

**ASSEMBLY COUNCIL MEETING MINUTES**  
**September 16 - 17, 2003**  
**Kearney Agricultural Center, Kearney, CA**  
10:00 a.m. – 4:45 p.m.

**Attendance:** Kent Brittan, Carol Collar, Cindy Fake, Sergio Garcia, VP Reg Gomes, Beth Grafton-Cardwell, Chris Greer, Doug Gubler, Maggi Kelly, Linda Manton, Dan Marcum, Diane Metz, Dan Munk, Maxwell Norton, Barbara Reed, Jim Sullins, Beth Teviotdale, Dean Neal Van Alfen, Ron Vargus, Steve Vasquez, Paul Vossen

The meeting was called to order at 10:10 a.m. on September 16, 2003.  
Dan Marcum Opened meeting

**Welcome and Orientation: Linda Manton**

Gave general information about KAC – programs and staff. About 100 personnel work at Kearney Agriculture Center.

Briefed us about stability of programs, no layoffs planned, and currently one new grant-based program coming.

Barbara Reed asked about the 3<sup>rd</sup> Report. Linda said it was posted this last Friday, “ANR an Improved Statewide Organization”, A proposal for the consolidation of statewide special projects and programs and other statewide programs and functions.

**Past Assembly Council Activities – Diane Metz**

Diane thanked the past secretary for all her work.

**Goal** was to have AAC more recognized by all members of the UCCE organization.

Diane felt that the road to successful change within CE requires:

- Commitment and support to the conceptual ideas.
- Involvement in and ownership of the process.
- Process is as important as the end product.
- Those people who are the *Change Champions* are the ones to guide the process.
- Perceived benefits from change are positive.

Goal was to have all the committee positions filled.

- Active Committees lead to more actions.
- Regional sub-committees better represent counties and advisors.
- Improve web-based information posting
- Increase understanding and action around advocacy efforts.

Conducted training on *Surveys, Tests & Questionnaires* March 2003.

Provided opportunities for new Advisors to learn about AAC and encouraged involvement.

Passed the gavel to Dan Marcum, Gloria Barrett and Kent Brittan. A picture was in the ANR Report.

**Minutes & President’s Report – Dan Marcum**

Dan gave a brief history of prior ACC involvement and accomplishments.

- Early 80’s member and chair of awards committee
- Mid 80’s member and chair of personnel committee
- Late 80’s president and past council president
  - Awards – continued recognition of outstanding performance
- Personnel – transition from 2 to 3 year appointments

•Past President:

- Reorganization of council structure to match Ken Farrell’s reorganization of CE
- Participation in the “Murray Committee” that continued our evolution to parallel academic senate process

**Dan’s current activity this year as President has been:**

- Direct communication with Oakland learns options for future Council action items. ??  
Change really happens when the Council takes a position and provides supporting documentation.....

–**July**

- Marcum visit with VP Gomes
- Outcome* – Gomes to address Council in September

–**August**

- Marcum / Barrett visit with VP Gomes / Larry Pitts
- Outcome* – Delivered Program report on salaries, Establishment of a Council office / desk in Oakland

Systemwide email to remind attendance -384 academics

Current Activity

Marcum/Barrett visit with VP Gomes –

*Outcome*- he came to this meeting

**Future plans:**

- Future consultations with VP Gomes and others in Oakland

–**October**

- Strategic plan

–Future month’s plans will be taken from Action items from this meeting.

Established office at Oakland ?

Next meeting April 27-28, UCB

**Grass roots issues of importance:**

- Salaries / Benefits / Compensation

–Where in 5-10 years? Probably not by zip code

–Improvements will be based on recruitment and retention. Data is needed to drive change.

- Internal Relationships - The CE culture

–Whether we’re on campus, in a county, on a field station or in a remote office – What makes us do our job best? That’s what drives structure. Structure does not necessarily drive us. What’s not working and should change?

- External Relationships – Our Image

–What’s working and what’s not. What do we do that wins us points with the taxpayers and what loses us points? Can we do better? How?

