Board of Director’s Meeting – May 19, 2015
10:00 AM – 3:00 PM
Beebe Conference Room, Campus

Members Present: Stephanie Graf, Mary Fairley, Linda Tripp, Marika Rywak, Kelly Adams, Greg Stevens, Holly Harwood, Tanya Nickerson, Roxanne Dueppengeiser, Shawn Tiede, Jess Spence, Rachel Williams, Ingrid Hill, Andy Turner

Call to Order: Greg - 10:10 am, welcome

Additions to Agenda
Discussion with Chris Watkins

Review Minutes of February Meeting
Linda moves for acceptance, Kelly seconds. ACTION: Minutes accepted as received.

Correspondence
None to report

Treasurer’s Report – Shawn Tiede
- Account balances show us to be in good shape. Decent fund balance
- Capital Days has come and gone – current net $815.00 profit for 2015 – Greg still has expenses to submit
- Capital Days transition seems to have worked out well this year
- Committee was accustomed to issuing checks on site and we adjusted that this year.
- We are showing a deficit at the moment due to payment to National
- Gift to Maryann Scharmberg is still an outstanding payment but there is some confusion about who and when we owe.
- Audit is done and went fine
- Credit union has made a couple of deposit errors to our accounts so we need to keep a close eye on this.
- Jess moved to accept and Linda Seconds, ACTION: Treasurers Report accepted as presented

Vice President Report – Tanya Nickerson
- 151 total members
- A few in from club management conference
Any new folks in your district - please encourage them to join
Reps may have changed due to transitions in positions so if you have changes please notify Tanya
Maggie Smith listed as North Country and she is now Capital District
Still working to compile past information into a database system

NYSACCE4-HE Historian Report – Chrys Nestle
No Report

Old Business
None

New Business

Chris Watkins Discussion Points
- Thanks and appreciation for support – full state staff is important and the association is grateful for Chris’ support in this regard.
- Expectations of 4-H Youth Development Program...what are they?, etc.?
- We hope to provide overview of the support that the association has given to the state office – overview and what we do to support professional development and the state educator’s conference. - Greg
- There is currently not an adequate orientation for new staff – what are Chris’ thoughts on developing a training and/or new orientation - Shawn
- Fewer opportunities to be together and pass things along.
- Faculty appointments with extension responsibilities - Rachel
- Goals – Linda
- Program is strong and our staff is large expect to be larger than last year
- Several members who hold National positions and how this helps staff to build leadership skills – NY is at the forefront of leading efforts and movements within national educator association.

NYSACCE4-HE Committee Reports
Audit – Tim Davis
- Strong report see written
- Thank you to Tim for his efforts on this behalf

Awards & Recognition – Mary Fairley
- Group has met twice
- 3/23/15 conference call
- Joint meeting with Marketing and Information
- Review charge to committee, make award selections and ensure submission, discussion of banquet
- Award selections were made, awardees were notified, public notification not yet made
- Meritorious – Roxanne Dueppengiesser
- DSA – Matt Greene and Kelly Adams
- ASA – Tanya Nickerson
- Special Service, - Nate Smith and Vanessa Merrill
• Two specialty awards – Excellence in Club – Wyoming and Excellence in Team – Style Engineers Team: Mary Ann Scharmborg, Roxanne Dueppengeiser, Jennifer Jensen and Charlotte Coffman – regional winners as well
• First Time Scholarship – Greg Stevens
• Short turn around between communicator awards
• National process was much improved – task force regional winners were sent to Linda, Drop Box was used and chairs of each task force were integrated. Made things much easier.
• Awards committee for National – putting more structure together – different awards with different kinds of descriptions and expectations, awards, etc. Committee is looking to uniform and streamline for ease. Same evaluation criteria in determining winners, etc.
• National level has had trouble getting winner’s money. Chris is going to send the voucher to the winner with the award letter which will clean up this piece
• More awards could be applied for – low number this year
• Announcement will be out earlier which an earlier deadline – might be good for us - in the Dec/Jan time frame.

