

CES Strategic Planning Initiative
Steering Committee Meeting
Thursday, October 19, 2006
9:00 a.m. – 3:00 p.m.
Hancock Research Station
N3909 County Rd V, Hancock, WI 54943
715/249-5961

The following link provides direction and additional information about the Hancock Agricultural Research Station:

<http://www.ars.wisc.edu/sitehome.aspx?siteID=40&optionid=879>

Agenda:

Introductions and overview

Focus on design

Concept mapping overview

Determine the need for additional structures and resources to support the work of the team

Determine next steps for solidifying design and beginning to develop the budget

I was also thinking we'd do some additional team building and getting to know one another activities at both meetings.



**Strategic Planning Committee Meeting
Hancock Research Station
October 19, 2006**

Minutes

Present: John, Dale, Carl, Linda, Denise, Marma, Annie, Steve, Rick (by phone), Kimberly (by phone); Larry

Updates: “Snapshot” resources from District Directors and Program Leaders are starting to arrive. AJ will be contacting centers and units to see if they have snapshot resources too.

Action Steps:

JP will forward electronic copy of concept system overview...may have future WISLINE/WISLINE Web with Cornell staff for overview

Members will read various resources and report back to the group AJ and LB will locate electronic copies...where not available...scan and make available

AJ will contact Molly Immendorf to establish a D2L site for housing resources

JP will read part of his piece on “Whose Idea...” during the Dean’s November WISLINE.

Email Blast/Website

We will incorporate the original concepts of the email blast template into the website.

Name of newsletter: CES Strategic Planning Newsletter; removing connecting with other initiatives, adding FAQs;

Approach winners of the WI Idea and other awards to include under “Whose Idea”

MM add creativity, early adapters, visionary-cutting edge to our list of values

LJ will follow up with RM re: setting up WISLINE Web

Introduction to Hancock Agricultural Research Center – Chuck Kostichka, Superintendent

The ARC was opened in 1916 at the request of local farmers and merchants who were looking for viable and profitable crops suitable for the areas sandy soils. Since that time, the ARC has led research efforts in both irrigation and cold storage units.

Discussion re: Team Purpose

Does what?

- Guide the process for the strategic plan
- Design the process
- Inclusive
- Implement
- Evaluate
- Cheerleader, promoter, encourager of the process
- Educate and communicate...inform
- Ensure continuation beyond implementation

For who?

cooperative extension

For what purpose?

- So we can better serve the people of WI
- Enhance partnerships
- Meet local and state needs
- Benefit
- Meet our internal needs
- Position us into the future
- Timely, can be implemented; relevant, viable
- Provocative

Process Purpose

The purpose of this process is to capture the essence of the WI idea and make it vital and relevant now, and in the future.

FAQ's – How is this process similar and different to program planning?

Discussion re: Process Purpose – program planning and strategic planning are different processes designed for different purposes. Each should inform the other, however.

Our job is not to identify the educational issues but rather to identify strategies that enhance the institution's ability to respond to these issues.

Design Elements – Principles:

Flexibility

How we carry it out is more important than the blueprint – relevancy

Creative design infusions...up front about morphing

Balance between process and content

Welcome different types of questioning, thinking, soliciting information

Elephants in the room: Bryson Model and Program Planning

Design Model Options:

Bryson with variations

Systems planning

Generative planning

Values based planning

Scenario planning and back-casting

Community Economic Analysis (CEA)

Logic Models

Next Face to Face Dates:

April 16 (2:00-6:00) in Neenah before JCEP starts

May 30-31 Kemp Environmental Research Center

Aug 8-9 Great Lakes Visitors Center

Future Agenda Items for WisLine and WisLine web meetings:

- Nov 10 Continue discussion of plan for planning
 - Continue to flesh out design elements
 - Action planning that may lead to a logic model
- Nov 3 Overview of some additional models
- Dec 8 Concept Mapping
- Dec 19 Map out the steps