**PRESENTATION – “Systemwide Changes” – Vice President Reg Gomes**

**Not** a surprise to those here that most administrative actions are dealing with the budget.

Gov. budget [AES?](#) 10% on top of last year + 30% Extension. Much input from stakeholders to legislators. In the last three days a \$3mill cut to extension was rescinded. UC Pres. absorbed 3% + 2% to reduced extension cut to 25%.

1<sup>st</sup> Priority is to protect CE county programs which were cut 7.5%, 15% cut to campus, and 35% to statewide programs.

Still working on the last 10% cut, see committee reports now available on the web.

Research & Ext. Centers report yet to be seen. No decisions yet made.

Two major points we need to consider: We had many people to go to bat for us this last year and we need to thank them repeatedly.

State Budget office asked UC this week for plans for 20% cut this next year.

Reports are geared toward reducing administration and not CE programs.

He wants our feedback on what our program priorities are.

Henry Vaux will retire and his position to be frozen

This and other potential losses are putting a strain on getting things done.

We were not the worst hit.

Highlights of the discussion:

Dept. of Finance major source of input to Gov. for suggested cuts.

Legislators can't tell UC how to spend its money.

UC 18% increase in student numbers and 12% cut in budget. Priorities are to students.

Final budget is up to the Regents.

Paul Vossen – How can we get better awareness within UC about CE? What about the new President Robert Dyne?

Reg - New President knows virtually nothing about Extension. He (Reg or Pres?) is going to Regents meetings. He is meeting about lawsuits, student enrolments ... Unless it's a fire it doesn't come up.

The entire \$300mil of CE budget is a fraction of the UC \$17billion.

Barbara Reed – CE has many good publications that could be used as PR. We need to position PR with people who know the tie in with public.

Reg- We can't position the 3 PR contacts per day that we are currently doing. It's hard to fight for column inches.

Reg- Has offered tours to Regents. We are down to two Regents who come to these tours. He continues to ask but there are some who don't come.

LUNCH 12:05PM

Reconvened 1:07PM

## COMMITTEE REPORTS

**Personnel...Carol Collar** The Personnel Committee met in July. In the Fall Training Program, the Blue Book has been revised and should be posted Oct 1st. It includes better PR examples and will be posted soon on the ANR website. The Personnel Committee has also helped revise and update PowerPoint training slides. Four PR training sessions are scheduled for this year. The next regular meeting is Oct 14-15.

Discussion asked about revision of position decisions for cross county assignments. Individuals should include addendum or revise position descriptions to get credit. Administration is committed to merits for this year and probably next.

Dan Marcum indicated that he would try to have his monthly meeting with Reg the afternoon of October 15<sup>th</sup> so Carol can attend to report on Personnel committee activities.

**Program Committee...Cindy Fake** Professional Society: 12 awards in first quarter out of 13 requests. 41 awards in second quarter out of 59 requests. To date for the first two quarters 53 awards have been made. Total funding this year is \$38,000 which will fund 84 \$450 requests.

The Council moved, seconded and carried to allow the Program committee to develop and implement a decision making matrix and more stringent criteria to decide on awards for the rest of the year.

The Council moved, seconded and carried to reduce the number of calls for Professional Society Travel to three per year.

There was discussion about updating the professional society list in Oakland that seems to be missing new employees. It was suggested to contact the Regional Directors and use their lists to reach all AC members via email.

Discussion noted that last year's Distinguished Service Awards did not have a ceremony; they just got their certificate and check in the mail. The Committee's intent was to have the award made at the cancelled statewide conference.

The Council moved, seconded, and carried a motion to request before the end of 2003 funding from ANR to support distinguished service awards in 2004, and include a "New Professional" award for an individual in his/her first 10 years of a UCCE career. Dan Marcum will carry this request to Reg at the October meeting.

The Program Committee will move ahead in February to advertise for the Distinguished Service Awards in 2004.

There was discussion about the popularity of the statistical training in 2003. Over 50 applied for 27 slots. The Council moved, seconded and approved to support a proposal by the Program Committee to send out an Email survey system wide asking Assembly members about their top three training needs. With this information, the Program Committee will explore collaboration with other entities to put on training. The Program Committee would like Council support for at least one training per year. No budgetary action was made to support training.

