

Attending: Alison; Ashley; Becka; Bill; Brian; CJ; Cary; Christine; Dawn; Greg; Jan (taking notes); Jean; JoAnn (facilitating); Joanne; Marvin, Mary; Retta; Robin; Ron; Tim; Todd

DCT – welcome DCT representative, Retta Bruegger

- Committee or PRU? Diversity and Inclusion cross all PRUs, may be more effective as a committee.
 - What training is necessary for agents to be able to adapt programming?
 - Add this to Forum – HOW to serve other audiences? Translate? Deliver in another language? Applied skills are necessary.
 - Capacity is a big issue in reaching more audiences? Even getting and using more volunteers is difficult. AmeriCorps, interns, other?
 - Are these local/regional conversations?
- What accountability measures can we use?
 - Can PLT advise?
 - Each PRU set additional goals for programming to diverse audiences
 - FLTI targets underserved audiences (Tim) – it is a diversity-centric program which is different from programming our usual things to different audiences
 - JoAnn challenges PRUs to use a diversity lens in reviewing current programming
 - Remaining relevant as demographics change is in the strategic plan
 - Needs assessment or program gaps analysis suggested
 - Cary: it may be good to do an organization-wide analysis of whether our programming is meeting needs
 - Discuss at PRU meetings during Forum, when we all are together
 - Measures specific to CPRS – Darrin may be able to add measures, checking with developers in NE states
 - Are the data we currently report reliable?

eXtension – Todd – “nothing to update” then a lengthy discussion. Committee is seeking to increase engagement with eXtension, per Lou. Becca and Dawn may be invited to their next task force meeting.

Internship Proposal Update – Becca – 11 interns will start after today (orientation was held last week). <https://source.colostate.edu/summer-interns-will-learn-about-engagement-and-university-research-in-colorado/>

PLT Review – Jan & Bill

- <http://extension.colostate.edu/docs/staffres/program/goals-resp.pdf>
- <http://extension.colostate.edu/docs/staffres/program/pru-leaders.pdf>

Continue	Start	Stop
PRU Funding (\$35K) PRU Leader Funding (\$10K) PLT in Admin Update Jan & Bill follow up on leader funding - done	Share important dates use Extension calendar Conversation about diversity and inclusion; align with Plans of Work; accountability for outcomes related to diversity and inclusion. Messages about Extension (web site, etc.) Peer Review: Fact Sheets & eXtension Outcome indicators across PRUs: how to knit together our various activities? +Impact reports Cary, Tim, Mark – this discussion morphed into a meeting about reporting (County – level on up). Reviewing other states' work and our own ideas. CPRS working with C/ADs; trainings for PRUs	Skipping Forum every other year – keep Forum program-centered instead of Content Update alternating with Organizational Programming

Additional PRUs: <http://extension.colostate.edu/docs/staffres/program/pru-guide.pdf>

- Review/confirm – are PRUs still on target?
- NFS&H and Food Safety PRUs do not plan or report with EFNEP
 - PLT funding, marketing funds have not available to EFNEP
 - Recommend programs discuss at department level

CPRS – coaching call on March 23. 31 attended. <https://youtu.be/HvcZbyOH3F0>. Positive feedback.

- 1) **Clarify Output 8** <http://extension.colostate.edu/staff-resources/output-definitions/> –
Cary will add blogs and videos, as well as “do not report” items to this definition.
Will share on adminbb and post within CPRS. See below.

