



Michigan State University
Community and Natural Resources Development Association (CNRDA)

Board Meeting

June 27-28, 2006, MSU WaWaSum, Crawford County, on the AuSable River, Michigan.

Minutes

1. Call to Order at 1:39:30pm by Chair Peterson after she arrived late with the food (which we all waited for); then Roll Call:
 - a. Members Present: Chair Georgia Peterson; Vice-Chair Mary Robb; Past Chair Darren Bagley; Secretary Kurt H. Schindler; Treasurer Diane Smith; and Bonnie Wichtner-Zoia. 
 - b. Members Absent: Michelle Walk and Kelly Getman-Dissette. 
 - c. Others Present: none.
2. Business meeting, part I
 - a. Greetings, prioritize topics for retreat.

Lets not canoe in the rain and thunder, so **consensus is to hold a meeting during the thunderstorm.** This evening each could report on respective AoE membership.
 - b. Review & approval of business meeting agenda
Bagley moved, seconded by Smith to approve the agenda. Motion passed after a voice vote.
 - c. Minutes of the April 6, 2006 meeting, Schindler
Bagley moved, seconded by Peterson to approve the April 6, 2006 minutes as corrected as follows to wit:

“CNRDA planning committee spoke with a colleague, Bill Hoover, from Purdue Forestry and Natural Resources Department. Dates are noon Wednesday August ~~15~~ 16 to noon-ish Thursday, August ~~16~~ 17 when the corn is as high as an elephants eye.
Consensus is to notify members that the national conferences exists, and that funding is available and.”
Motion passed.
 - d. Treasurer’s Report, Smith.

Report printed and distributed. Little has changed.
Bagely moved, seconded by Robb to approve the treasurer’s report with correction to reflect \$300 for “national conference speaking”. Motion passed.
Board reviewed membership list with suggested additional names which are new-hires.

e. Awards Report, Smith

Emails have gone out seeking nominations for awards. Deadline is August 1, 2006. Discussion centered on how hard it is to get nominations. **Smith will send out follow-up emails.** Nomination form is easy; basically write a paragraph.

f. Member (Purdue) retreat planning, Peterson

Peterson: Retreat is August 16-17, 2006 at Purdue University.

Distributed copies of latest version of the registration form for review and approval today. Registration deadline is July 31, 2006. **Settle on registration fee of \$90 for current member, \$145 for a non-member (which price includes membership). Registrations to be sent to Smith.** Those going will need to get pre-approval for out-of-state travel from the regional director.

Bill Hoover, of Purdue, has arraigned for Sam Cordes (Co-director, Center for Regional Development) agreed to do a kickoff with the MSU group the first afternoon. Will have box lunches to eat in-route. Later afternoon is to Wright Forestry Center and tour of Martell Forest. Evening is a tour of downtown. Dinner is budgeted at \$17.50 per person, and still being planned. On Thursday will have the Purdue Land Use Team (PLUT) to meet with a possible video conference at Pfendler Hall. Will include a Purdue campus tour.

Have 10 rooms reserved at the Purdue Union club hotel. Lunch on the way back is "on your own". Travel time is a 4+ hour trip. This will be a very good trip, and Purdue is a very special place.

Consensus is the registration fee remains the same regardless if a participant stays in the reserved room at the Union or not, and regardless if a participant rides in the mini-van or not. This is retreat, where part of the purpose is for the group of people to be together.

If more than 10 go, then the intent is to double up in the rooms. The Union is full, as this is when parents are on campus before classes start.

Robb will make contacts for the downtown tour. Schindler will work with PLUT for the morning workshop on land use. Peterson will revise and send out the registration and send Robb and Schindler contact names.

Break from 2:43-2:49pm.

g. Fall Conference report and planning, Peterson

Wichtner-Zoia indicated the gentleman from an International Institute is not available. The associations now have a dinner Wednesday night, 6:30-8pm, and must pay the Amway for the meal. **Wichtner-Zoia is to find a uplifting positive presentation.** Any suggestions should be sent to Wichtner-Zoia.

