

Extension Leadership Team -Initiative 2 -Water
Meeting NOTES (Lisette Staal)

Date: October 3, 2012 – 2-4 pm in room 1066 McCarty D and Polycom

Leadership Team: Wendy Graham, Mark Clark, Kelly Morgan, Michael Dukes, Shannon McGee, Joan Bradshaw, Kati Migliaccio, Pierce Jones, Karl Havens.

Administrative Advisors: Joan Dusky, Dorota Haman, Ramesh Reddy, Joe Schaefer

UF Water Institute Staff: Lisette Staal, Kathleen McKee

MEETING SUMMARY

Topics of discussion included:

- Long-Term Extension Planning and Charge to the Team.
- Current status of Water Programs in Extension
- Suggestions to build a strong Group focused on Initiative 2: WATER
- Water Summit planning
- Next Steps - Extension Initiative Leadership Team

Based on the discussion, there is a need to address the following questions as the Leadership Team moves forward:

- How will CONTINUITY and LINKAGES with the other initiative teams be managed?
- How can the Leadership Team help to RE-ORGANIZE a strong focus on Water Programs?
- How will we be able to ADJUST to working within changes in the “current environment” of limited resources?
- How can REPORTING be improved to help support initiatives and collaborative work?
- How can we address EXTERNAL PARTNERS to better understand how /where water related Extension activities fit in the broader context of other state and federal efforts focused on water?
- How can we ensure KEY CONTACTS AND INFORMATION are available for Water Extension Programming?
- How can we better ENGAGE COUNTY FACULTY and ENHANCE LINKAGES/access to State specialists?

Next steps include:

1. Water Summit will be announced and invitations sent for December 12/13.
2. WI will establish a planning process for the summit, and draft agenda based on the discussions at the meeting and input from the 3 priority teams.
 - Conservation – Mike Dukes, Joan Bradshaw, Katie Migliaccio, Pierce Jones
 - Quality – Mark Clark , Kelly Morgan, Karl Havens, Ramesh Reddy, *(BJ Jarvis was suggested and added post-meeting)*
 - Awareness – Wendy Graham, Shannon McGee, Joe Schaefer, Dorota Haman
3. Leadership Team will recommend more county faculty for the leadership team – Team noted a particular need for county faculty in the Quality priority area.
4. WI will schedule a meeting with the Leadership Team focused specifically on the Water Summit Plan before the end of October.

Meeting Notes -

Introduction/Meeting Objectives - Wendy Graham, Director of the UF Water Institute, welcomed the participants and outlined the role of the Water Institute in facilitating the planning of the Water Summit as part of the Extension Long Term Plan. Lisette Staal, Program coordinator with the UF Water Institute (meeting facilitator), outlined the objectives of the meeting and shared the agenda (APPENDIX 1). The meeting objectives included:

- a. Understand how the “Initiative Leadership Team” fits into the Extension Long Term Planning Process.
- b. Recognize need for Faculty Leadership for the initiative
- c. Discuss initial planning for the “Water Summit” – know what we want to accomplish and who will carry forward.
- d. Outline next steps for the Initiative Leadership Team.

Long-Term Extension Planning and Charge to the Team. Joan Dusky, (Associate Dean for Extension) shared her view of the charge for the leadership team in the context of Extension Long Term process (APPENDIX 2) and overall Extension Initiatives/priorities (APPENDIX 3) . She emphasized a desire that the leadership team will help develop a “Water Group” that would function as one to help identify needs, clarify goals, encourage participation, evaluate effectiveness and outcomes of the initiative. She also noted that working in a “resource limited environment” it will be important to be efficient, effective and not duplicative. Joan also indicated the importance of the “water summit” for developing an implementation plan for the Water Initiative.

Team member question: How will continuity with the other initiative teams be managed? Water crosses over other initiatives. Joan indicated that the current “Program Leaders would work on all the initiatives and provide transition from the previous structure of “Goal and Focus teams” toward the new operational plan.

Team member suggestion: Have people for the water initiative in each of the other teams.

Current status of Water Programs in Extension? - When asked for ONE WORD that would describe the current status of Water Programs in Extension, team members’ responses included – *localized, disconnected, individual, uncoordinated, important, diverse, duplication, methods, enthusiastic*. This provided a snapshot of the challenges and opportunities facing the team for developing an effective, comprehensive and inclusive approach to implementing the initiative.

Team members who were involved in the previous Water Resources (Goal II-Focus Area 1) shared “what worked well” and “what did not work well” and we explored what the initiative leadership team learned for this time around?