<p>7) Non-peer reviewed media including educational press releases, radio or TV appearances, newsletters, curricula, videos, social media, online educational content, and blog posts</p> <p>[top]</p>	<p>The number of educational press releases, radio or television appearances, blog posts, newsletters, social media posts, videos, online educational content, or similar non-peer reviewed media issued.</p> <p>This DOES NOT include news releases or similar publications that are promotional in nature.</p> <p><i>Decide in advance whether the author or distributor of the content will report and include the other(s) as cooperator(s).</i></p>	<p>The number of contacts that can be reliably verified such as if you send a newsletter to your listserv of 500. When documenting Facebook posts, report the “engagement” of your educational Facebook posts as listed under the Insights section of your Facebook page. When documenting YouTube video views, IT staff can run analytics for video urls in order to determine the number of views over the course of the calendar year.</p> <p>Blog post views may be counted here OR under the “Website page views” output, but do not double count.</p> <p><i>Contact numbers for radio or TV appearances as well as newspaper articles are too unreliable to report, even when circulation is known.</i></p>
<p>8) Website page views</p> <p>[top]</p>	<p>The number of content-based page views on websites for which a PRU manages the content.</p> <p>This DOES include state and county Extension webpages related to the content area of the PRU.</p> <p>This output DOES include hits to PRU fact sheets.</p> <p>This output DOES NOT include page views of webpages that are mostly promotional or are otherwise not content-based.</p> <p>This output can be reported once annually by one individual on behalf of the entire PRU.</p> <p><i>It is up to each PRU to determine which websites and webpages will be used to count page views. Consistency from year-to-year is key to comparing apples-to-apples growth.</i></p>	<p>The number of contacts is the same as the number of page views.</p> <p><i>The two entries should match exactly.</i></p> <p>Blog post views may be counted here OR under the “Non-peer reviewed media” output, but do not double count.</p>

- 2) **CPRS Training for PRU Leaders:** Expectations of PRU leaders as far as ensuring proper reporting? See note about Annual Report: *This annual report is much improved over those submitted the previous two years. Additional improvement is possible, especially in regards to developing impact statements for the reported on planned programs. These impact statements allow NPLs to easily respond to inquiries from Congress and the Administration rather than having to interpret.*
- PRU leader proposed training: How to plan (Logic Model format), then how to report (CPRS-specific).
 - PRUs leaders turn over so knowing about PLT program funding would help, too
 - How do teams select leaders? With funding to leaders now, should there be some kind of “badging” or other criteria for leaders? A process for selecting leaders would be more efficient and help leaders not to feel “stuck” in position.
 - Energy & Food Systems have specialists assigned for leadership.
 - Training on impact statement would be helpful, too.
 - Would it be possible to provide this training during Forum? PLT members on the committee will try to influence.

2) **Reporting Volunteer Numbers and Hours** – discussion – carry this to next meeting for discussion. Is this the best system? **Please review for future discussion.**

Additional Notes (PLT call 2/21/2017) <http://extension.colostate.edu/staff-resources/output-definitions/>

1. Agents/Specialists report time spent in volunteer management when s/he reports the output conducted by the volunteer. Volunteer management is not an identified output, but rather an activity that increases the capacity of Extension to deliver educational programming.
2. Volunteer numbers and hours:
 - a.) These agents DO NOT report volunteer numbers and hours into Colorado Planning & Reporting System (CPRS):
 - 4-H Youth Development
 - Colorado Master Gardener
 - CYFAR
 - EFNEP & SNAP-Ed
 - Master Food Safety Advisors
 - Native Plant Masters
 - b.) When programming in any of these six areas, do not report your volunteer numbers and hours. These data are collected in different systems, and the PRU enters them into CPRS by the end of the year.
 - c.) All other PRUs report volunteer numbers and hours into CPRS.

Fact Sheets – Jessica (Joanne)... what PRU leaders think about the current fact sheet template and the need for an updated template. Also, PRUs’ experiences with Fast Track and the review process of submitting new and updating existing fact sheets.

- Jessica shared templates used by NFS&H. Number of columns does not affect number of words. Joanne recommends going with Creative Services model for readability.
- Joanne suggested templates in Lucid Press
- Fast Track helps keep track of documents and where they are with reviews. Joanne recommends staying with Fast Track.

- Fiscal note (Creative Services) in creating new templates – unsure where the funds would come from
- Will new templates work better with cell phones/mobile responsive

Posting information for stakeholders – see above for progress. Communications and Technology Committee can take this on -

- Who? Joanne and Ruth and some PLT representatives plus colleges or departments (CAS – this question goes to Gene Kelley and have a proposal prepared).
- Becca, Bill and Ryan will have a preliminary discussion before next PLT meeting – look at Extension capacity.

