



2019 JOINT ESS/CES-NEDA MEETING

**LEADING THE FUTURE:
CHANGES, OPPORTUNITIES, AND RELATIONSHIPS**

SEPTEMBER 23-26, 2019

NASHVILLE MARRIOTT AT VANDERBILT UNIVERSITY
2555 WEST END AVENUE
NASHVILLE, TENNESSEE

#19ESSCES

bit.ly/19ESS-CES

Resources, Smaller Meeting Agendas, PowerPoints, etc. -

esscesinfo.blogspot.com

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THANK YOU TO:



MEETING OUTCOMES

Participants will:

- Take away ideas that can enhance the units they manage
- Increase the quality and number of relationships within and the Extension and Experiment Station functions of the Land-grant university system
- Increase the awareness and knowledge of BAA Section priorities, especially those that leverage our research and extension missions
- Recognize design thinking as a strategic method to enhance ideation, creativity and collaboration and its application to critical emerging issues
- Continue to grow our capacity to build strategic collaborative opportunities with our NIFA colleagues
- Strengthen research/extension alliances
- Learn new management practices regarding personnel management
- Improve how we frame our Land-grant value proposition

PLANNING COMMITTEE

Chuck Hibberd, CES/ECOP Past-chair, Co-Chair, Dean, Director of Extension, University of Nebraska

George Hopper, ESS/ESCOP Chair-elect, Co-Chair, Dean, Director Agricultural and Forestry Experiment Station, Mississippi State University

Parag Chitnis, Liaison to ESCOP, USDA-NIFA, Deputy Director, Institute of Food Production and Sustainability

Rosalind Dale, Associate Dean and Extension Administrator, North Carolina A&T State University

Albert Essel, 1890s Region Extension, AEA Executive Administrator

Mike Fitzner, Liaison to ECOP, USDA-NIFA, Division Director, Plant Systems Protection

Mike Harrington, Western Region Experiment Station Section, WAAESD, Executive Director Emeritus

Bret Hess, Western Region Experiment Station Section, WAAESD, Interim Executive Director

Bill Hoffman, USDA-NIFA Directors Office, Chief of Staff

Jody Jellison, Director, Center for Agriculture, Food and the Environment (CAFE); Director, UMass Extension; Director, Mass. Agricultural Experiment Station; Assistant Vice Chancellor for Research and Engagement, University of Massachusetts-Amherst

Marianne Klein, Program Assistant, Cooperative Extension/ECOP National Office

Rick Klemme, Executive Director, Cooperative Extension/ECOP National Office

Sandy Ruble, Assistant Director, Cooperative Extension/ECOP National Office

Robin Shepard, North Central Region Extension, NCCEA Executive Director

Alton Thompson, 1890s Region Experiment Station, ARD Executive Director

Louie Tupas, Liaison to ECOP, USDA-NIFA, Deputy Director, Institute of Bioenergy, Climate, and Environment

Eric Young, Southern Region Experiment Station, SAAESD Executive Director

Greetings,

The CES/ESS Joint Meeting Planning Committee is very excited to bring to you an amazing series of sessions kicked off by an *Idea Generation Workshop :: Design Thinking Tools* led by Dr. Kathryn Segovia, Head of Learning Experience Design at the [Stanford d.school](http://Stanford.d.school). Here is what a Stanford student says about the d.school:

I can feel it when I walk in. There is so much energy here. People are crazy about the ideas they are coming up with and they want to make them into a reality.
– Katie Kirsch, '16

We predict that the experience with Kathryn will help all of us see new ways to inspire creative thinking directed toward critical outcomes.

In addition, we will have crucial conversations with Dr. Scott Angle (NIFA-LGU Partnership), Dr. Darrell Easley (Personnel Management Best Practices) and Ms. Faith Peppers (Value Proposition-Creating Client Loyalty).

To optimize this experience, we have designed 30-minute mid-morning breaks and 90-minute lunches. We encourage you to use those times to check e-mail or make phone calls so that you can devote your full attention to the important conversations these presenters are creating for all of us.