Did Not Work Well	Can do better this time?
No clear “Group” focus was expected/articulated. More focused on individual projects, and not really offering anything extra (incentives) for group involvement.	Establish group identity and strong leadership with shared interests, rewards....
No clear way to encourage entry of new faculty... to include new people... to engage county faculty	Outreach to new faculty

No provision of support for the GROUP... people did not really identify themselves with the group.	Recognize and support group building mechanisms
More “ task – focused” and not “Program focused”	Recognize Program success
No group metrics, no incentives for working together. Reward systems did not encourage.	Develop metrics that will reward cooperation, teamwork, shared projects

Suggestions to build a strong Group focused on Initiative 2: WATER

1. Get re-Organized
2. Adjust to working within changes in the “current environment” of limited resources.
3. Address reporting issues:
 - Report impacts with consistency
 - Develop appropriate performance measures, metrics, outcomes, indicators
 - Ensure validity of data
 - Clearly communicate responsibility for impact reporting and mechanism
 - Develop a sound framework for reporting
 - Address reporting dilemma for tracking work in collaborative programs.
 - Provide an information clearinghouse
4. External Partners - Understand how /where water related Extension activities fit in the broader context of other state and federal efforts focused on water such as Water Management Districts, FDEP, FDACS, USEPA, local governments, etc.?
 - Need to coordinate external linkages
 - Understand different agendas
 - Do not duplicate programs
5. Identifying Main Contacts - Ensure that there is a way to find Water Extension Programming and Expertise
 - Identify leaders
 - Develop a data base
6. Engaging County Faculty
 - Explore ways to improve linkages/access to State specialist
 - Figure out incentive and collaborative programs

Water Summit planning – The team agreed on a two-day meeting scheduled for December 12th and 13th. General objectives outlined for the meeting were acceptable. These included:

- Form action teams around the 3 priority areas
- Identify existing programs, current audiences and gaps in each priority area
- Identify audiences and future Water Extension Programs needed in each priority area, including existing programs to be retained
- Identify types of curricula, delivery methods, impacts, and evaluation methods for each water extension program
- Identify professional development needed for faculty to develop and implement these programs
- Identify next steps need to complete the Plan of Work for this initiative

Priority Teams:

- Conservation – Mike Dukes, Joan Bradshaw, Katie Migliaccio, Pierce Jones
- Quality – Mark Clark, Kelly Morgan, Karl Havens, Ramesh Reddy **(county faculty?)**
- Awareness – Wendy Graham, Shannon Mcgee, Joe Schaefer, Dorota Haman

Outcomes: Joan mentioned that here expectation was that there would be a Framework of Programs developed during this time.

Planning: WI will establish a planning process for the summit, and draft agenda based on the discussions at the meeting and input from the 3 priority teams.

Next Steps - Extension Initiative Leadership Team

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APPENDIX 1 - MEETING AGENDA

Extension Leadership Team -Initiative 2 -Water

Meeting Agenda- October 3, 2012 – **2-4 pm in room 1066 McCarty D and Polycom**

1. Introduction and Meeting Objectives:
 - a. Wendy Graham – Role of the Water Institute
 - b. Lisette Staal - Meeting Objectives and Agenda

2. Long-Term Extension Planning and Charge to the Team. **Joan Dusky** will help the leadership team members understand the broad context and how the leadership team fits into the overall extension program planning.
3. Extension administration' vision of the long-term plan and the role of leadership teams
4. Charge for the Initiative 2 Leadership team
5. The “water summit” – where does it fit in this extension planning process and what will happen with the output?

6. What is the current status of Water Programs in Extension?
 - a. How does the team currently see Water Programs in Extension?
 - b. How/where water related Extension activities fit in the broader context of other state and federal efforts focused on water such as Water Management Districts, FDEP, FDACS, USEPA, local governments etc.?
 - c. Hear from leadership team members who were involved in the previous Water Resources (Goal II-Focus Area 1). What worked well and what can the team learn from this experience? *(We would appreciate hearing insights from members of this focus area during the meeting).*

7. Water Summit planning - Develop a strategy to conduct a “water summit” with state and county faculty.
 - a. What does the leadership team expect to have accomplished by the end of the 2-day summit?
 - b. What is needed to reach those expectations? *(For example, Pre- summit survey? Etc.?)*
 - c. Who needs to be involved and engaged at the summit? At what level?
 - d. When: suggested days of Dec 12-13 or a two-day period between dates of Dec 11-14
 - e. Next steps for planning the water summit

8. Extension Initiative Leadership Team – Water - What actions are needed beyond the summit?

APPENDIX 2

Leadership Team - Initiative 2, 'Enhancing and Protecting Water Quality, Quantity and Supply'

As part of the Extension planning process, we are now ready to begin forming teams by getting state and county faculty together for the seven initiatives. The initiative teams will work toward developing implementation plans for each initiative, including a statewide plan of work (POW) for 2013.

