ANR Extension Workshop

December 15, 2009
Extension Mission

Build partnerships and provide research based learning opportunities to improve quality of life in Iowa
ANR Extension Mission

Provides unbiased, research-based knowledge and educational programs to agricultural professionals to grow the economic base of Iowa agriculture
Purpose of our Workshop Today

• Lessons learned during the last six months
• Clients to be served in the future
• ANR strengths and capacities for developing and delivering educational programs
• The role of an ANR Extension Educator
# Agenda for Workshop

<table>
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<tr>
<th>Time</th>
<th>Session/Activity</th>
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<tr>
<td>9:00 – 9:30</td>
<td><strong>Arrival, Greetings &amp; Beverages</strong></td>
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<td>9:30</td>
<td><strong>Master of Ceremonies</strong></td>
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<td>9:30 – 9:45</td>
<td><strong>Extension Vice President Comments</strong></td>
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<td>9:45 – 10:00</td>
<td><strong>Jerry Miller, Program Leader, Workshop Opening Remarks</strong></td>
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<td>10:00 – 11:00</td>
<td><strong>Session I – Lessons Learned</strong></td>
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<td>Grounding, Small Group Discussions, Group Report</td>
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<td>11:00 – 12:00</td>
<td><strong>Session II – Clients in the Future</strong></td>
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<td>Grounding, Small Group Discussions, Group Report</td>
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<td>12:00 – 1:00</td>
<td>Lunch</td>
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<td>1:00 – 2:00</td>
<td><strong>Session III – ANR Strengths &amp; Capacities for Developing &amp; Delivering Educational Programs</strong></td>
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<td>Grounding, Small Group Discussions, Group Report</td>
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<td>2:00 – 3:00</td>
<td><strong>Session IV – The Role of an Extension Educator</strong></td>
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<td>Grounding, Small Group Discussions, Group Report</td>
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<td>3:00 – 3:15</td>
<td><strong>Our Future and Our Next Steps</strong></td>
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Full Disclosure and Encouragement

• Lexicon
• My comments are made in a positive, constructive manner
• Active debate and resolution is good
• Emotional Fortitude – Be open to whatever you hear whether you like it or not. Gives you courage to accept points of view that are opposite of yours. Deal with conflict…the confidence to encourage others.
Full Disclosure and Encouragement

It takes an enormous amount of patience to make a re-organization work
Principles for this Workshop

• This is a “safe zone.” We want your candid, honest input
• Be respectful of your colleagues
• Will strive to stay on time yet fully discuss the topics
• Questions for the sake of clarity are encouraged
• Be on time and in place
• Today is a beginning of our next chapter
General Themes

- Relevance and Visibility
- Feeling isolated and alone
- More involvement in identifying topics
- Fall-out from the restructuring
  - Disconnects due to the restructuring
  - Where do I fit?
  - Even less involvement of faculty. Engage more to know what it’s is like on the ground
  - Some CEEDs could “make it happen”
  - Missing the translation for the Extension Educator
Session I Theme – Lessons Learned

• Areas with “a working county person” are getting our attention
• Areas without a “working county person” are struggling because they cannot tap into us
• We still need some mechanisms for face to face and we need to upgrade our IT
• Links between specialists are missing or weakened
  – Fewer essential conversations, discussions on critical “issues” for programming
Session I Theme – Lessons Learned (con’t)

• In a “great” county office there is understanding and willingness
  – Want specialist housed in the office
  – Good access to secretarial support
  – Provide referrals for clientele who walk in

• REEDS spend most of their time with Extension Councils
  – Little feedback on identifying programming needs, less channeling of ideas to specialists
  – Need a two-way movement of conversation, has to flow in both directions
Session I Theme – Lessons Learned (con’t)

• Marketing material – somebody has to provide content
  – Press releases
  – Sources and contacts to supplement media outlet

• Communications channel… we’re hearing via press releases instead of our Extension channels