Thanks,

George and Chuck



George Hopper
Dean, Director
Agricultural and Forestry
Experiment Station,
Mississippi State University



Chuck Hibberd
Dean, Director of Extension
University of Nebraska

Sunday, September 22

3:00 – 7:00 p.m. *eXtension Foundation Board of Directors Meeting KIRKLAND ROOM
Presiding: Barbara Petty, Chair, University of Idaho

Monday, September 23

8:30 a.m. – 3:45 p.m. ***Extension Committee on Organization and Policy (ECOP) Meeting** CRESCENT
10:30 a.m. – 12:00 p.m. *Executive Committee CRESCENT
10:30 a.m. – 12:00 p.m. *Professional Development Committee CHANCELLOR’S BOARD RM
10:30 a.m. – 12:00 p.m. *Program Committee FRANKLIN
12:00 – 1:00 p.m. Lunch ACORN A
Presiding: Ed Jones, Chair, Virginia Tech

10:00 a.m. – 4:00 p.m. ***WAAESD Business Meeting** PARTHENON C
Presiding: Chris Pristos, Chair, University of Nevada, Reno

5:00 – 6:00 p.m. ***NRSP-1 Management Committee Meeting** PARTHENON C
Presiding: Steven Loring, Chair, New Mexico State University, presiding

12:00 – 6:45 p.m. Meeting Registration Check-in for All Participants LOBBY FOYER

4:00 – 5:30 p.m. ***New Colleague Orientation** PARTHENON AB
Facilitating: Vonda Richardson, ECOP Professional Development Committee Chair, Florida A&M University
George Hopper, ESCOP Chair-elect, Mississippi State Univ.
Ed Jones, ECOP Chair

Featuring: Marshall Stewart, University of Missouri
Doug Steele, Vice President, Food, Agriculture and Natural Resources, APLU
This session will provide a forum for administrators and directors who are relatively new in their leadership positions to engage in interactive discussions related to best practices for functioning in new leadership roles, navigating the APLU-Board on Agriculture Assembly (BAA) maze, and understanding the operational guidelines of the Extension and Experiment Station Committees on Organization and Policy (ECOP and ESCOP).

6:00 – 7:30 p.m. **Joint ESS/CES Opening Reception - Beer/wine & heavy hors d’oeuvres** ACORN BALLROOM
--NAME BADGES REQUIRED--
Compliments of University of Tennessee’s UT Extension, AgResearch, and Institute of Agriculture, and Tennessee State University Cooperative Extension
6:45 p.m. – Welcome
Facilitating: George Hopper, and Chuck Hibberd, University of Nebraska
Featuring: Chandra Reddy, Tennessee State University
Hongwei Xin, University of Tennessee

Dinner on your own - www.visitmusiccity.com/things-to-do/food-drink

Tuesday, September 24**NAME BADGES REQUIRED**

6:45 – 8:00 a.m.	Joint Section Breakfast Buffet	ACORN BALLROOM
7:30 a.m. – 5:00 p.m.	Registration Open	LOBBY FOYER
8:15 – 8:30 a.m.	Joint Meeting Welcome and Introduction to Workshop Speaker <i>Facilitating: George Hopper and Chuck Hibberd</i>	PARTHENON
8:30 a.m. – 2:30 p.m.	Joint Session I: Idea Generation Workshop :: Design Thinking Tools <i>Featuring: Kathryn Segovia, Head of Learning Experience Design, Executive Education, Stanford University</i> This session is a fast-paced, hands-on exposure to design thinking, and will disrupt how participants identify and tackle research challenges. The last portion of the session will specifically focus on how participants can apply 2 specific tools to projects next week at work. 10:00 – 10:30 a.m. - Networking Break 10:30 a.m. – 12:00 p.m. - Joint Session I: Workshop resumes 12:00 – 1:15 p.m. - Joint Networking Lunch Buffet for all registered participants except Budget & Legislative Committees (see below) 1:30 – 2:30 p.m. - Joint Session I: Workshop application	PARTHENON PARARTHENON FOYER PARARTHENON ACORN PARARTHENON
12:00 – 1:15 p.m.	*Joint ESCOP/ECOP Budget & Legislative Committee Lunch Meeting <i>Presiding: Jon Boren, Chair, New Mexico State University (ECOP BLC)</i> <i>Ernie Minton, Chair, Kansas State University (ESCOP BLC)</i>	CRESCENT
2:30 – 3:00 p.m.	Networking Break	PARTHENON FOYER
3:00 – 4:30 p.m.	Joint Session II: The NIFA-LGU Partnership <i>Facilitating: Mark Latimore, Cooperative Extension Section Chair-elect, Fort Valley State University</i> <i>George Hopper, Experiment Station Section Chair-elect</i> <i>Featuring: Scott Angle, Director, USDA-National Institute of Food and Agriculture</i> The current NIFA transition presents a once in a lifetime opportunity to build a “new and improved” NIFA with the potential to reach new heights in the advancement of research, education, and cooperative extension. The focus of the presentation will be speaker’s and audience’s vision for the future and how the partnership can work together to achieve that vision. After remarks by Director Angle, the moderators will present a series of questions from each of the five regions, as collected by the Extension and Experiment Station Executive Directors. Questions from the floor will also be entertained.	PARTHENON
6:30 – 8:00 p.m.	National 4-H Council Dinner for Extension Directors and Administrators	CRESCENT