There was some discussion about curriculum. Dan Marcum explained that Regents 105 gives academics power over curriculum and that CE should more clearly identify what we teach as that's how the Academic Senate argues for FTE's and support. Administration is obliged to provide resources to support the teaching mission of the University including housing, personnel, and teaching resources. In reality with the Ag Experiment Station, research drives much of the needs assessment. Nevertheless, Dan felt the Council should be involved in identification of needs to help guide administration in allocation of resources.

### **Rules & Elections...Doug Gubler.**

Submitted by Doug Gubler, on behalf of Chair Leigh Johnson.

1. Executive Committee: Kent Brittan has volunteered to serve as Academic Assembly Council Secretary. Thank you Kent! R&E welcomes candidates for election as President-Elect in early 2004.
2. Program Committee: Fully staffed and Chair Cindy Fake is working on staggering terms. R&E welcomes suggestions to replace CVR representative who leaves in 2004.

3. Welfare and Benefits Committee: Christy Getz (Society and Environment Rural Specialist) has agreed to serve two years and Alix Zwane (International Trade and Environment Specialist) has agreed to serve the following two years as UCB representatives. R&E welcomes suggestions for a UC Davis representative now and to replace two CVR and one UCR representatives who leave in 2004.
4. Rules and Elections Committee: Fully staffed and terms are staggered. NCMR representative leaves in 2004 and R&E welcome candidates for election to NCMR position.
5. Personnel Committee: Fully staffed and terms are staggered. Three members leave in 2004; R&E welcomes suggestions for new members!
6. UC Berkeley Campus Committee: Maggi Kelly is the only member.
7. UC Davis Campus Committee: Fully staffed and terms are staggered.
8. UC Riverside Campus Committee: Antoon Ploeg has recruited three specialist: Alan McHughen (CE Biotechnology Specialist and Associate Geneticist), Donald Merhaut (Ornamental and Floriculture Specialist), and Bowman (Bo) Cutter (Water Resource Management Specialist). They will meet to determine roles. Congratulations, Antoon!
9. Committees for NCMR Subregions 1 and 2, CVR Subregion 2 and CCSR Subregions 1 are fully staffed. Committees for CVR Subregion 1 and CCSR Subregion 2 both need 4H Youth, County Director and FF/Marine representatives. R&E has encouraged them to address vacancies. Committees have also been encouraged to stagger terms where needed.
10. R&E Chair Leigh Johnson will send an updated committee list to AAC Secretary for posting on AAC's Internet site.

**Welfare & Benefits...Barbara Reed** Chair Barbara Reed revisited the 5/16/03 "Final Report to the Academic Assembly on Salary and Cost of Living Issues for Cooperative Extension Advisors", approved at the May 2003 meeting. Dan Marcum indicated he had given Reg the paper and discussed it on his August visit to Oakland. The verbal response was that the most powerful argument for improved salaries is compelling data on problems with recruitment and retention of Advisors, which was not in the report. It was moved, seconded and passed to have Dan Marcum, add the Paul Vossen report "Salary Comparison – UCCE advisor series and school teachers with Masters Degrees", and send the Report to Reg with a request for a written response. In addition, the reports will now be sent to Atkinson, RD's, Deans, H. Vaux, and L. Lund.

Barbara explained the differences between the advisor and specialist scales, noting that one option for higher salaries is to transfer between scales. She also noted that it takes a very long time to move from bottom of top of scales. Paul Vossen's report indicates we lag 30-40% behind cost of living.

### **Subregion Reports**

**Sub Region 1 North Coast & Mountain Region...James Waldvogel not present, additional comments by Paul Vossen.**

1. The salary inequities among advisors, specialists and campus based colleague's needs to be addressed. Advisors have unfairly lost economic ground in the past 10 years that will financially cost them thousands of dollars in earning power.
2. The restructuring of Cooperative Extension needs to be conducted in a manner that accommodates academics that are close to ending their Extension careers and benefits those who are vested in the Extension "family" but have 15-20 years of enthusiastic service left.
3. The northern counties that are designated as out-of-area health care service have real concerns over continually changing health care providers. The Prudential, to Aetna, to Blue Cross changes in short time frames have provided very different direct costs to out-of-area academics.
4. There is a general apathy by academics in the northern/mountain sub-region over the value and effectiveness of Assembly Council in its relationship to the Administration. However, there is strong support for AC role in the promotion process and development of Ad Hoc review committees.
5. The professional society funding program is very important to academics.