Nominations for board members who's terms end this year needs to be done. Board members terms ending October 31, 2006 are Darren Bagley, Kurt H. Schindler, and Michelle Walk. **Consensus is to ask Michelle Walk to run for re-**

election. Peterson will contact Walk. If not then consider Dave Anderson, Mike Jensen, or Mike Schira. **Consensus concerning Bagley and Schindler: contact others in their respective region to find those interested in running for office. Bagley will solicit interest for running from boards in the two regions.** Board officer's duties to the Michigan Council of Extension Associations (MCEA) are often not explained, and involve a lot of meetings. MCEA has a summer retreat, a meeting at fall conference, a phone conference in summer, and a January and March face-to-face meetings. MCEA responsibility falls to the CNRDA chair, vice chair, and past chair. Does not have to be those particular officers. The MSU Director listens to MCEA board, and that is a powerful thing. The officers of CNRDA need to be able to say they can not be on the MCEA board and have the ability to delegate to others on the CNRDA board to perform that function.

Future officers for CNRDA. Smith said she would be willing to be Vice Chair. Wichtner-Zoia said she would be willing to be treasurer. Treasury accounts are in Quick Books™. Vice Chair Robb, according to by-laws, succeeds to Chair. Peterson will be the past chair.

Break: 3:30-4:54pm.

Discussion centered on relationship between MCEA member Associations.

One of the points for the agenda of the CNRDA meeting will be an entertaining debate and vote on the pronunciation of "CNRDA." Bagley will advocate *Sn-erd-A*. Peterson will advocate *Ke-Nerd-A*. Schindler will advocate not using acronyms. Smith will be moderator.

- h. The Michigan Council of Extension Associations (MCEA) retreat report, Bagley
Most of the portal will be scrapped according to Coon. Technology used for the Portal is now out-of-date. The Portal was a case of the emperor without clothing. Many knew the Portal's problem, said so, and were not listened to. Every time there is a change, must pay a company to make the changes.

Associate Director for Operations will go back to new interviews. The Associate Director for Programming is being offered to Steve Lovejoy, of Purdue.

Will look at the AoE system, and evaluate what works and what is not working.

Will have a bulletin system re-evaluation. Many AoEs doing their own fact sheets and placing them on their own web site, where they are not found.

Discussion about creating an ombudsman for internal issues. Annual evaluations should be anonymous when it is an evaluation, by an insubordinate, of a supervisor. Discussion centered on the wisdom or problems with this idea. Need a "safe" way to complain without repercussions. Issue is who assumes the risk, the employee or the supervisor. Having complaints to the ombudsman (which is not anonymous to the ombudsman but is anonymous to the supervisor) is an approach

being considered. In future the annual evaluations will include an opportunity to evaluate Director Coon and Associate Directors.

MCEA is developing a policy book to retain institutional memory. CNRDA should do the same thing. **Bagley will draft a policy book for CNRDA.**

New MSUE hires were listed in the Director's January 2006 newsletter.

Maggie Bethel is working on a new employee mentoring system: initial visits and monthly phone contacts.

- i. Professional development fund use and participation in Public Issues Leadership Development (PILD) conference, Bagley.

PILD is an Extension trip to Washington DC and meet with congressman, senator, and to meet with USDA. Wisconsin has a very organized approach to their PILD conference. There is a \$1,000 from the Director's office to attend PILD (April 23-25, 2007 in Crystal City, Virginia).

Director's office has \$1,000 per association for attending a national conference, such as GALAXY. (The Joint Council of Extension Professionals including: National Association of Extension 4-H agents; Association of Natural Resource Extension Professionals; National Extension Association of Family and Consumer Sciences; and Epsilon Sigma Phi).

