

CES Strategic Planning Initiative
Steering Committee Meeting
August 8 and 9, 2007

August 8 – 11 a.m. - 5 p.m.
August 9 – 8 a.m. – 2:30 p.m.
Buffalo County UW-Extension
407 S. 2nd Street, Alma, WI 54610
<http://www.uwex.edu/ces/cty/buffalo/>

August 8 Agenda:

Check-in – volunteer to take notes?

Announcements/Updates

Stakeholder Analysis Planning and Design – Who, what, when, where, and how

August 9 Agenda:

Hearing All Voices
 Responder volunteer

Values Design Team

Website and Message Board questions

Integration with UW-Colleges and UW-Extension planning – Marv VanKekerix

Lunch

Mandates

Evaluation planning

Plan upcoming meetings and Check-out

"If you really want to succeed, you'll have to go for it every day like I do. The big time isn't for slackers. Keep up your mental stamina and remain curious. I think that bored people are unintelligent people."

-- Donald Trump

DRAFT

CES Strategic Planning Steering Committee Meeting Minutes August 8 (11:30 am to 6 pm) & 9 (8:30 am to 2:30 pm), 2007 Alma WI, Buffalo County UWEX

Please see 'To Do List' at end of minutes.

Present: Linda Bruce, Rebecca Power, Marma McIntee, John Preissing, Denise Retzleff, Annie Jones, Dale Mohr, Carl Duley, Lisa Brennan, Art Lersch
Absent: Steve Deller, Larry Jones, Rick Mills, Kimberly Porter

Minutes from July 9-10 were distributed and reviewed.

List of informal mandate themes were distributed. Two changes were made

- District structures became
 - District and administrative structures
- Structure of institutional relationships – to the list was added Hatch and Smith Lever Funds

Annie reviewed the strategic planning discussion that she had with Interim Dean Rick Klemme and Associate Dean Yvonne Horton

Copies of 'Recommendations of the Committee to Design the Future of Cooperative Extension September 1995-March 1996' and 'Designing the Cooperative Extension of the Future - Action Agenda' and 2007 JCEP Café Results were distributed for review.

Values Design Team – several new members were added. A WisLine was held to review their charge. Annie shared their August & October meeting plans. They will use a process similar to that used in New Mexico to determine values. There will also be a survey that they send out to all CES for feedback in Sept. This will be a separate survey than the one sent out by SPSC for the Situation Analysis Data gathering.

Stakeholder Analysis Planning and Design – Highlights from the meeting with CEAC regarding strategic planning were shared. Discussion focused on who are the external organizations to contact, how to do this and when.

SPSC divided into three subgroups (key informant, face to face and survey) to plan the preamble, questions, process, purpose for asking the group, and outcomes (what do we want to know) for Situation Analysis Data Gathering. Each group drafted their plan, shared it with the whole group for feedback, made edits and will e-mail the updated draft to the entire committee for the next reaction.

Tabulated results from the July to November 2006 Chancellor's Listening Sessions were distributed. This data may be helpful for our purposes. However, we might determine if there are any groups not represented in these sessions that we should contact.

Stakeholder's chart – possibly have each program area select two priority contacts from the 2 column list at the bottom of the chart to be contacted. This would make the number of contacts more manageable.

Consider a special effort to reach younger people who are current or potential users. This younger generation may have different responses than older current users. Types of groups to consider – Teen Courts, Youth as Resources in Kenosha County, Young Farmers, Leadership Kenosha, 4-H volunteers age 21 to 35, recent UWEX interns and VISTA's

External groups such as UMOS, Hmong, Tribes and Islam should be considered to be added.

Add to chart, program support groups such as Budget, IT and HR

At our **Sept. meeting** resolve the decision on whom else to contact

Face to Face meetings

<u>Date</u>	<u>Meeting</u>	<u>Facilitators</u>
Sept. 19	Quad	Annie, Kimberly
Sept. 27	S Dist.	2 SPSC mbrs from Madison area
Oct. 16	North	Linda, John
Oct. 16	West	Carl, ask Art or Larry
Oct. 17	East	Dale, Marma, Denise
Oct. 17	Central	Art, ask Steve
Oct. 19	WACEC Bd	Annie, ask John
Oct. 3	SE Dist HCE	Marma
??	N Dist HCE	Linda
??	CEAC	??
??	State 4-H Vol mtg	Denise contact Greg

Data from these meetings to be compiled and typed by facilitators, with results brought to our Nov. mtg.