Capital Days – Rebecca Ireland-Perry – No Report
Report from Greg Stevens as follows:
• Date change concept still needs to be discussed. Andy was going to talk with Julie Suarez who is supposed to have a call with the committee to see about engaging more folks.
• No decision about when Capital Days is going to be but discussion of when Capital Days is vs. STARR, etc. Possibly April or May
• When budget is being dealt with legislators are in mindset of connecting with kids.
• Doing away with breakfast? Time change may invite a luncheon or something different than the breakfast.
• Understanding of why they are there seems to be fuzzy among some? Goals of Capital Days may not always be clear to educators and staff. Exposure to capital and state government is an important element, we have impacted budget in the past as well.
• Some local reps have expressed that this is the wrong time to go in regard to making any impact. Late April/May has been suggested as a better time.
• Feedback about speakers – what kind of info are we sharing with speakers about what we expect from them. There seems to be a mixed bag in regard to outcome. A lot of AG related discussion/focus and we need to be sensitive to our more diverse missions.
• Evening reception? Or discussion with representatives to see what might work best for attendance.
• State conference workshop to educate about Capital Days and the program for success may be needed moving forward – inclusion of prepping the volunteers.
• We need to be able to clearly convey what is purpose of the event to all constituents and staff.
• Does May time frame impact AP Exams etc and youth availability?
• Change is not permanent, and if we do move it and discover that it is not a positive change, it can always be re-evaluated.
Fund Development – Tanya Nickerson/Marika Rywak

- Live auction element to conference this year
- Ask for bigger ticket items from each district (I.E. – Camp week or something of that caliber)...it could be largely desired item vs. large value item
- Still want baskets
- Auction after awards ceremony? Will people stay?
- Let district reps know so that the donation ask can be conveyed at district meetings
- Committee – John Bowe and Amy Pyra also on though have not been active. Tanya and Marika will reach out.
- At what point do we stop supporting the association and get other people to support association?
- National level has a partner program to procure donations from outside vendors, etc – this is a very challenging process – hasn’t been a highly successful fund development effort on the national level
- Committee will take considerations under review

Marketing & Information – Jessica Spence

- Met in Syracuse to review Communicator Award entries The following are the results:

  Nathan Smith and Jessica Nickerson – Video Program
  Jennifer Jensen – Published Photo
  Mary Ann Scharmbeg – Promotional Piece
  Jennifer Clancey – Promotional Piece Team
  Nathan Smith – Promotional Package
  Nathan Smith – Periodical Publication
  Nathan Smith – News Story
  Tanya Nickerson – Educational Piece (state only)
  Nathan Smith – Educational Piece Team
  Tanya Nickerson – Educational Package (state only)

- Regional Award announcements are still rolling in...no report yet.
- New process? Earlier
- No more state only award...passing on to regional with recommendation for edits, time for edits will be provided.
- State only member – only one category only for state only members – encourages national membership
- Encourage the Rep at District meeting to do more at meetings to encourage applicants (bring examples of work to meetings, etc)
- Crunch time is hard for educators
- A lot of work, a lot of time. Perception is that time is better spent in other ways. Perception is that same people get awards all the time (because they are only ones applying).
- Fill out the abstract while you are making the document so that it’s done. Put it in a folder and then grab out of folder when the time for awards comes.
- A lot of great stuff is going on around the state and this is not getting out to our colleagues on the state or national level
• Awards are not part of our promotion and tenure packet in NY so participation in the awards is always voluntary.
• Fine line between support and acknowledgement. Self-nomination vs. peer nomination. Only service awards are peer – all others went to self.
• Backing up deadline does help the peer nomination process a bit.
• As an association we need to put out the best promotion for the program that we have and people will continue choosing to participate or not
• Majority of our members are new and we need to continue educating and sharing what these things are and what the availability for them is. Support and education is critical.
• Personal connection is important in making the drive and ask. We need to take some initiative in encouraging that staff in our districts take the step and make the effort.

Mentoring – Jan Smith
• Include report here
• 4 new hires from North Central will receive their kits on May 21st.
• 5 new for Capital will be given to Linda Tripp for distribution.
• 1 for Finger Lakes will be given to Jen Clancy.
• Leadership Directory – one of the charges for this committee is to help connect people
• Association has reached out to the committee with the intent of strengthening the mentoring process but there has been no communication back to the association, progress has thus far not been made.
• A mentoring committee meeting is important. This committee may need a chair who has full time fte’s to make a difference here for greater availability. Meeting and a plan is going to be requested between now and next board meeting. Greg will reach out to Jan to get this arranged.

Nominating – Rachel Williams
• Timeline? Information to be shared for ballot
• Needs to be out by September. Elections will take place in the fall of the year approved by Board of Directors.
• State fair was a time when a lot of connections were made in creating the nomination slate
• Two nominees desired for each office – experience in the association is desired
• Committee chair change-over is important
• Mentoring committee weakness is impacting our nomination and knowledge of association as well
• Committee recruitment needs to be worked into the conference – we will add that back into this year’s conference

Conf. Planning Committee – Bernadette Raupers & Brenda Carpenter, South Central, Oct. 2015
• Meeting in June to work out more details

Professional Development – Nancy Caswell & Kelly Adams
• 20 proposals – 3 dealt with public presentations. May be invited to come together for a workshops – all will be accepted / 4-5 per session
• 7 poster applications
• Fannie Glover keynote - Generations
• Scott Peters as cap note
• Registration is being put together. Shawn has questions about money handling, please keep him in the loop. Funds should go through treasurer

Investment Committee – Roxanne Dueppengiesser
• End of March we received our annual report of investments $1,889.41 will be reinvested.