- j. Career path policy review (comments due to The Michigan Council of Extension Associations (MCEA) by July 15, 2006)

Director Coon is looking for feedback from each association, consolidated through MCEA. Policy requires a Masters for new hires. Policy requires a Masters for any move up. MSUE salaries are among the lowest paid in the nation, so there is a desire to increase salaries. Masters is required for one to also seek affiliate status. Maggie Bethell has tried to set money aside funds to pay for the salary increases initially. Doing this will cut into MSUE's cushion should there be another budget crunch.

Proposal to set up a equivalent to a "continuing employment" review for end-dated positions.

Discussion of points to make:

- Should be an ability for an existing employee to move up with the condition to get a Master's within *X* period of time (e.g., six years). (We have employees that were hired with the implied chance to move up in the system. The new policy takes away that without some provision such as this.)
- MSUE should pay for education that MSUE now requires (all or part). Now one gets salary increase by moving to another county (should not be encouraging people to move around when doing community based education), or to get another job offer and then maybe MSUE will match it, or discretion of the regional director.
- Criteria should be "Masters degree or equivalent experience" as is done in private

sector and in government.

- Define the levels in lateral positions. What is a move up, and what is lateral? Is it all position within step I, or step II. Is it Regional Director (RD), County Extension Director (CED), and Educator?
- If one is a CED when policy comes into effect, and moves to an Educator level. Can that person go back to CED in the future? (During the next budget crunch, when Educator positions are preserved/retained by shifting to CED, would not be able to do so with someone without a Masters. This was a major strategy used in the first half of the 2000s. Should be able to move an Educator to a CED position.)
- There should be a blanket “grandfather” for people later in their career where the cost of the degree will never be recovered from a pay increase. (This could be as early as someone in their late 30s at current tuition and pay rates.)
- Fixed term eligible employees should be eligible for board appointed openings.
- Current employees where hired without the Masters requirement, and now the rules have changed, which changes one’s relationship with MSUE, perceived by the employee as a unfavorable change.
- End-dated positions should receive a tuition benefit for their children.
- Facilitate getting Masters for existing staff with classes off-campus.
- When conducting a review/evaluation on-campus extension specialists and staff, part of the review/evaluation team should include someone that is off-campus.
- Associations should have a formal role in annual review process.
- On page six and seven (of the draft): is there really a need for a policy to say the director can make a policy?

How does CNRDA solicit comments from its members on the proposed policy? Send a summary to paid members asking for their concerns. Express that the concerns they send to us will be forwarded to MSUE administration without their name attached if that is desired. **Bagley will send out email asking for review, and will compile responses received by July 12, 2006. Copy will be sent to MECA and copied to CNRDA.**

3. Dinner

A fantastic gourmet dinner by CNRDA president Georgia Peterson was prepared and enjoyed by all. This is just one of the many outstanding benefits for Extension staff being an active member of their professional association.

4. Professional Development

- a. Sampling various wines.
- b. Knowledge/skills sharing.
- c. A rousing game of *Apples to Apples* and *Two Truths*.

5. Stargazing
6. Sleep
7. Sunrise birding expedition
Kestrel, Morning Dove, Robin, Chipping Sparrow, Song Sparrow, Rose Breasted Grosbeak, Robin, Chickadee, Titmouse, Several Warblers, Downey Woodpecker, and others.
8. Breakfast
A full breakfast of blueberry buckle and a special breakfast casserole (a personal home recipe from Georgia Peterson's mom) which is unsurpassed breakfast experience in a northern Michigan log cabin setting. Robb has freshly painted toenails.
9. Business meeting part II, starting at 8:38:45am
 - a. Dues/brochure/web revisions to reflect Association of Natural Resources Extension Professionals (ANREP) (and The National Association of Community Development Extension Professionals (NACDEP))

Wichtner-Zoia will contact NACDEP about possible affiliation so dues can be paid to ANREP and/or NACDEP with one payment to CNRDA. Consensus is to add cost of ANREP and NACDEP dues on to cost of CNRDA dues. CNRDA membership form will include a box/space to indicate desire to jointly join ANREP and NACDEP. Will continue to give a discount of \$15 for dual membership in other MCEA associations. CNRDA dues are about in the "middle" compared to what other MCEA organization dues.