Dinner on your own - www.visitmusiccity.com/things-to-do/food-drink

6:45 – 7:45 a.m.	<p>*NCEA Breakfast Meeting <i>Pick up breakfast in ACORN BC retreat to – KIRKLAND HALL</i> Cooperative Extension Section-NEDA Breakfast Buffet – ACORN BC</p>	
7:00 – 8:45 a.m.	<p>*Experiment Station Section Regional Breakfast Buffet meetings <i>Pick up breakfast in PARTHENON FOYER retreat to meeting space listed below</i> ARD – PARTHENON AB NCRA – PARTHENON D NERA – PARTHENON E WAAESD – CRESCENT SAAESD – ACORN A (Pick up meal in ACORN BC)</p>	
8:00 a.m. – 12:00 p.m.	Registration Open	LOBBY FOYER
8:00 – 8:30 a.m.	<p>*eXtension Foundation: Innovation Update and Business Meeting Affirming New Board Members. <u>All</u> Cooperative Extension Section should attend. <i>Presiding: Barbara Petty, Chair of the Board of Directors</i></p>	PARTHENON C
8:30 – 12:00 p.m.	<p>*Cooperative Extension Section Business-NEDA Meeting <i>Presiding: Ed Jones, Chair</i> 10:00 – 10:30 a.m. Networking Break</p>	PARTHENON C PARTHENON FOYER
9:00 a.m. – 12:00 p.m.	<p>*Experiment Station Section Business Meeting <i>Presiding: Deb Hamernik, University of Nebraska</i> 10:00 – 10:30 a.m. Networking Break</p>	PARTHENON AB PARTHENON FOYER
12:00 – 1:30 p.m.	<p>Networking Lunch ESCOP Diversity and Inclusion Awardee Presentation <i>Presiding: Ali Fares, Chair of the Diversity Catalyst Committee, Prairie View A & M University</i></p>	ACORN BALLROOM
1:30 – 2:30 p.m.	<p>Joint Session III: Personnel Management Best Practices <i>Facilitating: George Hopper</i> <i>Featuring: Darrell Easley, Interim Chief Human Resources Officer, Mississippi State University</i> “You’ve often heard it said that people are our most valuable resource, and I truly believe that. People are also where we spend the majority of our time managing issues and putting out fires. That’s why it’s even more important that we have a conversation about developing our people, setting expectations, and making good decisions. In this interactive seminar, participants will share challenges and solutions, gaining strategies to better manage our teams.”</p>	PARTHENON
2:30 – 3:00 p.m.	Networking break	PARTHENON FOYER