Paul Vossen added: Salary Comparison UCCE Advisor Series and School Teachers with Masters Degrees – to be mailed Lanny, Reg, Atkinson and the Deans. Please email Dan Marcum if you want a copy.

We are 30-40% behind in salary cost of living. Our clients are proud of us, but questioning UC support.

Paul feels we need to do a lot more about the inequitable compensation. It is not appropriate comparing us to others, when there are none that are truly similar.

Retention and recruitment is a major in his region.

Talk of unionizing seems to generate fear, so it is a difficult sale. We are just not paid well. Reg Gomes has already read the report and has indicated he does not think it is enough to motivate him.

Motion: Barbara Reed - Accept SR-1 NC report with Paul Vossen addendum.

Seconded: Carol Collar Passed-all

**UCB – Maggi Kelly Monthly** meetings are now held, 9 specialists attended the last. At the last meeting department support cuts were announced.

- Financial and grants based programming—there is a lot of competition
- Re-emphasized the need for workgroups
- Work toward better understanding about the expectations of the advisors' expectations
- PPAC—strong opinions-vague, biased intent. Could be better developed to include priorities that are more based in reality
- Promotion of UCCE through Paul Ludden's college promotion through homecoming weekend. Staffs hired for public relations are also doing mailings and the specialists are also working through these promotion folks.

- UC Delivers were generally sent back as not correctly done; the amount of time it takes is TOO much for the effort. We need to see that impact can be something other than dollars.
- When and how are the expectations going to change based upon the budget cutbacks? These will definitely cut into their Extension activities
- Closing of the Forrest Products Lab. Rick Standiford has the details. UCB was faced with 1.5 million and the FP Lab cost \$700,000. So 50% of the needed cut came from that unit. John Shelly is funded with different funds and folks who were there are now housed in UCCE Contra Costa County.
- Fire Ecology Position has been funded with funds from the Dean—found funds. Person will start in January 2004. Good NEWS!

Dean Van Alfen just commented that specialists are an active group but they have not yet met this year. He also told Council how CE Sp. Appointments are made. Motion: Barbara Reed - to accept report Seconded Passed-all

### **Sub Region 2 North Coast & Mountain Region...**

Lynn Wunderlich not present

Presented by Cindy Fake.

Key issues for AAC that emerged from Advisors in our sub-region included the following:

1. **Salary scale for Assistant and Associate Advisor appointments.** This is a difficult time to talk about salaries, but it is an important element of our maintaining relevancy and, due to the recent loss of some very talented people, this may actually be an appropriate time to re-evaluate CE's ability to recruit and maintain excellent people in the positions we are striving to keep.
  - Concern for competitive salaries at the Assistant and Associate levels.
  - There is too large a gap between full title salaries and lower ranks.
  - Current cost of living in California makes it very difficult for young Advisors.
  - Younger Advisors have considered leaving or have left because of lack of fair compensation.

Note: The desire for a single pay scale for all CE appointments (Specialists with Advisors) does not appear to be an issue within our sub-region.
2. **Planning for the Division's future.** There seems to be a limited supply of exciting, creative, visionary planning going on—can AAC fill a role here?
  - Overall, there is a concern **that we need to have a clear focus on defining our role and mission and then work to achieve excellence there instead of spreading ourselves too thin.**
  - We need to be mindful of the current, unsustainable, “workaholic” mentality—Advisors do not need more work. We need focus and creative collaborations.
  - Advisors who have volunteer programs, especially those without program support staff, are being spread too thin with new Administrative rules they are required to implement. We should get realistic about what it takes to manage volunteer programs and provide a means to staff those programs if that is going to be a continued priority. Statewide units could be helpful in managing volunteer efforts.
  - Some Advisors expressed that county-based CE is better than developing broader regional centers or clusters, since we fill a much-needed niche for linking UC with rural communities and that connection could be lost.

