Executive Leadership Conference

June 10-11, 2015

Chris Watkins, Director, CCE
Overview

• Introductions and position updates
• Smashing the myth
• Progress on System Priorities
• Introduction of Session 2
New EDs

Mary Breyette
Clinton County

Arlene Wilson
Yates County

Tim Davis
Ontario County

Brian McConnell
Rockland County
Position Updates

• SES statewide

• SES agricultural teams

• Communications
Myth 1

CCE Director

Gee whiz – this is not a 50% - 50% job!
Myth 2

Are we requiring regionalization of programs?

Administration encourages and facilitates regionalization

- Where County Associations want it

• No hidden agenda based on SBNs
Building CCE’s presence in the University

• Government Relations Trustees
• Provost’s Task Force on Cornell Extension
• Cross-college Initiative

Critically important time of new leadership
Identify opportunities for student engagement

• Engaged Cornell
  • Facilitating Student Community Engagement
    Internships in Cornell Cooperative Extension
    • 1 staff person on campus
    • 1 staff person in NYC

An example - SIPS Course
  • Skills for effective community engagement combined with internship opportunities
CCE/CALS/CHE internship program - 2015

2015 CCE Intern Placement
Chautauqua
Chemung
Clinton
Cortland
Erie
Essex
Franklin
Herkimer
Jefferson
Nassau
New York City
Ontario
Orange
St. Lawrence
Schenectady
Schuyler
Suffolk
Tioga
Tompkins
Wayne
Wyoming
CCE/CALS/CHE internship program – all years

Total CCE Intern Placement

- Allegany
- Broome
- Cattaraugus
- Chautauqua
- Chemung
- Clinton
- Columbia
- Cortland
- Delaware
- Dutchess
- Erie
- Essex
- Franklin
- Fulton
- Genesee
- Greene
- Herkimer
- Jefferson
- Lewis
- Livingston
- Monroe
- Nassau
- New York City
- Niagara
- Oneida
- Onondaga
- Ontario
- Orange
- Orleans
- Rensselaer
- Rockland
- St. Lawrence
- Saratoga
- Schenectady
- Schuyler
- Seneca
- St. Lawrence
- Tioga
- Suffolk
- St. Lawrence
- Tioga
- Tompkins
- Ulster
- Washington
- Wayne
- Wyoming
- Yates
Identify barriers to regionalization and incentivize working together to facilitate collaborative efforts

Encouraging and facilitating

• SNAP Ed - Organized / supported liaison between campus, faculty, and associations

• Development of Regional Ag Teams: excellent progress in Northern NY; ongoing conversations in Central NY
New Climate Smart Farming Extension Team

- Six CCE Ag Specialists
- Provide Farmer & Extension Input to Research & Tools
- Resource for Farmers across State
- Model for Extension Nationally
Support business efficiencies that ensure support for Association Programming

Shared Business Networks

- 2 SBN Conferences

- Ongoing team building and training

- Evaluation to see what is working, what is not!
Invest in professional development

• GEN Conference – 34 sessions, 385 attendees.
• ELCs and Boot camps
• In-services - Ag and other subject matter
• Harold Craft
• Building Teams and Leading Change – 16 attendees
• Webinars
• New Staff Orientation on line and on campus
• SDCP
• Grantsmanship Training in regional locations
Encourage diversity in the system

• Assessing Local Needs & Mapping Basics Webinars

• Unconscious Bias Webinar

• Diversity & Inclusion Among Advisory Membership

• Working with LGBTQ Youth — upcoming workshop
Government Relations

• CCE Lobby Day in NYS
• Federal Hill Visits
• Invitations to legislators to events and press coverage

Initiatives

• **224 changes** — bill in Senate Finance Committee and Assembly Local Governments Committee; NYS Association of Counties support; if you haven’t called, please do so!
• **Increased funding to Harvest NY**
Communications

- Staff position to support writing success stories for local, state, and federal communications and reporting

- Redesigned website to be launched later this summer.
Introduction of Session 2
County-based funding model - unique in United States

Only a team approach to addressing our challenges and capitalizing on our opportunities will work
Opportunities

• Dedicated EDs, board members and all volunteers, educators and staff that provide local presence that is unparalleled.

• Agriculture is in the spotlight as a driver of economic development, and has many research/extension needs.
  - Traditional farms (small to large), new farmers, organic and conventional,
  - Local foods movement, Climate change, or ‘weird weather’

• Societal issues
  - Aging population (4% increases from 2010 to 2020); Digital divide, broadband access; Migration; Parenting (including second time around); Risky decision making; Obesity
Challenges

• Sequestration uncertainty

• Stress at State and County government level

• Increasing need for external support
### DATA FROM 1987 FLEMING REPORT COMPARED WITH 2013/2014

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<thead>
<tr>
<th></th>
<th>1987</th>
<th>2013/2014</th>
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<tbody>
<tr>
<td>County appropriations to Associations</td>
<td>$21 million</td>
<td>$22 million (plus $12 million)</td>
</tr>
<tr>
<td>Federal appropriations</td>
<td>$11 million</td>
<td>$12 million</td>
</tr>
<tr>
<td>224</td>
<td>$3 million</td>
<td>$4 million</td>
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<tr>
<td>Other income</td>
<td>$2 million</td>
<td>$43 million</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$37 million</strong></td>
<td><strong>$93 million</strong></td>
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$37 million in today’s dollars = $81.4 million (range $70 – 148 million)
STRATEGIC DIALOGUE NEEDED
How to prepare a Kiwi

1. Peel the skin of the kiwi.
2. Remove the seeds and membranes.
3. Cut the kiwi into slices.
4. Enjoy the kiwi as a fruit.

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