3:00 – 4:00 p.m.	Joint Session IV: Value Proposition – Creating Client Loyalty <i>Facilitating: Chuck Hibberd</i> <i>Featuring: Faith Peppers, Director of Public Affairs,</i> <i>University of Georgia, College of Ag. and Env. Sciences</i>	PARTHENON
<p>Our organizations have struggled to find effective ways to tell our story. In today’s world, just as it was a century ago when we were established, word-of-mouth communication rules. Most of those conversations take place online, in customer reviews platforms, but the impact is the same. To be successful in growing our client base and support, we must focus on customer service, talk to our audiences as customers, build the loyalty that moves one-time information shoppers to become long-term clients, and steward those clients until they become our stakeholders and advocates. This session will help develop a roadmap for land-grant research and extension organizations to change the conversation they are having with audiences, resulting in these audiences creating positive conversations about your work.</p>		
4:00 – 5:15 p.m.	Free Time	
5:15 – 9:00 p.m.	Joint Closing Celebration and Adjournment <i>Facilitating: George Hopper and Chuck Hibberd</i> -NAME BADGES REQUIRED to enter Museum and acquire drink ticket- 5:15 p.m. - Boarding begins for Gray Line Buses 5:30 p.m. - Buses promptly depart from hotel 5:45-6:45 p.m. - Explore exhibits at your own pace, arriving at Rotunda. Use Grand Staircase or elevator down 1 level to reception. 6:00-7:00 p.m. - Reception with passed hors d’oeuvres 6:00-9:00 p.m. - Buffet Dinner available 8:30 p.m. - Gray Line Buses available to board 9:00 p.m. - Last departure of Gray Line bus	COUNTRY MUSIC HALL OF FAME & MUSEUM

Thursday, September 26

7:00 – 7:45 a.m.	Breakfast for NEED and WEDA groups	ACORN A
8:00 a.m. – 4:00 p.m.	*WEDA Meeting	ACORN C
8:00 a.m. – 4:00 p.m.	*NEED Meeting	ACORN B
12:00 – 1:00 p.m.	Lunch for WEDA and NEED groups	ACORN A

Speaker Biographies – listed in order of appearance



Dr. Kathryn Segovia
Head of Learning Experience Design
Executive Education
Hasso Plattner Institute of Design at Stanford

Growing up on a Nebraska farm gave Kathryn a number of valuable skills, but two stand out: a strong work ethic and a love of getting to know new people. These skills and others served her well both in academia and industry.

Kathryn discovered the d.school towards the end of her Ph.D. research as she sought out a change of scene and pace. She signed up for d.leadership, the d.school's advanced innovation leadership course, the first year the class was offered. The experience was transformative — so much so, she asked to take the class again. She was allowed back under the condition she serve as a

TA. She has been on the teaching team ever since, bringing her expertise in process, methods and tools to bear on each new project. She also brings a wealth of industry experience, having worked on fast-paced internal, external, strategic and retail design challenges. Kathryn brings a keen awareness and understanding of the unique challenges faced by internal design teams as well as those faced by intact teams working to apply design thinking. Kathryn enjoys helping people whittle down the layers of their work lives to reveal who they really are while supporting them through moments of doubt and fear as they embark on their life-long process of leadership development. Witnessing that moment in her students when they see their work and life challenges differently, through a new lens with refreshed energy, is one of her true joys.

Kathryn is a lecturer and Head of Learning Experience Design at the d.school in addition to her work as an independent consultant. Her past clients include Steelcase and VF Corporation. She holds a Ph.D. (2012), Master's degree (2010) and B.A. (2007) in Communication as well as a Master's degree in Psychology (2007) — all from Stanford University.

Dr. J. Scott Angle
Director, USDA-National Institute of Food and Agriculture

Dr. Angle was sworn into office as the third Director of NIFA on October 29, 2018. He worked for 24 years as a Professor of Soil Science and administrator (Director of the Maryland Agricultural Experiment Station and Maryland Cooperative Extension) at the University of Maryland. His early work focused on the study of losses of nutrients from agro-ecosystems, and their impact on the Chesapeake Bay. Scott also studied the impact of heavy metals on the food chain with the goal of protecting our food supply from these harmful elements. Later he concentrated his studies on phytoremediation, the use of plants for extraction of heavy metals from soil. In 2005, he moved to Athens, Georgia, where he served as Dean and Director of the College of Agricultural and Environmental Sciences at the University of Georgia for 10 years. He is a fellow in the American Society of Agronomy and the Soil Science Society of America. He is also a Fulbright Fellow having worked at the Rothamsted (Research) Experimental Station, in the United Kingdom. Most recently, he served as President and CEO of the International Fertilizer Development Center (IFDC), where he oversaw a staff of over 800 and coordinated development projects in diverse regions of the world. He received his B.S. and M.S. at the University of Maryland in Agronomy and Soil Science, respectively. He obtained his Ph.D., from the University of Missouri with an emphasis on Soil Microbiology.