- Do not expand once funds are restored: use funds to rebuild current Advisor support and salaries. New programs, disciplines, etc. are not in the best interest of current staff.
- Creative “think tanks” expanding to include clientele groups (Kellogg, Farm Foundation, etc.) could help with planning *and* external relations.

### 3. **Internal Relations.**

- Advisor’s connections with Specialists might be improved if the Advisors were considered to be in a particular department.
- Sometimes difficult for foothill Advisors to get collaboration with Specialists since farms are smaller.
- DANRIS-how useful is this? How widely is it used?
- Training: Statistics workshops, web training.
- Needs: more flexibility with funds.

### 4. **External Relations.** Advisors received good support from their clientele when they requested letters of support to send to the legislature. For many of our clientele, we represent the only relevant link to the University. However, with a small segment of the population involved in agriculture, most of the public has not heard of Cooperative Extension.

- Advisor’s programs are varied-some are more amenable to mass media and events than others.
- It should be left to the individual Advisor to decide how best to present his/her program.
- PR review and CDs can play a role in directing individuals to present programs in different ways if needed.
- Research grants and publications can play beneficial role in establishing Advisor’s credibility with professional peers.
- Regional cooperative workshops could benefit Advisors, clientele and external relations.

### 5. **AAC’s Role.**

- Can AAC help RDs, PDs and Reg hear what staff is thinking?
- Has AAC become “stale”? What can we do to get more involvement?
- A statewide survey might be the most efficient way to get ANR staff feedback, but perhaps not the most effective. Face-to-face discussions with colleagues could be more effective. Focus groups about issues.
- One idea: throw out AAC bylaws and re-establish AAC as a planning group, expanding membership to include clientele.

Motion: Dan Munk – to accept report Seconded Passed-all

**Sub-Region 1 Central Valley Region...Dan Munk** Concerns about retention and quality of applicants are eroding due to the low standards. Recognition that no ‘new hires’ will be forthcoming—so how do we cover the bases. Request for administration—UCCE needs to move people to area where needed most. Need to develop creative ways to allow people to move into these positions. Fresno State and Cal Poly have gotten support from industry; why can’t UC do this by using endowed chairs to fund positions. We need to look at other ways to fund positions. How to continue quality meetings with reduced spending?

How to keep current support level for Specialists whose budget has been cut.

Doug – UCD Plant Path Specialists traveling on commodity money last for 12 years.

Linda – It takes \$2mill for Advisor endowed chair

Van Alfen – For campus \$300K minimum to endow, \$1mil, includes tech.

Motion: Diane Metz - to accept report Seconded Passed - all

**Sub-Region 2 Central Valley Region...Chris Greer** Advisors in this sub-region were very active in providing input for this report. One of the more common themes is that the advisors would like to see better communication from the administration. During this time of budget cuts and impending reorganization it is important that the administration have a well thought out plan that involves participation of county based academics in the evaluation of these plans. Advisors need to know what the plan is and they need to be involved early in the process. Lack of direction, uncertainty, and a lack of information during these trying times have led to frustration among many of the advisors who feel they have been left out of the process and wonder where the process is leading.

The morale of advisors is at a low point. The issues most often cited include low pay for advisors compared to their academic colleagues, lack of resources for advisors to do their job effectively, and uncertainty of the budget situation and reorganization plans. The resignation of five Central Valley Region advisors in a two-month period is an indicator of the instability and retention problem we are facing. The salary and cost of living study submitted by the Welfare and Benefits Subcommittee shows how our salary growth has lagged behind people with a similar skill set and level of responsibility. Many of the more senior advisors report they are concerned about the effect of eroding support on their ability to function effectively and maintain a high level of valued service to their clientele. Examples of support that impact the ability of advisors to serve effectively include continued assistance of program representatives for program delivery, access to the ANR analytical lab, support from UCCE specialists, training funds and opportunities, professional development opportunities, and allowances for study and travel leaves.