NAE4-HA Report – Shawn Tiede/Linda Tripp
• As of Friday we now have a new Executive Director – Jim Thompson from Capitol Hill Management
• Transition is underway
• 58 applicants for the position – difficult choice for the search committee...two very strong candidates. Jim comes with a great deal of experience and a staff that is already in place.
• National conference is in Portland, OR – June 1st registration goal
• 2016 - New Orleans, 2017- Indianapolis and Columbus, OH is being looked at for 2018
• National finances are with Shawn and will be transitioning back to Jim and his office in July
• Team that is putting together conference in Oregon is doing great. Room assignments are already under way.
• Chip is doing a pre-conference seminar at Mount St. Helen
• Healthy Living task force has all kinds of healthy living opportunities available
• Awards ceremony Wed night and Thurs morning completion with cap-note. Seminars on wheels after this for those who desire.

Report from Liaisons
State 4-H office – Andy Turner & Staff
• Regional Meetings
  o Staff has been out to present some information and this has been really helpful in helping newer educators to have a greater understanding of the state office
• SWG
  o Two way communication has been extremely helpful
  o Mission, vision, values changed significantly based on that feedback
• Career Ex
  o Programs are beginning to close now
  o University U is a little bit lower than usual
  o Career Ex planning team has been working with Jamila and Alexa, (Nigel, Marika and Tessa). This has engaged FA team earlier and has been extremely helpful. Connection with program coordinators which is helping to keep the Fun in the learning. Alexa will send an update on registration
  o Media Corps is a new offering this year. 12 registrants and it is hoped that this will feed into state fair press corps.
Common Measures

- 3 mission mandate areas and a general overall one, workforce readiness is another set, some focus on social/emotional outcomes (military program to test this out). Career readiness is nearly in a pilot stage. Social Emotional is still being piloted. Outcomes seem to be that they are too long.
- Very important initiative that has assisted in an infrastructure construction.
- Links to Qualtrics is ready
- Common Measures blocks are ready
- Grant through National Council mandates this usage. External partner is going to be taking a look at this to assess usefulness and value. Survey construction/discussion stage. Alexa, Nigel and Jamila all have voices at national tables to share field concerns.
- We have tablets that we can use to assess this. App on tablets can save Qualtrics data when Wi-Fi is not available.
- Scan-tron is another option that is being used locally.
- State is working to find a way to support the evaluation effort but it is forcing us to move evaluation and data recording effort forward. State office reflecting back data is also being established.
- Public Presentations has had an evaluation going on all year and state office expects to be sending out findings in next few weeks.

Capital Days

- Continued thoughts that May could be a better time frame for this event based on our goals
- Ways to engage legislators in a unique manner?

News and Views Editor’s Report – Jessica Spence
- If you know anyone who has not been interviewed please let Jess know – Maggie Smith is suggested.

Welcome- Director Watkins

District Reports

Capital – Linda Tripp
- 2 meetings since last board meeting
- 3/26/15 4-H sponsored Strength Finders training with all three organizations. Connected colleagues beyond 4-H. Kim and Sarah couldn’t travel so done via webinar. Worked well
- May – Regional IT lead, Eric Yager, did professional development on Windows 7 primer on Outlook and LYNC (Skype for Business). Andy attended
- 3 new staff in the district – Anthony Vicente – Columbia-Greene – asv39, Margaret Smith – Columbia-Green – mms426, Alana Brandon – Rensselaer – ab2553
- Requesting assignment of mentors for these three new hires
- Staff Development funds used for 4-H staff who participated in Strength Finders
- Capital Days concerns with AP exam prep and May scheduling

Finger Lakes – Jennifer Jensen – written
- Met in Yates county and had a program on Invasive Species presented by Emily Staychock.
NYSACCE4-HE Board Meeting Minutes