Dr. Darrell Easley
Interim Chief Human Resources Officer
Mississippi State University

Darrell earned his Bachelor of Business Administration degree from Mississippi State University and his Master of Business Administration degree from Belhaven College. He also earned his PhD through the Department of Educational Leadership at Mississippi State University. Darrell is involved in CUPA-HR, (College and University Professional Association for Human Resources) and is a Board Member for the LA/MS State Chapter. He is married to Jennifer and together they have 4 children, Jacob, Justin, Joshua, and Jenna.



Ms. Faith Peppers
Director, Public affairs and Chief Communications Officer
College of Agricultural and Environmental Sciences
University of Georgia

Faith is an award-winning writer, communication strategist and trainer. She joined UGA in 1993 as an Extension news editor and was promoted to public affairs team leader in 1999. Before coming to the university, she spent a decade as an Atlanta newspaper reporter, public information officer and healthcare marketing specialist. She is a trusted expert for the land-grant system and an often-requested speaker

on marketing, media, impact storytelling, strategic issues management, and crisis communication. In 2016, she received the Association for Communication Excellence Professional Award, the highest honor given by the international organization.

Acronyms and Abbreviations

APLU	Association of Public and Land-grant Universities: a membership-based research, policy, and advocacy organization dedicated to strengthening and advancing the work of public universities in the U.S., Canada, and Mexico.
ARD	Association of Research Directors: the agricultural research directors at the 1890 Land-grant institutions that make up one of five regions of the ESS of the BAA.
BAA	Board on Agriculture Assembly: a unit of the APLU Commission on Food, Environment, and Renewable Resources.
BLC	Budget and Legislative Committee: a representative standing committee of ECOP that identifies and supports federal budget priorities for the CES.
CES	Cooperative Extension Section: a unit of the BAA made up of 76 Cooperative Extension Directors and Administrators.
ECOP	Extension Committee on Organization and Policy: a unit of the APLU/BAA that is the representative governing body of the Cooperative Extension Section.
ESCOP	Experiment Station Committee on Organization and Policy: a unit of the APLU/BAA that is the representative governing body of the ESS.
ESS	Experiment Station Section: a unit of the BAA made up of the 76 Directors of Experiment Stations.
eXtension	eXtension Foundation: a 501(c)3 non-profit membership organization with a Board of Directors representing the five Extension regions, ECOP, and USDA-NIFA to help Cooperative Extension professionals make a visible and measurable impact on local issues.
NCCEA	North Central Cooperative Extension Association: one of five regions that make up the CES of the BAA.
NCCRA	North Central Association of Agricultural Experiment Station Directors: one of five regions that make up the ESS of the BAA.
NEDA	National Extension Directors and Administrators: terminology referring to the professional development portion of the annual CES business meeting.
NERA	Northeastern Regional Association of Agricultural Experiment Station Directors: one of five regions that make up the ESS of the BAA.
NEED	Northeast Extension Directors Association: one of five regions that make up the CES of the BAA.
NIFA	National Institute of Food and Agriculture: created in 2008, NIFA is part of U.S. Department of Agriculture's Research, Education, and Economics (REE) and the primary extramural research funding agency. Its mission is to advance knowledge for agriculture, the environment, and human health and wellbeing by funding targeted research, education, and extension projects and programs, some of which are specific to the Land-Grant University System, others open to participation by other partner organizations.
NRSP	National Research Support Project: these projects on national issues, relevant to and of use by most, if not all, regions are initiated by use of Hatch funds drawn from the total federal allocation prior to the formula distribution to ESS institutions.
SAAESD	Southern Association of Agriculture Experiment Station Directors: one of five regions that make up the ESS of the BAA.
WAAESD	Western Association of Agricultural Experiment Station Directors: one of five regions that make up the ESS of the BAA.
WEDA	Western Extension Directors Association: one of five regions that make up the CES of the BAA.