With respect to reorganization, most advisors feel we must preserve the connection of UCCE to the counties through the local offices. This connection is a valuable asset in maintaining support of the local communities and an ability to respond to emergencies and educational needs. Benefits, disadvantages, and consequences of each option should be evaluated before action is taken. Another concern mentioned specifically by farm advisors is the proposed reorganization of the UCD CA&ES departments. There is concern that this reorganization will leave plant sciences in only one or two departments with a strong shift in emphasis towards molecular biology and a minimization of the roll of applied sciences. This does not bode well for production agriculture or our continuum of research and extension.

Advisors feel it is very important to continue funding increases for merit and promotions. There is some concern about language in the state budget and statements by Dr. Gomes in his last town hall conference call indicating that funding will not be available for salary increases next year. This would be a demoralizing blow to advisors. If no funding is available, will the PR process still proceed? In addition, what will be the expectations of advisors during this transition period of reorganization in which duties and responsibilities are likely to change? It is difficult to answer many of these questions until budget cuts are decided but these are important issues to the advisors and must be considered.

Will there continue to be funding for merit & promotions this cycle?

Carol responded by reading an email she received from Lanny Lund addressing that question dated: 9/16/03. Lanny - Academic merit funding a high priority.

Motion: Maggi Kelly – to accept report

Seconded  
Passed – all

### **Sub-Region 1 Central Coast & Southern Region...Laura Tourte**

Not present – individuals read to selves  
Sub Region 1 Committee

Laura Tourte	CD & FF/Marine Advisor (Chair)
Charles Go	4HYD Advisor
Mary Fujii	NFCS Advisor
Lucrecia Farfan-Ramirez	CD & FF/Marine Advisor
Maria de la Fuente	CD & FF/Marine Advisor

### Background

In preparation for the September meetings, the CC & S Sub Region 1 committee “polled” their CE colleagues with respect to topics and issues of concern. The committee then expanded on these topics and issues via a conference call discussion. Finally, this report was written, which contains input from a representative cross section of program areas and disciplines from our Sub Region.

### Identified Issues and Topics (not organized by priority issue and/or topic)

1. Academic Assembly Council (AAC). It is crucial that the role and clout of AAC be clearly defined and structured in a way such that AAC represents CE county-based advisors and programs proactively and vigorously. As an alternative, AAC needs to reinvestigate unionization of CE advisors. County-based advisors and programs are not currently as well represented as campus specialists, or even students via their councils.
2. AAC Meetings. Meetings need to be scheduled to assure maximum attendance. To achieve this, announce the meeting well in advance to make certain that diverse and busy schedules are accommodated and consider the location to accommodate travel times.
3. ANR Leadership and Vision. ANR needs engaged administrative leadership that works with us to develop and demonstrate a clear vision of who we are and what we can do given current short-term constraints and in recognition of long-term capabilities of the organization. For example, are we public servants? Are we applied researchers? Do we now need to be advisors and political strategists? What exactly are we and how do we position ourselves to help others understand and appreciate our contributions to the state?

Along the same lines, if ANR/CE does undergo some restructuring in the future, we should investigate “new types” of administrative leadership. For example, recruit and hire administrative professionals, with public relation and political savvy skills. These people must have a clear understanding and appreciation for programmatic activities, but should not have to perform them too.

4. UC President. What does incoming UC President Dynes know about ANR and CE, especially county-based CE? Who is educating him and how? How can we

contribute? Education and “hands on” visits to county-based programs are absolutely essential for us to stay on UC leadership’s radar screens, so that they have a clear appreciation of our vital work and contributions to the state. Two offices in our Sub Region, Santa Cruz and Santa Clara, are willing to host a visit to our offices to help in this process. One offer has already been “floated” at the Regional and Oakland levels.

5. CE for the Future and Cost Recovery Committees. There is concern about the amount of work that has been performed thus far. Where the reports are now and what do they contain? Who received them? How are they being used? There was also concern expressed about the make-up of the committees—that CE county-based programs were not well represented, especially for the Cost Recovery Committee. We wonder if committee members had a good understanding of all of our roles and activities. We also wonder if we will have additional opportunities to offer input and comments—or have a say—in the report’s findings *prior* to implementation.
6. Centralize Administration, Reports, Grants, and other paperwork of County-Based CE Programs. We need to actively search for ways to reduce redundancy and burdensome reporting. We “answer the same questions” multiple times, to different people at different locations, in different formats—for example to our Regional Offices, to Oakland, and to Statewide Programs such as 4-H Youth Development. We need to develop and design one reporting format that can be “shared” by all, and/or have one centralized office where all reports go.

