PWT Co-Chairs Meeting

OCTOBER 7, 2015
Welcome

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Agenda

Introductions – around the table
PWTs & Support Funding
Updates & Logistics
Federal Capacity Funds Pre-proposals
PWT Sharing
Wrap Up/Final Comments
Introductions

AROUND THE TABLE & VIRTUAL TABLE
PWTs

DEB GRANTHAM
Expectations

Stakeholder involvement

- Studying needs and identifying issues
- Highlighting areas needing research
- Creating educational materials and designing learning experiences
- Many models for how...
Expectations

Annual report – due by January 15
  ◦ Name of PWT
  ◦ Notable work

  ◦ Updates to the on-line listing
    ◦ Chairs & members (the PWT Co-Chair e-List is generated from the listing)
We know...

PWTs come and go
- Petition for new PWTs (see web site)
- Sometimes work is done
What you can expect from us

PWT Special Needs Funds are again available, not to exceed $2,000. Proposals are due by January 15. Expenditures must be submitted by September 30.

Link available at:

http://www2.cce.cornell.edu/pcs-pwts/Pages/default.aspx

On-going efforts to:

- Communicate the work of PWTs to staff and stakeholders
- Simplify/integrate reporting
Updates & Logistics

CELESTE CARMICHAEL

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Updates

Stakeholder Engagement Conference
Status of PWTs

48 formed between 2001 and 2014

28 known to be currently active

Per 2014 data: 941 total members (average: 32 members/PWT)

- 55% campus-based
- 30% off-campus educators
- 15% stakeholders
Project Work Teams (PWTs) are affinity groups involving faculty and staff, extension educators, and external stakeholders. PWTs provide a mechanism through which faculty and extension educators connect with stakeholders in identifying issues, studying needs, creating educational materials, and designing learning experiences that address these issues and needs within specific content areas.
Annual Calendar

Fall: PWT co-chair meeting, update membership lists

January 15: Report deadline for previous fiscal year

January 15: Due date for special funds requests for current fiscal year
Program Work Teams

Program Work Teams (PWT's) are affinity groups involving faculty and staff, extension educators, and external stakeholders. PWT's provide a mechanism through which faculty and extension educators connect with stakeholders, identifying issues, studying needs, creating educational materials, and designing learning experiences that address these issues and needs within specific content areas.

- Active Program Work Teams - list of PWTS, member lists, co-chair contacts and annual reports

Applied Research and Extension Partners
- Cornell University Agricultural Experiment Station
- New York State Agricultural Experiment Station
- College of Agriculture and Life Sciences
- College of Human Ecology
- Cornell Cooperative Extension

CCE Program Council Resources
- Program Council Orientation
  25 min. Recorded Webinar (November 2011)
- Program Council Orientation Slides
  2010 presentation (click cancel if log in request appears)
- Program Council Background
- Program Council Members
- Program Council Priorities

PWT Co-Chair Resources
- PWT Membership Description
- Program Work Team Petition Form (click cancel if prompted to log on)
- PWT Reference Calendar
- PWT Review and Recommendations (2011)
- PWT Support Funding
- 2014 PWT Co-Chair Meeting PPT

PWT Annual Report & Resources
- Annual Report and Membership Update
  Due November 30. Please update information annually. Updates autofeed other pages where PWTs are listed. Only PWT Co-chairs have access to updates. Co-chairs should click on your PWT - edit member list and edit committee information as needed. Annual report is added under "Edit Committee Info"
- Annual Report - Reporting Template (Word - click on open and then cancel when prompted)
  Template contains essential elements for annual report. Please save as a PDF to upload (see link above for Annual Report Form)
List serves are auto-fed from your PWT membership list.
Option for adding and documenting meetings is now available.
Federal Capacity Funds Pre-Proposals

MARGARET SMITH
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Tentative Submission Dates

Similar to last year

Open **October 16**

Deadline for submission **December 6**

Reviews begin in late January

Decisions underway in March

<table>
<thead>
<tr>
<th><strong>Federal Capacity Funds Informational Sessions:</strong></th>
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<tr>
<td><strong>Tuesday</strong></td>
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<td><strong>Wednesday</strong></td>
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Campus-county connections are noted....
OLD! But important

Jointly-funded projects:
- If integrated, objectives, budget and personnel need to show both Extension and Research
- Application will ask for research and extension objectives separately & specifically
- Both components need to be substantive (minimum 25% of budget)

Smith-Lever projects:
- Preference given to pre-proposals that include CCE educators (from counties) in program and budget

All:
- Past reporting if PI is reviewed
Tips, guidance, instructions

All available on submission Web site along right hand side

Includes information on allowable expenses
PWT sampler - Sharing Ideas and Experiences

• PROJECTS AND ACTIVITIES?
• USES OF FUNDING?
• WHAT WOULD SUPPORT AND FACILITATE YOUR WORK - MAXIMIZING BENEFITS; MINIMIZING COSTS?
Sustainable Landscapes – Horticulture Program Work Team

Coordinate the Cornell Cooperative Extension's county network of commercial and community horticulture educators and Master Gardener Volunteers to connect with New York State green industry professionals, 7 million gardening households, and agencies serving children and youth to build economic vitality and advance environmental and scientific literacy while promoting human well-being and opportunities for successful gardening experiences.