• We’re missing opportunities for Extension team building, morale building
Session I – Small Group Discussion Questions

• How do we establish a core set of resources to fill the marketing, promotion, gap?
• How do we become aware of our colleagues insights about clients, issues and ideas for programming?
• How can we echo back and forth to each other more quickly?
• What are your ideas for communication methods and content?
Session II Theme – Clients in the Future

• The informal client database (client identification and profile) mainly resides with county staff or future retirees
• Many formal and informal contacts and relationships were owned by county staff and future retirees
• Client needs haven’t changed just because we changed
• More regional opportunities…this broadens the input base
Session II Theme – Clients in the Future (con’t)

• Clients have more choices
  – They are under intense pressure to get results
  – There are many more providers
  – The market is increasingly fragmented and this trend will continue
  – Easy to locate reputable advice and information
  – Are increasingly less loyal to vendors and service providers
## Clients Today & in the Future

### Past
- Farmers
- Agronomists

### Future
- Farmers
- Agronomists
- Seed Company Dealers
- Retailer, Input Dealer
- Bio-Fuel Processors
- Nutrition Companies
- Livestock Auction Markets
- Veterinarians & Vet Service
- Farm Management Firms
- Agribusiness Consulting
- Advocacy Groups
- Communities
Session II – Small Group Discussion Questions

- Who are our clients in the next 5 years?
- Who creates demand for our programs?
- Who creates awareness for our programs and expertise?
- How can we better couple our knowledge about an issue with the clients’ needs and values (knowledge of operations, goals and problems)?
- What do we know about our clients’ decision making processes?
Session III – Theme
Strengths & Capacities for Developing & Delivering Educational Programs

• We must look to issues, programs where we have an edge, areas that are exclusive to us because of our research or data, where we know we excel

• Must clearly understand where we compete with vendors or suppliers (playing in the same space)

• Focus on issues where we know we are the “leaders or leading”
Session III – Theme
Strengths & Capacities for Developing & Delivering Educational Programs (con’t)

• Move from a “top down” style to a more participatory style
• More time commitment and more effort to prepare and carry out a program
• Taking more man hours to achieve the same thing (or maybe even less)
Session III – Small Group Discussion Questions

• What are our strengths?
• What sets us apart or makes us unique from other providers or potential competitors?
• How do we use our research based knowledge to better provide advice… how can we better match our expertise to client needs?
• What are the attributes of a well established, trusted relationship or partnership?
• Are we working on the right things, issues, programs?
• Do we need to move to a model where we increasingly address the early adopter?
Session IV – Theme
Role of an Extension Educator

• Specialists taking on more
  – Set-up
  – Presentation
  – Developing promotional & marketing materials
  – Identifying participants
Session IV – Theme
Role of an Extension Educator (con’t)

• Personal interaction with people to take up the leadership slack… may not be my forte
• We need new mechanisms and ways to become ears & eyes to clients
• Increasingly work in a “network” & “relationship” style
• How to initially identify a few influencers, trusted individuals to care about a few small pieces
Session IV – Theme
Role of an Extension Educator (con’t)

• Additional skills and development needed
• We’re not necessarily hired or known for our relationship and networking expertise
Session IV – Role of an Extension Educator

- Technology Transfer: (providing information and solutions)
- Service: (providing answers)
- Outcome-based Learning: (knowledge gained, long-term behavior change, new standard established)
- Facilitation: (helping clients process information)
Future Skill & Professional Development

• More structured
  – Identify influencers and emerging leaders
  – Cold Calls
  – Facilitating groups
  – Networking, relationship-building skills

• Less structured
  – Mentoring each other
  – Develop your own support group
Wrap Up Thoughts

• We are moving into riskier environments and there are ways to successfully traverse in an informed and thoughtful manner
• Use a few key message over and over and over
• The transition will happen incrementally and over time
• You don’t have to take it on at once, be selective and work on priority programs and clients