Along the same lines, in a climate of budget and staff constraints, contracts and grants and creative funding will become more important. However, the current structure—centralized and ultimate control at Oakland—both in Contracts and Grants and in Risk Management—discourages and prohibits creative, streamlined, important work. There is less and less flexibility and fewer options for decision-making at the county level, more work and follow up requirements “passed down”, and little or no support to accommodate increased workloads and responsibilities at the county level.

7. Program Reviews. With decreasing staff, all academic advisors are increasingly asked to perform administrative duties at various levels. Therefore, we ask that all program reviews should have a section for “administration”. Not only would this be a valuable tool for CD’s, but it would also give advisors a mechanism to report activities with respect to contracts and grants management, volunteer program management, and so on. The current PR process does not allow CD’s and advisors to account for the increased complexity and competency necessary for these roles.
8. Political Savvy Training. With current budget constraints and increasingly complex jobs, we are often called upon to participate in and/or facilitate meetings and activities with strongly held opposing views and/or contentious situations. More recently, we have also been “tapped” to advocate for CE by contacting stakeholder groups, legislators, and so on. Many of us have not had any introduction or training to what we can or cannot do, how to handle these situations, or what our roles should really be. We need clarification and/or training.

Move: Barbara Reed – to accept report Seconded Passed - all

### **Sub-Region 2 Central Coast & Southern Region...Jose Aguiar**

Was not present and no report.

**Budget discussion** Diane Metz – Funds for awards need to be new money. Motion: Barbara Reed -Dan Marcum goes to Reg Gomes to request \$\$ for Awards. Second: Cindy Fake. Passed-all. Dan will ask Reg as per discussion. Council would like \$25K. Small cash amounts may be considered an insult.

The council adopted the following budget 35% less than last year.

Assembly Council Budget 2003-04

- 2 meetings @ \$5K each –
- First meeting Sept 16-17 at KAC • Second meeting April 27-28 at Berkeley
- Exec Committee \$4K • Personnel Committee \$12K • Program Committee \$1K
- Welfare and Benefits \$1K • Rule and Elections \$0.5K
- Sub Regions 6 @ \$250 each = \$1.5K
- Total \$30K for council
- \$38K for Professional Society administered by Program Committee.

Discussion pointed out that CE needs to strengthen relationships internally between members of CE and externally with our supporters. Relationships get strained with stakeholders if we don't have good external communications.

Motion: Diane Metz - To accept budget as presented. Seconded: Passed-all

Meeting Adjourned for Dinner – 8:45PM

Dinner Reedley Opera House – After dinner speaker Dean Van Alfen

**Dinner with Dean Van Alfen.** Council members had dinner with Dean Van Alfen. The council was impressed with his willingness to meet with Council, enjoyed his factual discussion of coming changes at UCD and that he was going to meet with commodity constituents the next day.

Meeting reconvened September 17, 2003 – 8:05

Attendance: Dan Marcum, Kent Brittan, Diane Metz, Barbara Reed, Chris Greer, Linda Manton, Carol Collar, Paul Vossen, Cindy Fake, Dan Munk. A quorum is 9.

**Welcome and Central Valley Region Report - Linda Manton** RD Linda Manton indicated that the RD's were passing on information as it was coming to them. She recommended that everyone in CE read the three reports on the web – The Hill Committee report on reorganization, the Salmon Committee on Cost Recovery and the report posted last Friday on the Consolidation of Special program. Responses in by the 20<sup>th</sup> before Program Council will be read and final date to respond is Sept 28<sup>th</sup>. Budget decisions are likely to appear in early October to cover the final 10% cut.

Discussion noted the short time frame to read and respond.