Co-Chairs:

• Jennifer J Stengle - Community Educator, Environmental Horticulture & Natural Resources, Cornell Cooperative Extension of Putnam County
• Lori J Brewer – Senior Extension Associate, Cornell Garden-Based Learning, Horticulture, SIPS, Cornell University
Some examples ...

<table>
<thead>
<tr>
<th>Community Horticulture audiences</th>
<th>Commercial Horticulture audiences</th>
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<tbody>
<tr>
<td>Garden clubs</td>
<td>School grounds</td>
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<tr>
<td>School gardens</td>
<td>Public park grounds/municipalities</td>
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<tr>
<td>Community gardens</td>
<td>Arborists</td>
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<tr>
<td>Home owning/renting home gardeners and those managing indoor or outdoor pests not associated specifically with lawn, garden or landscape</td>
<td>Nurseries, Garden center, retails outlets that sell garden products</td>
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<tr>
<td>Gardens in public parks</td>
<td>Turf managers (golf, athletic, fields, schools..)</td>
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<tr>
<td>Large garden gardeners</td>
<td>Greenhouse growers</td>
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<tr>
<td>Library</td>
<td>Landscapers</td>
</tr>
<tr>
<td>Community agencies</td>
<td>Christmas tree growers</td>
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<tr>
<td>Public events or venues (tabling)</td>
<td>Pest managers (exterior landscapes and inside buildings and homes)</td>
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<tr>
<td>Camps for children &amp; youth</td>
<td>Public gardens managers</td>
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<tr>
<td>Garden volunteers (CCE &amp; other organizations)</td>
<td>Property managers such a those responsible for management of interior and exterior landscape in senior living complex</td>
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Other PWT our Sustainable Landscape PWT potential members might be on include:

1. Greenhouse
2. Community Forestry
3. Climate Change
4. Invasive Species
5. Water
6. Waste Management
7. Fruit
8. Vegetable
9. Ag Plastics
10. Direct Market
11. Farm Management
12. Youth Development (STEM)
Let’s focus on internal members/audience

- **Resource Sharing**
  minimize reinventing the wheel across the state
  enhance networking

- **Our own CCE Network Directory (not VIVO)**
  who are our people - campus, regional & county
How likely are you available to work with Cornell Cooperative Extension county programs? Check all that you are willing to consider doing as they relate to your areas of expertise.

- Answer questions via email or phone
- Peer review an outreach publication, web content or similar shorter document
- Present a webinar session for:
  - Extension educators and volunteers
  - Professionals such as grower
  - Public audience
- Travel to provide a face-to-face session for:
  - Extension educators and volunteers
  - Professionals such as landscape professional
  - Public audience
- Provide your presentation materials for other CCE educators to use with additional audiences
- A collaborative field or outreach project in the local community with a public or professional audience
How likely are you available to work with other CCE county programs?

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Family Economics and Resource (FERM) Management Program
Work Team

- FERM Program Work Team
  - Membership
    - 8 Active members
      - 2 Campus Representatives, 7 County Educators, 1 Community Stakeholder
      - Maintain a resource management e-list for county educators and stakeholders
    - Website
FERM PWT

Webexes

• Financial Abuse of the Elderly
  • Art Mason, LifeSpan, Rochester NY
  • 13 attendees
• Chasing the American Dream
  • Tom Hirschl, Cornell
  • 30 Attendees
• Open to the public as well as to educators
• Presentation slides were provided on request
FERM PWT

• Build Connections
  • CaRDI
    • Co-Sponsor of CaRDI “Strong Families, Strong Communities” Institute 3
  • Connecting with other PWTs
    • Webex with Tom Hirschl
  • Resources for Educators
    • Materials purchased for use by county educators
Greenhouse Horticulture Program Work Team
NY State has 1,100 floriculture operations with a wholesale value of $211 million annually
  ◦ Floriculture is the 6th largest agriculture commodity in the state

NY State has 435 operations producing greenhouse vegetables
  ◦ Annual wholesale value is $27 million a 54% increase in 5 years, ranked 2nd nationally
Greenhouse Horticulture PWT

Industry advisory board – 13 members
  ◦ Greenhouse businesses, allied trade

Cornellians – 26 members - 15 active
  ◦ 4 on campus, 3 at LIHREC, rest at counties
Major Activities

Twice yearly meetings with advisory board
- Substantial information exchange
- Current issues facing industry, how can Cornell respond
- Updates from Cornell programs and feedback requested

Spring pest/disease update conference calls

Cornell Guidelines for Greenhouse Crops and Herbaceous Ornamentals

Floriculture Field Day

Alumni & Friends Reception
Special Needs Request

Support for student assistance at Bluegrass Lane to install and maintain demonstration plots of vegetables and ornamentals

- Expand vegetable/ornamental mixed containers

Signage for Floriculture Field Day
Floriculture Field Day
125 attendees
Edibles Category in Container Design Contest
Impact

98% of survey respondents (n=40) left the day with valuable concepts or practices they planned to implement in their operations

- Veggies, new options & disease resistance info
- Going to consider more veg crops
- Build on the local buzz, food and flower
- Flowers to food- interesting & timely
- Hoping to establish a high tunnel
- BDM resistant basil cultivars
- Tomato cultivars resistant to late blight
- Ethnic preference/vegetables
Q & A