

**North Carolina Federation of Cooperative Extension Associations
2014 Federation Forum**

Union County Agricultural Conference Center

Friday, December 12, 2014

9:30 am – 2:30 pm

Kelly Liddington, CED Union County: Welcome to Union County!

Cheryl Mitchell: Introduction of Guests

We are celebrating 40 years of the Federation.

Karee Mackey, History: Prior to 1972 there were only two associations; Agriculture Agents and Family and Consumer Science Agent, then 4-H Agents. Made recommendations. The Federation was formed in 1974. There are currently a total of seven associations.

Guests: Dr. Joe Zublena; Dr. Tom Melton; Sheri Schwab; Dr. Mike Yoder from NCSU; Dr. Fletcher Barber and Dr. John Westbrook from NC A&T; Brenda Gilbert, Chair of the State Advisory Council; Travis Burke, NE District Director; and Keith Walters, SE District Director.

Administrative Update and Discussion

Fletcher Barber, NC A&T, Greetings from School of Agriculture and Environmental Sciences.

What drives NC A&T?

Strategic Plan: Six core goals

School of Agriculture: focus on Local Foods, Health, Strong families, strong communities, small farms, limited resource audience.

Speedway to Health: Huge display for Kindergarten- 5th grade. Need a space the size of a gym to display - Body Wall: person comes in through the mouth and continues through body.

NC A&T currently has 60-70 employees working in 100 counties. Thank you to NC State in helping to expand programs.

Two universities, one system will continue. NC A&T has committed to making the strategic plan work and to making Extension the best in the country.

Joe Zublena expressed appreciation to everyone for all that is done in Cooperative Extension. The needs in communities and value of Agriculture is valued and we are seeing that value where several counties are building new Agricultural Centers.

Strategic Plan that that has been completed is indeed financial driven.

The goal for NC Cooperative Extension is to turn around the saying, "Best Kept Secret" to provide for clients best kept needs.

Communication strategy is to build messages that are similar and to network in every county for communication.

Justin Moore, Marketing and Communications Specialist

NC State changes: finances, programmatic (form teams of agents and specialists)

What makes the difference? What makes 4-H better? Behavior changes - change lives for the better.

Find out what is needed and exceed what we are doing.

Financial: Strategic and tactical-looked at largest staffing plan we can afford.

Staffing is financially driven.

Greetings from Dean Linton - great opportunities in Food Science with the Plant Science initiative.

Federation is brainpower of all associations. Open ideas to delegates and take back to associations for discussion and dialogue.

Branding

Two aspects: NC State - Cooperative Extension is sub brand of University.

There are tight restraints on who is sub brand (means what you stand for is tightly aligned with the University).

Language is NC State Extension.

NC A&T is having similar discussions on branding; A&T wants more visibility. NC State Extension Brand and NC A&T Extension Brand. In the counties there will still be a co-brand. This is still in negotiation process.

Logos: NC State: Think and Do.

There will be a toolbox for Communications and Branding.

Two universities, one organization. Business cards and letterhead; both universities have restrictions. May be able to use sub-brand for NC State, not sure about NC A&T.

Fletcher Barber, Branding:

Make sure for all aspects (rules) that all university rules are followed.

Want to make sure that everybody understands what is going on.

Reporting and Promotions: Dr. Westbrook, Program Leader, NC A&T

Reports in ERS: reports are looking good.

Combined state accountability. Report (NIFA & USDA).

NC System Reports - UNC System - shows values of Extension in every county.

Stakeholder Reports: Combined report, no difference in NC State and NC A&T (no differentiation).

Funding is based on reports.

Statements used for title promotion.

Document Impacts

Outcomes and Incomes: January 1, 2016, some will change to reflect what we do (priority changes).

4-H Youth and Reporting: core element report.

A&T Agents will still report on Financial Management, Parenting Matters, Family Resource Management outcomes. What will happen to reporting system being revised?

Example: More In My Basket. Have specialist involvement to provide input into new matrix.

Example: Health Rocks. Try to capture beyond specific program levels.

Career Ladder, Sheri Schwab

Salary, Recognition, Title Promotion

2015: Putting together a group of people to assist in process.

Not every rung on the ladder will be to turn in huge packet.

If agent comes in with B.S. and gets M.S. along the way, is there any compensation? They have to get M.S. to apply for title promotion.

Compensation: Starting salaries, rewarding experiences; put together compensation structure.

Are there ways outside of awards for recognition? Employee Recognition.

Endowments: People who have these endowments have concerns that people are not applying.

How does private industry recognize employees? On the spot, don't apply.

Policy and Legislative Support

Who is working in legislature in support of Extension?

A&T- nobody specifically lobbying for Cooperative Extension. The only lobbyist that NCSU has is for the total university. – It is imperative to get word out through State Advisory Council. NC A&T sends “Solutions” to all county government and legislators in Raleigh.

NC State-Kevin Howell and Marshall Stewart. Neither is dedicated to Extension. Politics have changed; the best approach is through the State Advisory Council. Invite them to programs.

Staffing

Area Agents: When will they be posted? Possibly January. Campus Departments have been very involved around area agent positions; closely aligned with specialists.

Counties without base staffing model, get internal postings done first. We will not be redistricting.