There was discussion about the reports. Discussion noted that other states were looking at similar options. For cluster ideas, it was suggested to talk to North State Advisors who had experience with multi-county organization, which failed. There was some discussion about storefront idea and not fully understanding what some of the model ideas meant to CE. It was noted that the Campus Department model was rejected. Discussion noted that we already do a lot of the things mentioned in the models; we communicate internally and externally. Things like UC Delivers and we are ANR help, but there may be more..... Linda mentioned that we should respond with our ideas. There was some discussion about slow turnaround of UC Delivers submissions. Brief discussion that there need to be more ways to get our message out – press release help, short pubs etc.

The Central region has lost 12 FTE and it's important to convey to audiences that the budget cuts really have hurt us, both in vacancies but in loss of resources to do our jobs.

Lots of committees. RD's meet monthly. There is also a CD ADMIN group with two CD's from each region. Also a committee headed by Jim Brenner to look at leadership training.

**AAC Strategic Plan Update** - There was some discussion about the AC strategic plan. It was moved, seconded and carried to have a committee of Mary Blackburn, Diane Metz, and Gloria Barrett to complete the Strategic Plan and give it to Reg. The committee will meet Oct 2 and Dan will see if Reg is available Oct 15<sup>th</sup> when Carol Collar can also meet with Reg to cover Personnel issues. Lanny needs to be kept in the loop too.

Reg's comments. - extracted from email to Mary Blackburn. See Mary for full text.

1. History is good.
2. Differentiate between goals, plans, and hopes more clearly.
3. In first four priorities, be clear on desirable outcomes.
4. #6 "Work fervently" is more of a process than a goal.
5. On P 6, under weaknesses, consider solutions to things like "growing apathy", "low expectations" "inability to interact" Do you have ideas about how to overcome those problems?
6. In marketing strategy, consider visiting core duties, needs, and opportunities

It is important to address Reg's concerns before resubmitting the strategic plan.

**Future AAC Projects DISCUSSION – Diane Metz** The council came to consensus to work on a single issue for the April 2004 meeting "Salary and Retention of CE Advisors" with the Welfare and Benefits Committee (Barbara Reed) taking leadership. Other Council members offering to help include Chris Greer, Dan Munk, Cindy Fake, and Paul Vossen. The report will build on the May 2003 Program committee report "Final report to the Academic Assembly Council on Salary and Cost of Living Issues for Cooperative Extension Advisors" plus the Vossen addendum "Salary Comparison UCCE Advisor Series and School Teachers with Masters Degrees" focusing on adding the following information.

1. **Results of a system wide survey of CE Advisors/Specialists asking about compensation.** A short 5-10 question survey will be used. Data should include

not only money, but compensation in the form of retirement, and conditions of employment other than cash such as support for research/extension and working hours. Barbara will talk to Carolyn Frazier about doing an on line survey. Dan Munk will draft questions, send them to Barbara and Paul Vossen, then the questions will go the Council for review prior to taking the survey to Assembly members.

2. **A report on recruitment and retention of CE Advisors.** Information will be obtained from RD's and interviews with past search chairs. Exit interviews of employees leaving CE will be conducted.
3. **A specific request for increase of the current salary scale.** Discussion noted 25% may be the figure based on loss against inflation and to match positions of comparable background and responsibility. Focus will be on the entry level of the Salary scale. The request needs to be concrete and specific.

Barbara will check into what services and cost were in Glenn County for a salary survey done there.

Timeline.

- ❑ Survey complete Oct 1 and out.
- ❑ Survey results back Nov 15<sup>th</sup>
- ❑ Barbara and Dan Marcum will meet with Reg and/or Lanny to discuss report progress in either February or March.
- ❑ Final report to Council April 27-28.

Other topics discussed but no action

1. **External Relations** – Recognition of our own to not only bring up morale but can give local advisors recognition and let key supporters know of our work. Innovative ways to put out information to the public; news flyers of current happenings, meetings giving profile to campus based faculty that don't get out into the counties to meet clientele an supporters, putting better personnel descriptions on the web and on brochures in the county so folks know who we are and what we can do. Program committee.
2. **Internal Relations** – Thinking of new ways to “connect” in addition to workgroups. Advocacy for specialist and advisor travel support when workgroups, counties, or grants do not directly support travel. General Council or ad hoc committee.

Meeting Adjourned – 11:44AM