I am asking you to be part of the Leadership Team that will lead Initiative 2, 'Enhancing and Protecting Water Quality, Quantity and Supply'. The priorities for this initiative, as identified in the long-range planning process, are:

Enhancing and protecting water quality, quantity and supply.

- Priority 1 – **Water conservation.** Conserve Florida's finite freshwater resources by teaching rural, suburban and urban audiences how to use less water.
- Priority 2 – **Water quality.** Improve the quality of Florida's water resources by teaching target audiences how to implement agricultural Best Management Practices, Green Industries Best Management Practices, Florida-Friendly Landscaping principles, and low impact development standards.
- Priority 3 – **Public awareness of water issues.** Improve Floridians' knowledge about water allocation, use, quality, and conservation through public education.

I am asking that you to meet, as a leadership team, to develop a strategy to conduct a summit with state and county faculty to:

- Form action teams around the 3 priority areas
- Identify existing programs, current audiences and gaps in each priority area
- Identify audiences and future Water Extension Programs needed in each priority area, including existing programs to be retained
- Identify types of curricula, delivery methods, impacts, and evaluation methods for each water extension program
- Identify professional development needed for faculty to develop and implement these programs
- Identify next steps need to complete the Plan of Work for this initiative

We have funds to bring together state and county faculty for a 2-day summit to help in developing this plan. I would like this summit to be held in September or early October if at all possible. Wendy Graham has agreed to lead the discussions on planning of the summit with you. You will be hearing from her shortly. Below is some information on the leadership team and Administrative Advisors. If you have questions, please feel to contact me.

Leadership Team: Wendy Graham, Mark Clark, Kelly Morgan, Michael Dukes, Shannon Mcgee, Joan Bradshaw, Kati Migliaccio, Pierce Jones, Karl Havens.

Administrative Advisors: Joan Dusky, Dorota Haman, Ramesh Reddy, Joe Schaefer

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Joan A. Dusky  
Associate Dean for Extension  
Agricultural Program Leader

APPENDIX 3- Table 1. The key statewide priorities for each high priority initiative (HPI) for the 2012-2022 Florida Extension Long Range Plan.

| Priority No.                                                                                                       | Description                                                                                                                                                                                                                                                                                                                    |
|--------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HPI 1. Increase the sustainability, profitability and competitiveness of agricultural and horticultural operations |                                                                                                                                                                                                                                                                                                                                |
| 1                                                                                                                  | Sustainability of production systems and alternatives: Maintain and enhance production systems of all types and scales by improving knowledge and adoption of production efficiencies and effectiveness, new technologies, good agricultural practices, integrated pest management, food safety and environmental stewardship. |
| 2                                                                                                                  | Farm economics, entrepreneurship and management: Help producers and growers protect the economic sustainability of their operations by teaching about agricultural business planning, financial management and succession planning.                                                                                            |
| 3                                                                                                                  | Citizen awareness of food systems and the environment: Improve Floridians' knowledge about food systems, agricultural production, environmental services, and the environment through public education.                                                                                                                        |
| HPI 2. Enhance and protecting water quality, quantity and supply                                                   |                                                                                                                                                                                                                                                                                                                                |
| 1                                                                                                                  | Water Conservation: Conserve Florida's finite freshwater resources by teaching rural, suburban and urban audiences how to use less water                                                                                                                                                                                       |
| 2                                                                                                                  | Water Quality: Improve the quality of Florida's water resources by teaching target audiences how to implement Agricultural Best Management Practices, Green Industries Best Management Practices, Florida-Friendly Landscaping principles, and low impact development standards.                                               |
| 3                                                                                                                  | Public Awareness of Water Issues: Improve Floridians' knowledge about water allocation, use, quality, and conservation through public education.                                                                                                                                                                               |
| HPI 3. Enhance and conserve Florida's natural resources and environmental quality                                  |                                                                                                                                                                                                                                                                                                                                |
| 1                                                                                                                  | Informed community decision making: Educate citizens on how to make informed decisions affecting natural coastal resources and policies by providing scientific and economic information on consequences of the different options.                                                                                             |
| 2                                                                                                                  | Natural resources operations: Assist in the development and sustainability of natural resource entrepreneur opportunities through training clientele on how to start and maintain businesses with focus on natural resources-related jobs                                                                                      |
| 3                                                                                                                  | Environmental stewardship: Advance awareness through training citizens on the relevance and value of natural resources through the use of curricula offered by UF/IFAS that conform to state educational standards.                                                                                                            |
| HPI 4. Utilize a systems approach to conserving conventional energy and exploring alternative sources.             |                                                                                                                                                                                                                                                                                                                                |