NC A&T Agent in county does not by default fill the NC State FCS Agent. A&T will still be there to do the programs that they have been asked to do. A&T Agent would be full time in one county.

Why no incentives for internal transfer?

Retention: more attractive salaries. This year, cut budget to provide increases.

Training to CED's for identified Reduction in Force (RIF); how to handle, what to say. Notification June 1 (no later than August 1) and 30 days working notice.

How do we keep the percentages in line unless everyone goes lock-in? Will have to look at MOU's; this is the reason for two years on agents, hiring 50%/50%.

COSS: Some counties portion high above on county side.

Will there be any increase in Secretaries salaries? No. Needs to be more of a level playing field in administrative assistants. NCSU is providing resources (COMPASS).

What do we tell ALS at county level about changes, especially in FCS? Continue to work with ALS, provide information given through the visioning process, work with them and explain core programming.

Could we have talking points to explain changes and that we are not doing some of the programs we have always done? Continue to work with ALS and keep them in the loop.

Communication, Tom Melton

Could we have a dialogue at Federation? the advantage of having questions ahead of time so L4 can discuss.

Communication and scheduling between two universities needs to be better - will look at calendars and try to prevent doing a major event on top of another.

Streamline of travel reporting. A&T, all paperwork, not electronic. Why can A&T not do travel electronically? How can they sublease from NCSU or get their own software to do travel electronically? Agendas have to be sent in. A&T has to have preapproval 45 days in advance.

Mike Yoder

Risk management for all agents; look at how to make sure that everyone that comes in contact with youth goes through risk management training. Go through first week of employment.

Will agents who do SHIP program continue the program? NC State Extension will stop the program on July 1, 2016. Will look at program through the Department of Insurance. Partnership is highly valued. Growing program with external resources and putting new people in the counties.

**NC Federation of Cooperative Extension Associations
2104 Federation Forum
December 12, 2014
Union County Agricultural Center**

Business Meeting

Association Roll Call, Nancy Keith
NCCEAPA, Jane McDaniel (10 members)
NCEAFCS, Molly Alexi (7 members)
NCACAA, Tyrone Fisher (10 members)
NCAEPAAT, Hazel McPhatter (13 members)
NCACES, Carolyn Bird (2 members)
ESP, Mark Blevins (5 members)
NCAE4-HA, Erin Morgan (11 members)

Call to order, 1:15 pm

Determine Quorum, Trudy Pickett: Yes

Approval of Agenda, Cheryl Mitchell

Jane McDaniel made a motion to accept the agenda. Sandy Kanupp seconded the motion. Motion carries.

Minutes of 2013 Forum, Nancy Keith

Jane McMurray made a motion to dispense reading the minutes from the 2013 forum and accept the minutes as emailed. Rachel Monteverdi seconded the motion. Motion carries.

Treasurer's Report and Proposed 2015 Budget, Debbie Stephenson
Account Balances as of December 10, 2014 (see Attachment A)

Checking	\$1,711.74
Money Market Shares	\$6,198.23
Shares	<u>\$ 32.47</u>
Ending Balance	\$7,942.44

Karee Mackey made a motion to accept the Treasurer's report and adopt the budget. Carolyn Bird seconded the motion. Motion carries.

Association Reports

NCCEAPA, Jane McDaniel (see Attachment B)
NCEAFCS, Molly Alexi (see Attachment C)
NCACAA, Tyrone Fisher (see Attachment D)
NCAEPAAT, Hazel McPhatter
NCACES, Dr. Carolyn Bird (see Attachment E)
ESP, Mark Blevins (see Attachment F)
NCAE4-HA, Erin Morgan (see Attachment G)

Cheryl recognized all 2014 presidents of associations with certificates of excellence.

NCCEAPA, Jane McDaniel
NCEAFCS, Molly Alexi
NCACAA, Tyrone Fisher
NCAEPAAT, Hazel McPhatter
NCAE4-HA, Erin Morgan
ESP, Mark Blevins
NCACES, Dr. Carolyn Bird

Recognition of Officers

Christine Barrier, Web Master, ESP
Trudy Pickett, Parliamentarian
Debbie Stephenson, Treasurer
Nancy Keith, Secretary
Karee Mackey, President Elect
Cheryl Mitchell, President

Election and Installation of 2015 Federation Officers

President, Karee Mackey, NCAE4-HA
President Elect, Amy Lynn Albertson, NCACAA
Secretary, Shirley Howard, NCAEPAAT
Treasurer, Christine Barrier, ESP
Webmaster, Trudy Pickett, NCEAFCS
Parliamentarian, Gary Moore, NCACES
Past President, Cheryl Mitchell, NCCEAPA

Old Business: None

New Business: None

Cheryl Mitchell: Sheri Schwab asked that the Employee Recognition questionnaire (Attachment be reviewed with the Federation and would like them returned. Also, let Sheri know if you would like to serve on the committee.

2014 Federation Leadership and Service Recognition Award: Karee Mackey presented the Leadership and Service Recognition award to Robbie Furr, Cabarrus County CED. Robbie was not present. David Goforth accepted the award for Robbie.

Cheryl Mitchell expressed thanks to Jane McDaniel and Karee Mackey for all their assistance with the Forum.

Motion to Adjourn: Erin Morgan. Motion seconded by Mason Lawrence. Meeting adjourned.

Respectfully submitted,
Nancy Keith, Secretary