**MSUE/ABR State Council Notes and Member Reports** – December 3, 2014

**MSU Extension** – Director Bethel

* Culture Survey in MSU Extension
  + Looking at culture and climate
  + Staff’s opinion
    - Team orientation
    - Core Values
    - Collaboration
    - Goals and Objectives
    - Vision
    - Customer focus
    - Change
    - Empowerment
  + 47% of staff participated in survey, tabulated by Ohio State and they shared our results at our conference
  + Results we learned:
    - Staff feel great working in teams and developing programs (but would rather work in smaller teams)
    - Core values are strong
    - Feel strong individual direction
    - Areas for improvement:
      * Customer focus: are we listening carefully to what our consumers are telling us and are we out of touch with what they find the most important programmatic needs? (Stakeholders saying the same thing – are we getting out of touch, are you listening to us?)
      * New Staff: not sure what long term vision is OR Senior Staff: we’re not sure that we’re aligned with the vision with administration
      * Strategic Direction and Intent : specifics of the nuts and bolts behind the vision
    - Survey taken during a major junction/shift
    - At FEC, we want to focus on these three areas of improvement and we need to raise the bar by the time the next director comes into place.
* Listening sessions about organization improvement (internal) across state and across campus
  + Teams
  + Evaluations and reporting
  + Planning
  + Structure
  + Areas directly influencing us m- 9 thematic areas, we will send out list
    - \*\*\*\*Maggie will be staying on as a consultant to help strengthen MSUE customer focus.
      * Needs State Council help with issue identification and convening constituents
      * Issue identification process: convening sessions involving district councils and constituents to provide feedback on the most important community issues.
      * What can Extension work on, but also, what issues need to be addressed in the community? What organizations for collaboration? Then prioritizing Extension’s role and resources in each community.
      * Results sent back to Extension team to work with stakeholders to come up with core and focused areas for programming
  + Long range plans of work developed over 4-5 years for Extension – staff directed. Evaluation for long term impacts.
  + Envision taking at least a full year for the issue identification process
* Visiting District Advisory Councils
* Lots of listening – important as an interim director to be able to move forward in an interim period
* Dean, President and Vice Provost support
* District 14 creation

Responses to Questions:

\*Maggie: Must strengthen/develop/create the district council for this process. We want the issue ID process run by the district councils. From the bottom up (not top down). They will fight for an organization they are attached to. Need individual councils for District 11.

\*Lack of bodies or lack of interest that are stopping things like Wayne County?

\*Maggie: I think it’s the size and we need to put effort into pulling it together. That is our next step.

\*Jim: District Council members are worried about the changes at local and state levels. Thank you.

\*Maggie: The team is grassroots oriented.

**AgBioResearch** – Director Buhler

* Mike Jones (MDNR) has taken on role in ABR to help the transition forward.
* University level dedicated to Academic Competitiveness fund – designed to upgrade the fundamental research at the University to keep us competitive as a high-end research institution. We have submitted pre-proposals. Plant sciences and food – hoping to be funded by this resource to build research. Hope to hear back soon. If it becomes more of our portfolio, Dr. Buhler will follow up with an explanation of this. Great opportunity to bolster priority research.
* How we incorporate the issues around climate change.
* USDA – regional climate hubs: reached out to us and Ohio to begin a discussion on specialty crops and specialty crop growers.
* How do we use project GREEEN to address climate issues? – Brainstorming
* Working hard to reinvigorate our relationships with our animal commodity stakeholders. Awarding $600,000 toward animal research projects. Hoping for added funding from the state.
* Better budgets and ability to put more into projects.

Gary: We’ve noticed and have appreciated the change in direction.

Doug: We hope to keep it moving and this

**Ag Expo announcement:**

\*Put in Dean’s announcement. Appointing a committee to shape direction: events, what, when, where etc.

**Notes on Member Reports**

**District 10** **– Jim Will**

\*Educators in Tuscola: 4-H educator moved to full time. County Commissioner wants more involvement with that educator in order to provide the funding.

