Cornell’s land grant mission: delivering knowledge with a public purpose for sustainable improvements in the lives and businesses of New Yorkers

Julie Suarez, Assistant Dean, Government & Community Relations
Goals of this Presentation:
1) To make you think about change
2) To make you think about how to collaborate
3) To make you think about how to fit your work into the political narrative
4) To make you think about how to prove your relevance to everyone you serve (no easy task)
What is Godot?

*Samuel Beckett* play written in 1953 – 2 main characters – Vladimir and Estragon

*Two men sit endlessly underneath a tree.....waiting....waiting.....waiting.....*

Plethora of Interpretations

I prefer to think of Godot as a metaphor for an instrument of change, and Vladimir and Estragon as failing to change and thus, becoming stagnant
New York’s Wine Region – a “30 year Overnight Success Story” – Jim Trezise

- A shared vision
- A willingness to collaborate
- A true success with farmer entrepreneurs, private trade associations, research and extension at CALS
**SWOT Analysis:**

**Strengths**
- Community Engagement and Volunteers!
- Tremendous staff
- Geography
- CALS Faculty Resources

**Weaknesses**
- MONEY MONEY MONEY
- Time constraints
- Gaps in services
- Gaps in CALS/CCE communications

---

### Revenue Analysis (2008-2013)

- Federal Formula
- State 224
- County
- Grants &...

<table>
<thead>
<tr>
<th>Year</th>
<th>Federal Formula</th>
<th>State 224</th>
<th>County</th>
<th>Grants &amp;...</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009-10</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010-11</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011-12</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2012-13</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Change is Inevitable

It’s the only constant in life

HOW we adapt to change is what distinguishes the successful, from the not so successful

Factors forcing change

• 2% tax cap aka “show me the money”

• **HUMAN CAPITAL**

• Society is more divorced from the reality of Extension; and at the same time, craves personal interaction *more and more*
What does change look like for you?

- CCE starts and ends by county actions
- BUT – we’d disintegrate without each other
- Transmission of knowledge is key to helping our communities
- So how do we establish -
  - better channels of communication,
  - better channels of collaboration,
  - better usage of continually scarce dollars?
Julie’s Challenge

Do we want to be the rotted squash or the pretty pumpkin?
Do we want to be Godot, or, wait for Godot?
Vision, Collaboration, Communication = a revitalized and robust CCE
Communicating is difficult when we are all so pressed for time

But we all have to do better – especially me!

List Serves?

Shared services? Regionalization in ag teams expansion?

How many have a vision for your county CCE?

How many have a strategic plan for your county CCE?

How many have communicated your county vision to your colleagues, statewide CCE and CALS?

How are we meeting each other’s goals and needs collaboratively?

What metrics have we developed jointly to measure success?
And now for “something completely different”

- Fitting within the Narrative is possible only if you know the Narrative
- Everything is local
- Everything is (still) focused on jobs
- Nutrition is (still) critical, but less relevant policy wise
- Environmental issues are coming back, when they are linked to job creation or fracking and oil………
- Energy issues will make a come back, particularly relating to renewables and energy efficiency
- Climate resiliency issues are quite big in Albany
  - Flooding, pestilence, plague, droughts, and………opportunity for growth
What’s taking up my time?

• Industrial Hemp
• Clean Energy Fund/Farm AD/GLASE
• Workforce Development Initiative
• Geneva ASRL
• Educational briefings and conferences – climate change; urban soils; DEC food scraps forum next week........
• State budget
• Opportunities for Cornell/CALS/CCE to succeed in the REDC/URI process
• Cell-Ed; Mentor NY from ESDC; Excelsior Conservation Corps
CCE opportunities

- CCE ED’s visited 40 legislative offices in 2015
- Long term – a road map for additional resources to county CCE’s
- Short term – S.4240/A.6425

We will need to work collaboratively together to carry this initiative forward in the face of difficult and ongoing financial constraints

- This means:
  - A shared vision
  - Message coordination
  - Stakeholder input and grassroots advocacy
  - Working closely with trade groups
  - Staying focused and “ON TARGET”
Julie’s Top Ten Reprise
1) Think before you speak
2) Think about whom you speak
3) Develop a plan
4) Do your research
5) Stay on overall message
6) Communicate with partners
7) Engage your audience where it matters to them
8) Fit your request within the political narrative
9) Say thank you, early and often
10) If you don’t know something, don’t say it