Desire is for developing a CNRDA logo. Desire is to have pens, or other CNRDA knickknacks.

ANREP would like to hold its next national meeting in Michigan (2008). Traverse City was mentioned according to Dean Solomon (Kellogg Biological Station). Forestry Resource Program Leaders (FRPL) organization, for the 20 northeast and midwest states, also wants to have a 2008 national meeting in Michigan. Discussion centered on possibly holding a joint meeting. Coordinating committee would possibly be Dean Solomon, Georgia Peterson, Darren Bagley, Shari Dann (MSU Fish & Wildlife). Expect FRPL and ANREP would have expectations for content and help to set up the conference. ANREP will send out a request for proposal in July 2006. We would need to respond to the request for proposal. (Discussion digressed to on Agricultural Agents national meeting in Grand Rapids in 2007.) Would be nice to have us host the ANREP before it turns into a much larger national organization. **Consensus is to proceed with submitting a proposal for the ANREP 2008 conference.** Possibly a trip on a research boat in Grand Traverse Bay.

b. Member concerns

One communication is where an Educator has taken on additional duties (when another Educator left the organization) without additional pay. Discussion: To whom has this type of thing not happened to? Should not only get salary increase when moving to another county. If there is money to pay for an increase then, there should be funds available to provide increases in other situations. Additional duties does not result in more pay, unless it is an administrative move up. Regional Director has a discretionary fund to provide raises to selected people in the region. If one becomes an acting CED, they are paid extra for that time period. But if an Educator takes on additional duties on a temporary basis, there is not a bump in pay to recognize that.

Another is off-campus penalty for needing to select PPO instead of HMO that is available only at the MSU area. Off-campus people used to be able to have PPO service at the same price as HMO in recognition that it is not realistic for off-campus to select HMO plan.

The organization is smaller. But MSUE has not made a decision to stop doing any service.

10. Taking the pulse of Community and Natural Resources Development Association (CNRDA): Mary Robb facilitated: (How are we doing, What else could we be doing, Strategic directions for Community and Natural Resources Development Association (CNRDA)?)

a. How are we doing?

If one is not on the CNRDA board, one may not have a clue what CNRDA is or does. So a newsletter? Most effective is to just send out headlines, with a link to more detail, or more detail in the body of the newsletter.

CNRDA has three roles (1) professional development, (2) awards and recognition, and (3) a voice with administration and regions (MSUE and USDA through national affiliate):

i. Professional Development:

(1) Doing:

- (a) Once a year summer education retreat
- (b) Fall conference speaker
- (c) Funding for member's professional development (attend training or national conferences).
- (d) Link to national associations.
- (e) Being around people who work in the same area—networking with common interests, best practices sharing, gripe sharing.

(2) Proposals:

- (a) Create member profile so members know who the other members are.
- (b) Could net during Agriculture and Natural Resources (ANR) week.

- (c) Networking at fall conference.
- ii. How to make this organization something people want to join? How to make clear to others the benefit of this organization?
 - (1) Go to fall conference during association dinners, and there was no where to go for community and economic development people. Not a fit in any of the other MCEA organizations: CNRDA is the alternative association for community and economic development.
 - (2) Best way to learn about, and how important CNRDA is, is to sit on the board.
 - (3) Proposals:
 - (a) Membership packet to new employees.
 - (b) Phone call by the regional board member to new employees that explains the three roles; professional development, awards and recognition, and voice with administration.
 - (c) Elevator speech listing the three roles.
 - (d) Put together a public relations packet for all members to promote.
 - (e) The new mentoring system would be someone from the respective association.
 - (f) Face-to-face meeting with new employee by that regional board member to do the above items (create a packet/folder for use for this meeting and the materials above). **Who will do this?**
 - (4) Issue:
 - (a) Is learning who the new employees are. Schindler still considers himself new, having been in Extension for only seven years. Peterson thinks that Schindler thinks he can leave the CNRDA board in October, but he's delusional. Voting can be rigged by Peterson.
 - (5) More Proposals:
 - (a) Use "Turning Point" to poll current members at Fall Conference about their interests related to professional development (location, areas of interest, in/out of state); list of other things that might be helpful to current members; and perceived benefits of the association. **Georgia will create the polling instrument.**
 - (b) Have an Area of Expertise team (AoE) co-chairs meeting (area) as part of the summer retreat.
 - (c) Publicize the fall meeting to each AoE, or within each region.
 - (d) Create an argument for specialists to join CNRDA. (E.g., to better represent the natural resources and community development within the College of **Agriculture** and Natural