Key Informant Interviews – get the names of 2 current partner agencies by the **Sept. mtg**

<u>Contact</u>	<u>By</u>
Laurie Boyce	Marma
Ed Jesse or Dave Williams	Carl
Robin Shepherd	Dale
Greg Hutchins	Denise
District Directors	John – Explain the process and request the names of their potential contacts of 1 legislator, 1 UW College Dean and 1 County Administrator/Exec per district/quad. Get these names by our Sept. mtg.

Interviews will need to be completed, results typed and sent to Annie by Nov. 15.

Situation Analysis Data Gathering Surveys

Finalized at **Sept. mtg.** Sent in Oct. Due Oct. 31. Results ready for our Nov. mtg.

At Sept. & Oct. Dist/Quad mtgs tell Dept. Heads that support staff and classified staff will be getting a survey via e-mail and to encourage them to respond to it.

Cty Bd Chr survey due Oct. 22. Rather than mail it, consider asking Dept. Heads to hand delivery it in an attempt to increase response rates.

Dec. 6 mtg – Invite responders, Identify themes; At **Sept. mtg** each of us bring names of potential responders so the list can be finalized. We need to get good cross section

Jan. & Feb. – Steve D and Greg J have software designed for ranking theme importance, feasibility and what needs to be done first. Themes would be entered into this and sent to CES All for response

Vision Design Team to be in place by March – Others from outside our committee need to be asked. CEAC and focus groups will react to what they develop. **Sept. mtg** – suggest names of team mbrs and finalize their role.

Provost and Vice Chancellor Marvin Van Kekerix attended the mtg on Aug. 9 and explained the UW Colleges & UWEX strategic planning and timeline. He shared the June 2007 Chancellor's Communique describing the plan.

In regards to key informant interviews Van Kekerix stated

- UWEX annually contacts 4 years campuses, and colleges and schools on those campuses and has inter-institutional agreements between them and UWEX. These are likely places to do key informant interviews.
- Be sure to talk with both public radio and TV.
- Continuing Education Extension Council meets quarterly. Contact their new Dean, David Schejbal for F2F time.
- It may be useful to collect demographic data from key informant interviews.
- It would be less biased to have an independent recorder of the interview and have it transcribed.
- On our chart of who to ask for data gathering there is a 2 column list of potential contacts. We might seek out those that have not been talked to in program planning processes.
- Not all of these groups need to be reached at this point, as there will be other opportunities in the process for their input.

The next newsletter will highlight our plan for gathering information (face to face, key informant and survey) and explain the opportunities for input.

The next meeting with CEAC will include a continuation of the mandates discussion. They will also be provided with info on the key informant data gathering responsibilities.

To Do List

- Annie will send the SPSC the pdf of the process used in New Mexico for determining values

- Contact Ray Schultz regarding Human Subjects Protection regarding all evaluation methods
- Do we need to re-look at the Strategic Alignment survey results from about four years ago to review responses rather than re-ask similar questions?
- Each of the three data gathering subgroups will send their updated data gathering plan to the entire committee and to Jennifer Kushner, evaluation specialist, by August 17. All committee members are to respond with edits by August 24. The plans will then be sent to responders and they will be asked for feedback before our September meeting.
- Contact Deb Jones regarding any CPAG's that may have useable data
- Finalize facilitators as listed above for the face to face meetings
- Get names of current partners to be contacted for key informant interviews as listed above
- Dept. Head Conf will be in March – request time to be on agenda
- Discuss with Steve and Greg the software needs for theme ranking
- Will Rick write the one page about CES to be used with key informant interviews?
- Will Larry write the material that briefly describes our process and why we are contacting people, to be used as intro for data gathering?
- Arrange Jan, Feb. and March SPSC WisLine mtg dates; F2F mtgs will resume in April
- Annie will respond to the website questions from Andy
- Marma & Linda will react to the WNEP question
- Will Rick take responsibility for replying to future questions?
- Rebecca will contact Colleen Bates (WACEC) for Whose Idea Is It Anyway. Marma will contact Dan Wilson.