

CES Strategic Planning Initiative

Steering Committee Meeting

Thursday, September 7, 2006

10:30 a.m. – 3:00 p.m.

Pyle Center, Room 320

We are today where the thoughts of yesterday have brought us. And we will be tomorrow where the thoughts of today take us. *-Blaise Pascal*

Agenda:

Introductions and overview

Process philosophy – CEAC Workgroup: Larry Jones and John Preissing
~ Annie's philosophy

Scope of the steering committee – A brief visit with a larger future discussion

Group check-in – Why are we here? Why did you say yes?

Chat and Chew with Arlen – What are your hopes for the strategic planning initiative?
Why is it important?

The “ins and outs” of strategic planning – How can we create a continuous feedback loop for gathering input, reflecting, and communicating back out?

- ~ Existing data resources
- ~ Missing sources of input
- ~ Wise council
- ~ “Whose Idea is it Anyway?” – Email blast/newsletter and website

Setting the purpose question:

- ~ Where have we been? – An historic overview of Extension: Larry Jones
- ~ Where are we now, together, as a steering committee?
- ~ Where do we want to go? What is at the core of our reason for being?

Working together:

- ~ Elephants
- ~ Operating principles

Next meetings:

- ~ October 5 and 19 – Hancock Research Station
- ~ Agenda items (including an overview of concept mapping from John Preissing)

Each person comes into this world with a specific destiny--he has something to fulfill, some message has to be delivered, some work has to be completed. You are not here accidentally--you are here meaningfully. There is a purpose behind you. The whole intends to do something through you. *-Osho*



Strategic Planning Initiative Minutes

September 7, 2006

Pyle Center, Madison

Present: Annie Jones, Lisa Brennan, Linda Bruce (via phone), Steve Deller, Carl Duley, Larry Jones, Marma McIntee, Rick Mills, Dale Mohr, Kimberly Porter, Rebecca Power, John Preissing, Denise Retzleff.

Welcome and Introductions

Annie Jones welcomed the group. Committee members made introductions.

Overview

Annie Jones referred to the email communication from Dean Leholm that was sent to all Cooperative Extension faculty/staff on the statewide planning initiative. Annie highlighted the three foundational initiatives and planning process timeline.

Process Philosophy

The institutional planning process is the natural step based on the recent initiatives of the community partner advisory groups, responsibility-based culture, and multi-cultural awareness training. Larry Jones referred to the institutional planning workgroup document.

Scope of the Committee

The committee briefly discussed the scope of the committee. Members should tap into other units and other people.

Group Check-in

Annie Jones asked the committee two questions: 1) why did you apply and 2) why did you say yes? There was informal discussion from the group.

Dean's Charge to the Group

Dean Leholm joined the group via teleconference. His charge to the committee was to look internally and externally for opportunities and threats. We need high impact educational programs. We need to allocate resources to meet needs. The Dean's hopes for the strategic planning initiative are to make sure that all the voices in the state are heard. Go to others for a broad base citizenry. His hope for the strategic planning initiative outcome is to put us in a position to reallocate resources and tie into research bases to enable us to develop educational programs that are needed.

Steve Deller asked the Dean "Why start this initiative now?" Dean Leholm said that a strategic plan has not been done since 1991. We need to position our self with RBC,

CPAG and the multi-cultural awareness trainings. Transformational education is important for our future programming.

Dean Leholm stated that economic and demographic changes are occurring. He talked briefly about economic initiatives in other states. Ohio has one of the best Extension programs. North Carolina is doing innovative things (ie, creating foundations) to strategically align resources. Texas is doing things in urban areas. Michigan has several Aztecs – Leholm has materials we could use. Iowa has put a package together for bio-economy.

A question was asked “What about our federal partner?” Dean Leholm said that CREATE-21 is currently being voted on. He sees a need to grow capacity. The old way of doing business will not work anymore. He is also seeing increases in capacity but not on the formula side. The federal side is linking more to competitive money (NRI growth). We have to connect research people with Extension people to the program teams through the national research team.

The “ins and outs” of strategic planning

How can we create a continuous feedback loop for gathering input, reflecting, and communicating back out?

Existing data resources: Annie Jones shared materials she gathered from Dean Leholm, Associate Dean Horton, Larry Jones and JoAnn Hinz.

Data – Existing

- *Listening session focus groups – Chancellor
- *Program Area Strategic Plans
- *Center mission/philosophy (ie. summaries)
- *Current composition and structure of system
- *RBC Evaluation
- *Existing county and state profiles – check with Applied Population Lab
- *Faculty Department statements about engagement (2 yrs ago)
- *County strategic plans
- *State of rural econ. w/Academy of Arts Science letters – Gary Green
- *List of Integrated faculty – budget office
 - chart, graph, table
- *Multicultural Awareness Evaluation
- *Changes in funding streams
- *CPAG – where are they? How are they working?
- *Local comprehensive plans – DOA

What else do we want to know?

- trends, futurists (Richard Florida)
- technology
- change drivers – scenarios
- demographics – access Applied Pop Lab

Purpose of our work

- Meet the mission of Coop Ext in the future
- How best to position Coop to grow and prosper
- Maintain ourselves as the public's institution
- Access and Inclusion
- Programming based on need (under-served)
- Want to make sure that no audience is under-served
- Committee – deliver the best strategic plan process for our institution
- How do we stay relevant (esp. in light of web and technology)
- Teaching – research
 - + service
- fulfilling capacity building gap
- trust, comfort w/our relevance, sustainability, lack of agenda
- helping them come to know what they didn't know
- bridge between scales – fed, state, local (as a committee)
- want the plan to be acted on – implemented
- doable
- grassroots
- balance change and stability

Communications

- Internal D2L site – repository of data, ideas and questions
- Webpage – internal
- Create an environment where people feel comfortable w/giving feedback

Future Agenda Items

How do we structure ourselves and work together?

Handouts

- Letter from Dean Leholm outlining the three foundational initiatives and initiative timeline
- Institutional Planning Workgroup (draft document, 2/10/06)
- draft announcement on compiling a data/database catalog
- Committee membership list
- “The Systems Thinker” vol. 17, no. 6, 2006 *Pegasus Communications*.