- Celebrated Mary Ann Scharmberg’s retirement
- North Central – April Winslow – No report
- North Country – Stephanie Graf
  - April 24th was last meeting - Nigel Gannon from the State 4-H Office updated the North Country 4-H District on what is happening in the State 4-H Office and gave an overview of the work that the Statewide Work Group has been doing – mission, vision and value statements. The other part of the meeting was “normal” business and committee reports.
  - ED’s met at same time at same location, so a few of them came and listened to Nigel’s presentation. SWG overview and state office change updates. Well received
  - 1 new member, - Josh Montgomery replacing Maggie Smith in Jefferson County (jsm397@cornell.edu)
  - OMK coordinator Kitty White has moved to Energy program- kkw39@cornell.edu
  - County fair – wait and see on Poultry so there are many questions regarding this?
  - Dana is waiting on official press release
- South Central – Rebecca Ireland-Perry- No report
- South East – Marika Rywak
  - Jamila and Alexa attending next meeting
  - Books for professional development were shared
  - STEM Camp at Camp Shankitunk is full
  - Ingrid shares info on Natural Resources camp in Adirondacks
- Western – Holly Harwood
  - No meeting since Feb – no report
  - Next meeting is at beginning of June and Andy is attending

Other

Next Meeting - September 15th in Syracuse

Agenda Items for next Board of Directors Meeting

Adjournment
Rachel motions for adjournment and Jess seconds at 12:45p.
Discussion with Chris Watkins

Overview of association by Greg Stevens
Professional Development, information sharing, marketing of our association throughout the state
151 educator strong as well as county staff who have not yet joined
Support Club Conference and Educator’s Conference
Thank you for your support of state office and all that you do for 4-H

Association responsibilities for state fair: Mentoring Committee supplies snacks for VIP Lounge
Hope is to get the new president to State Fair again this year
Chris is going to make an attempt to get there this year for all three rotations

Interaction with Washington DC 4-H group

As director, what kinds of goals/visions do you have for us?
Success
Defined by?
Farmers talking about 4-H and how it represents the future and the life-blood of their county. Recognize that it is a vital part of the system. Andy Turner has provided a strong communication pipeline and the goal is truly looking toward an evolution of being as strong of a system that it can be. Strength of the county system is important. Core funding model is more and more challenging. County contributions are typically strong.

Extension appointments in campus faculty.
CALS - 40% of faculty face retirement in the next 10 years.
Emphasis on bringing in new faculty who are engaged in research that will connect strong funding streams. Still hiring faculty with extension appointments. More losses of traditional extension professorial staff. New faculty without Extension do have a strong commitment to community engagement. Finding a way to engage these faculty is important. How do we tell the story of what county extension staff is doing is a pervasive question? Some professorial staff take on a very rigid view of extension and what defines extension work. Departmental extension leader – 2 x per year. Don’t have 4-H faculty the way we used to have. Smith Lever projects are looked upon favorably.

Broader view of extension – Recognizing that it’s closer to what we traditionally think of as outreach
Extension is helping you and I develop a program together (more formal...evaluation components)
Outreach...I feel like telling you what I’m doing
Do new people coming in understand what extension is? And is there a plan for educating them?

Provost set up task force to look at extension within Cornell University
Genuine interest at sorting out statutory colleges - what exactly we are doing.
Chancellor in Albany would like to take the differential funding for extension and apply it to the SUNY system. (Land Grant differential) We are the beneficiary of that renewed interest
Vice Provost – Judy Appleton is new and is fabulous to work with.

Consultant
Survey tool to look at issue of what we are doing or not doing for new faculty that do or do not have extension appointments.
Orientation and professional development within the association have also had some of the same questions about introducing faces, what new educators should know about extension systems. A more intensive training about what is extension.

Typical for educators to come into Cornell for a week. Financially driven? We aren’t clear on how the change occurred? Professional Development used to bring extension staff to campus a lot more, invited to programming that faculty invited us to, etc.

Relationships and opportunities do still exist – (Legacy project).
Important for us to identify needs on a system level as well to share that with campus faculty

Funding through associations avoids 18% tax if Chris has to set it up through his office we get taxed.

National 4-H Council – What do they offer us? Trying to make themselves really important. They are using us more than we are getting out of it. There has been some funding from National 4-H but it has been limited.

Many of our Educator Association members are very involved in National association. NY is strongly represented at that table as well.

Extension professions
Same as executive director pool
Future based on the fact that we are not training future professionals...
Disconnect in making connections with campus faculty
Ag in the Classroom is another issue...dropped and driven by counties but not by Cornell.
Ag ed at the college level – teaching Ag teachers to be teachers.

Engage Cornell
Means of helping to educate about extension and build campus connections
Moving internships beyond Tompkins County.
Couple of thousand from counties and matching funds to assist in placements important

Respectfully Submitted by: Ingrid Hill
NYSACCE4HE Secretary