\*Staffing concerns. No ag educator in county – need one because of the strength of ag. Worried about losing loyalty to Extension.

**District 11**

1. **Jerry DeMaire** 
   1. Finished bio-laws: Council visiting local elected officials letting them know what MSUE has available for the community. Lots of positive response but not great engagement. Macomb very diverse. Lots of diversity in needs, worried about membership problems for ag.
2. **Suzanne McFadden** 
   1. Master Gardeners – 501c3 – lots of new members
   2. 4-H group doing well
   3. Change in staff, new contact – Richard Wooten, very helpful and communicative

**District 12 – Londa Pickles**

\*Staff transition: Maggie, part time 4-H shared with Washtenaw has left, and they are hiring two, part time people, status quo

**District 13** – **Dionisio Sanchez**

\*New inter-district coordinator for District 13 – Julie Pioch (Ginger Hentz retired, but is mentoring Julie).

\*Two new 4-H program coordinators.

\*Branch county – working hard to provide services for community needs: informing more about MSUE. Next year 2015, class education for the community every second Tuesday of the month. (12 classes) to inform the community of the MSUE services. Cooking matters, nurturing families, anger management etc.

**Wayne Hecht**

\*Recovering from harvest/fieldwork. Late nights. Repeated rains and other challenging weather.

\*Farm: research plots harvested and able to start to see results.

\*Sugar beets research distributed and meetings scheduled.

**Gary Voogt**

\*Met with cattlemen group – concern about demise of 4-H. Met with Grand Rapids district about trends. Spoke with Ottawa Co 4-H leader to help rebuild from the ground up. Same as Jim Will – losing loyalty to Extension and 4-H. Too much for too many with too little.

**Scott Ferry**

\*Dairy industry: strategic relationships/partnerships: ranked – Michigan doing great milk production, leading in milk production. Bad news: over supply drives the price down. Finally experiencing better prices. Reverse osmosis process: able to reduce the hauling costs.

\*Appreciation to Maggie Bethel about the support for the dairy team and the initiatives going on and trying to make MSUE more relevant. (Past difficulty with having the dairy information from MSUE relevant – would like to have more research tailored to relevancy)

**Jerry Somalski**

\*Master gardener program concern: still hiccups.

\*Last meeting.

\*Great to work with Gary Voogt

\*Encourage everyone that these positions we serve on are to serve everyone – not just Extension. Important to reach out.

**Steve Yanni**

\*Change: trying to get more involvement in district council meetings. Because the UP is 2 large districts, hard to get people to travel. Hoping to have more meetings.

\*3 educators working with Tribal communities honored at the Fall Extension Conference.

\*Great to partner with educators on strategic programming/planning – Brad Newman, John A. and Ann C.

\*Relevance of Extension with those that grow food – plant and animal – need to look at the relevance – called into question

**Doug Lewis**

\*District 12: Lost 2 staff members this year ☹

\*Reappointed to CARET – going to D.C. in the spring.

\*Elected as Vice President of the Michigan 4-H foundation.

**Char Wenham**

\*January 1 – collecting lots of information to take to CARET

**Roll Call:**

**District 1** – Bob LaFave

**District 2** – Doug Bovin

**District 3** – Mary Faculak

**District 4** – Candiss Van Overbeke

**District 5**- John Bakker

**District 6** – Katherine Methner X

**District 7** – Casey (Larry) Jones

**District 8** – Bonnie Hildreth

**District 9** – Shante Burke

**District 10** – Jim Will X

**District 11**

Jerry DeMaire X

Suzanne McFadden X

**District 12** – Londa Pickles X

**District 13** – Dionisio Sanchez X

**AgBioResearch**

Amy Coleman

Wayne Hecht X

Gary Voogt X

Scott Ferry X

Linda Howard

Jerry Somalski X

Ben Tirrell

Steve Yanni X

Ben Kudwa X (had to leave)

Doug Lewis X

Char Wenham X