Western Regional Extension - Evaluation Team – see below – **please contact Jan with nominations.**

Strategic Plan – Ashley – **how to share with those who did not attend a regional meeting?**
Webinar?

Next Meeting – Zoom on August 13 at 1 p.m., then f2f training Thurs. p.m. of Forum (October 25, noon – 4 p.m.) Promote for current and new/potential PRU leaders

Western Regional Extension - Evaluation Team

Need: During the spring 2018, WEDA and WRPLC joint meeting, Extension Directors identified the need for further program evaluation and impact assessment training support across the region.

Expected outcome/goal: The initial goal of this committee is to assess the needs, identify current resources and expertise that currently exists in the area of program evaluation and develop a collaborative response to increase the capacity of Extension employees across the Western states and territories. During the first year, the Evaluation Team will be assigned the task to further expand and clarify their team goals, focus and plan of work.

Approach: The WRPLC proposes the following to address this need.

Each state or territory is asked to provide one individual to the Western Regional Extension – Evaluation Team. The initial thought is that the Evaluation Team’s work and organizational structure will be patterned after the design of the Western Regional Volunteer Specialists Committee. Currently, a majority of the western states have identified a faculty or staff member focused on volunteer education/management to serve on the Western Regional Volunteer Specialists’ committee. They meet by phone monthly to further identify specific needs, sharing resources and expertise, developing multi-state training, developing curriculum and online training materials, and build volunteer education and management capacity across the region.

Suggested member **selection criteria** for the Evaluation Team:

- Team members need to have a pulse on the professional development needs of the faculty and staff in their respective state or territory.
- Team members must have interest in designing evaluation professional development training and systems that would benefit Extension employees.
- The individual selected must excel in communication, collaborations, and networking.
- This representative would need to be able to connect and involve others in their state or territory when additional expertise is needed; expand the influence of work, and build state capacity.
- **This appointment could include the state Extension Evaluation Specialist but is not limited to that position.**

The majority of the meetings will be held over zoom. The first face-to-face meeting will be held in New Mexico (expense covered by their Extension Director) in November.

PLT Goal

Build network of program support and accountability to meet county/regional needs of Coloradoans.

PRU Responsibilities (meet as needed, communicate as appropriate)

- Select leadership (co-leaders) and determine process to support/mentor members
- Identify issues and data to support local needs/demands
- Create/update Plan of Work (POW)
- Connect the dots among PRU members and other Extension agents & specialists
- Communicate & connect among programs
- Develop, market, deliver, evaluate, and report programs to meet local needs/demands
- Provide for/participate in content training
- Provide quality control for content of materials produced

PLT Membership

- One representative from each PRU
- Specialists or other representatives from colleges
- Regional representation
- Levels of assignment (agent, county director, etc.)
- Regional Directors
- Diversity Catalyst Team

PLT Responsibilities (meet quarterly, twice f2f and twice through technology)

- Support accountability in Programming, including planning, evaluating and reporting
- Connect emerging issues and PRUs with resources
- Represent PRUs, presenting program needs directly to Lou
- Articulate program needs to engage department resources
- Communicate and connect among PRUs
- Acquire and distribute resources to support programming
- Approve/sunset PRUs
- Provide for/participate in process training, including various CSUE events (Forum, NSO, C/AD, etc.)

2/27/2014

PRU

Leaders 2018

4-H	<u>Jean Glowacki</u>
Community Development	<u>Greg Felsen</u>
Cropping Systems	<u>Ron Meyer, Jerry Johnson</u>
Energy	<u>Cary Weiner, Tim Aston</u>
Environmental Horticulture	<u>Tony Koski, Alison O'Connor</u>
Family and Financial Stability	<u>Christine Fruhauf, Gisele Jefferson</u>
Food Systems	<u>Martha Sullins, Becca Jablonski</u>
Livestock & Range	<u>Todd Hagenbuch, