors Briefing Book. Niemann described both and handed out the proposed table of contents for the Briefing Book. He also displayed the prototype and contents of the Briefing Book. Suggestions from PODC included: Don't use acronyms in the titles of papers in the contents section; add a Federal

Laws section; add web site addresses for the various documents when applicable; add JCEP and the other national professional associations under “Who’s Who.”

N. **Ag/Social** - Ray

This sub-group’s purpose is to interface agriculture and urban to help everyone understand the importance of agriculture. They will compile success stories and distribute to system.

O. **JCEP** - Donna Donald

(Joint Council of Extension Professionals) “Politics and Partnerships” is the topic scheduled for the next Public Issues/Leadership Development Conference. Formally voted to hold Galaxy II in 2003. Will be looking for proposals for sites.

P. **Alternative Revenue Streams** - Larry Arrington

Will ask to present a workshop at Administration Management Meeting. Would like to publish article in JOE.

Q. The whole group then broke into work groups: Organizational Culture, Training, Ag/Soc, Alternative Revenue.

R. **Work Group Reports**

Agriculture/Rural and Urban Interface - Bosmans - This workgroup wants to answer the question, “Why have agricultural Extension in non-agriculture areas?” Farmers are different farmers. Want to keep strong link between rural and urban. Final report will be short and written for the general public. Will collect actual impact reports from successful experiences to include in the final report. Goal is by next year to have in place. May want to tie with PLC (Darnell Lundstrom). Bosmans will talk to Lundstrom before preparing report.

Organizational Culture - Peterson - Will be reviewing with Jim Christiansen of SPC what has been developed. The workgroup has developed a time line. Scenarios in minutes will be part of their report as updated.

Training - Niemann - Reviewed directions this subgroup will follow on Briefing Book and Grants Primer. It was suggested that we not lose sight of the fact that many directors don’t/won’t go to the web. May have to do both web based and hard copy. Some documents are not web based. If not electronic, might already be in the Director’s office. Niemann will share Briefing Book with Linda Benning of NASULGC. Might be information for the Grant Book at CSREES Administrative Managers Meeting. Might also be useful to review surveys that Alternative Revenue Stream Committee used. NC State recently did some (Joe Zublena) training for County staff on managing grants. VA Tech has three hour course on grant writing. Judy Jones will send to Niemann. How will we distribute/market these things? We must be prepared to ask/tell ECOP what help we need.

Alternative Revenue Streams - Arrington - Plan to edit the document some more to submit as JOE article. Stryker will work with Lyons to get workshop at CSREES Administrative Managers Meeting.

S. **NCD in Future - Reminder**

Get responses to Mary Jane Willis on her two questions (see page 1).

T. **Follow-up on Strategic Planning - Futuring Effort in Madison**

PODC will work on this at the January meeting.

U. **NEXT MEETINGS**

Next meeting will be May 11-13, 1999 in Washington DC with SPC. PODC will need to add a day before or after, probably the 14th.

October Meeting October 4-6, 1999, Hampton Inn, Burlington, Vermont. (Rooms held for October 2 through 9). Make reservation by September 2. \$69.00 per night. Shuttle from airport is available. More information will follow.

Adjourned at 11:00 a.m.