

CES Strategic Planning Initiative  
Steering Committee Meeting  
February 21, 2008  
9 a.m. – 3 p.m.

Schmeekle Preserve  
2419 North Point Drive  
Stevens Point, WI 54481  
<http://www.uwsp.edu/cnr/schmeekle/Directions/>

Agenda:

Check-in – volunteer to take notes?

Review minutes

Announcements/Updates

Vision Design Team  
CNRED Symposium – Poster Session  
JCEP – Poster and Presentation  
CEAC – Values Design Team

Review Situation Analysis data

Strategic Issue Identification

Develop short list of themes

Prioritize:

How important?

How feasible?

How do the themes over-lap?

Where is our leverage?

(How can addressing one area have a positive ripple effect in other areas?)

Enriching the themes: Underlying paradigms and mental models

Planning for Upcoming Activities: Vision Design Team, “Think Tanks”, Implementation

Communications

Evaluation planning

Plan upcoming meetings

“Our main business is not to see what lies dimly in the distance but to do what lies clearly at hand.”  
Thomas Carlyle

Cooperative Extension  
Strategic Planning Committee Minutes  
February 21, 2008  
[Schmeekle Preserve](#), UW Stevens Point

Present: Carl Duley, Annie Jones, Larry Jones, Denise Retzleff, Rebecca Power, Lisa Brennan, Marma McIntee, Dale Mohr, Steve Deller, and John Preissing.

Absent: Kimberly Porter, Linda Bruce, and Rick Mills.

### **Announcements/Updates**

Annie described the Vision Design Team process and the search for a good mix of participants. She also handed out the informational flyers for it. The work is set for April 14, May 28, and a fall date.

For the CNRED Symposium, Annie and Dale will apparently simultaneously both bring posters for better coverage.

Annie reported that JCEP had approved a poster exhibit and a presentation. Dale, Annie, and John will assure that the poster is ready. The presentation team will consist of Annie, Art, and John. We will present on the morning of April 3.

For CEAC, John and Annie will present the results of the Values Design Team survey work at the next CEAC meeting.

### **Review Situational Analysis Data**

Individuals reviewed the data with Annie leading the overview. From this the group decided that they would each list their top themes based on how important it was and how feasible it was to address. John facilitated a round of identification and voting for the keystone or issues. The ten key issues were then clustered together in a group process and a title was suggested for each one.

### **Strategic Issue Identification**

Using the above process, the following issues were identified. After an introductory discussion about each issue, individuals volunteered to write a one – two page statement about the issue. The format for the issue statement will be sent to each committee member as soon after the session as possible (see attachment below for the issue statement guidelines). The issues and the lead writer:

- Technology – Art Lersch
- Marketing – Art Lersch
- Funding and Revenue – Larry Jones
- Scholarship – Steve Deller
- Work Life Balance – Marma McIntee
- Diversity – Dale Mohr
- Internal Relations – Annie Jones

- Organizational Structure and Flexibility – Denise Retzleff
- Partnerships – Carl Duley
- Wisconsin Idea – it was agreed that this would be an overarching issue – Lisa Brennan

Each writer will share their initial statement by March 17 in order to have them for the next meeting which is scheduled for March 27, 2008.

We concluded at 3:00 PM.

Respectfully submitted, J. Preissing

## Strategic Issue Themes CE-Strategic Planning

Instructions for steering committee members: Our charge is to develop a one page white paper for each of the strategic issue themes we identified at our February 21 meeting. Thank you to all SPSC members who volunteered to develop a white paper for one or more themes. Along with your name, please list the theme at the top of the page. You may want to organize your white paper around the following questions:

1. Please write a one sentence issue statement around your keystone theme. Please make it in the form of a question that Cooperative Extension can do something about and that has more than one answer - i.e.: How can Cooperative Extension use technology to more effectively train our staff, incorporate technology into our research, program development and evaluation, and to communicate with our clientele?
2. In the remainder of the one page issue statement, please describe a) the factors that make this issue strategic (references to mission, mandates, SWOT analysis, challenges and/or opportunities) to Cooperative Extension and b) the positive (or negative) consequences to the institution if we address (or fail to address) this issue.
3. Discuss the underlying paradigm that exists for the theme – i.e. “we’ve always allocated resources to program areas,” or “our mission is related to education, therefore we should minimize overhead costs for marketing.”
4. Please make specific references or draw from quotes that under gird your points above. We have several source documents (all the results and analysis from the situation analysis feedback)
5. A next step will be to organize a taskforce or think tank around the issue with 5-7 people. Please list potential people or units that could serve on this small team for 3-5 months to complete a situational analysis and identify strategies and action plans to address the keystone theme or issue statement. Also list any resources that a taskforce or think tank might need to facilitate their discussion – i.e. a budget presentation or materials from Dan Malacara.

Our timeline:

Steering committee submits assigned one pagers by March 17th  
Send the one pagers out to responders on March 18th  
Ask responders to send comments by March 25<sup>th</sup>  
SPSC meets on March 27 to finalize strategic issues  
SPSC incorporates these into JCEP presentation on April 3rd