- Resources.)
- (e) Commitment by board members to invite others and promote the fall conference dinner/meeting.
 - (f) A joint meeting, at fall conference, with campus specialists.
 - (g) Professional association: the professional importance to the University Extension –publishing papers, bulletins.
 - (h) Promote CNRDA as a broader perspective.
 - (i) Other MCEA organizations have regional meetings. CNRDA is not large enough for regional meetings. Maybe additional meetings can be tied in to something that is already happening.
- iii. Awards and Recognition. (Does there need to be more awards?)
- (1) Our awards are (doing):
 - (a) Ray Vlasin: to recognize an individual that is an excellent educator.
 - (b) Innovative programs: for new and innovative programs.
 - (c) Community partnership: for creating partnerships.
 - (d) Excellence in Service: a lifetime award, for one retired(ing) that is received by a person only once in their career.
 - (2) Proposals:
 - (a) The four awards should be part of the elevator speech.
 - (b) Automatically submit award winners to national affiliate awards. **Smith will check on this possibility.**
 - (c) Rather than asking for award nominations, it becomes the responsibility of the board to know of good work and bring it up (at the board retreat) for purposes of providing awards. (Concern is best work may not be nominated, and another may submit for an award. So the one getting the award, is not necessarily the best. Maybe still allow for nominations, but the selection is not limited to those nominated.)
 - (d) Ask award winners to provide a program on the subject of the award.
 - (e) Recognize new members at the fall conference (introduction of the person, their background, etc.)
 - (f) Recognition of special activities – sharing icebreaker at each table.
- iv. Voice with administration and regions.
- (1) What are we doing:
 - (a) Member's concerns are presented to the director of MSUE (often through MCEA).
 - (b) Voice on the board, as an advocate for members during continuing employment review.

- (c) Connecting with USDA and U.S. Congress through Joint Council of Extension Professionals (JCEP) and Public Issues Leadership Development (PILD).
 - (d) Promoting assets of MSUE with administration – value of CNRDA program area – positioning ourselves with administration
- (2) Question: Should CNRDA meet with state legislators?
- (3) Proposals:
- (a) **Peterson will contact Tom Coon to see if he will join CNRDA on the Purdue trip.**
 - (b) Communicate – get concerns from membership to get answers from the Extension Director back to the CNRDA membership.
 - (c) Latch on to new associate directors as soon as possible after they start.
 - (d) Share concerns with regional directors.
 - (e) Promotion/awareness at regional County Extension Director (CED) meetings.
 - (f) Impress on Administration the importance of the connection between MSU/MSUE and community/county. It is not just what MSU/MSUE does for the county/community. There is also an important set of items that each does for each other. This is a two-way relationship. Need to emphasize the importance of the county to MSU/MSUE with administration.
- b. Logo;
- Logos can not be designed by a committee. Maybe a stylized clipart image.
Wichtner-Zoia will work on a logo design.

11. Adjourn.
 - a. **Bagley moved, seconded by Smith to adjourn at 11:21pm.**
12. Lunch: (Again a wonderful meal made by Georgia Peterson that should make every CNRDA member want to be a member of this board).

Respectfully submitted:

Kurt H. Schindler
Secretary