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| 1                                                                                                      | Develop understanding of conservation practices and explore efficiency solutions: Educate citizens and business people on the social, economic and environmental effects of energy use in Florida and conservation practices they can make as an integral part of their everyday lives.                                                                                                                                                                  |
| 2                                                                                                      | Alternative solutions: Educate citizens and business owners as to what alternative energy and water (as related to energy) sources are available along with the viability, applicability and use of each.                                                                                                                                                                                                                                                |
| 3                                                                                                      | Community capacity development: Work with local professionals in the built environment, government, utility companies, etc. in the development of concepts, methods and tools for assessing, implementing and managing initiatives to foster environmental, economic and social forces that build a foundation that can serve to shape personal, business and community policy and management decisions through such programs as Sustainable Floridians. |
| HPI 5. Empower individuals and families to build healthy lives and achieve social and economic success |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 1                                                                                                      | Food safety and nutrition: Provide educational programs and interventions that promote healthy food choices and safe food handling practices for consumers, families, and food handlers.                                                                                                                                                                                                                                                                 |
| 2                                                                                                      | Housing: Improve Floridians' access to affordable housing (purchase and finances) and teach owners and renters how to operate and maintain their homes.                                                                                                                                                                                                                                                                                                  |
| 3                                                                                                      | Financial management: Increase Floridians' knowledge and behavior practices about money management for improved individual and family financial stability.                                                                                                                                                                                                                                                                                               |
| 4                                                                                                      | Well-being of Floridians: Educate and empower individuals through the lifespan to make positive life choices that contribute to improved physical and mental health, strong relationships, positive parenting and child care, and successful aging.                                                                                                                                                                                                      |
| HPI 6. Support urban and rural community resources and economic development                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 1                                                                                                      | Economic development and entrepreneurship: Improve economic vitality of Florida's communities by engaging community members in assessments, strategic planning and business and entrepreneurial support.                                                                                                                                                                                                                                                 |
| 2                                                                                                      | Community capacity building: Strengthen communities by assisting them to engage citizens and build capacity through the use of facilitation skills in the areas of communication, leadership development, and problem solving as related to community issues and social concerns.                                                                                                                                                                        |
| 3                                                                                                      | Resource for community decision-making: Improve resiliency in communities by providing facilitation for responsible decision-making and policy establishment. Work with communities in conflict resolution, planning development community interaction, civic engagement and deliberative forum modeling.                                                                                                                                                |
| HPI 7. Prepare youth to be responsible citizens and productive members of the workforce                |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 1                                                                                                      | Youth development: Fully utilize Extension's community-based 4-H Youth                                                                                                                                                                                                                                                                                                                                                                                   |



|   |                                                                                                                                                                                                                                                                                               |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   | Development Program to engage youth in learning that complements formal education. Provide opportunities for experiential learning of high priority subject matter that will lead to an interest in learning, the development of important life skills, and workforce readiness.              |
| 2 | Organizational and volunteer systems to support youth development: Utilize Extension’s 4-H program to foster learning environments that makes positive youth development possible by offering quality educational programs with the help of caring adults and using youth-adult partnerships. |

Table 2. The five “super issues” identified in the 2012-2022 Florida Extension Long-Range Plan.

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| <p>1. Enhance citizen awareness and appreciation of food systems and the environment (e.g. agricultural awareness, benefits, environmental benefits, environment and the role humans play)</p> <p>2. Enhance the sustainability and conservation of resources in Florida communities (e.g. agricultural, domestic and industrial water use, energy conservation measures, and green space)</p> <p>3. Enhance financial management for individuals and enterprises (e.g. Master Money Mentor, Annie’s Project, business retention, and enterprise budgets for agriculture)</p> <p>4. Provide science, technology, engineering, and math (STEM) exploration opportunities for youth (e.g. create curriculum and learning opportunities for youth to develop science inquiry skills through 4-H clubs, school enrichment programs, 4-H National Youth Science Day activities, etc.)</p> <p>5. Help Floridians develop healthy lifestyles (e.g. nutrition, farm-to-school programs, stress management, buy local, canning, preservation and reducing food deserts)</p> |
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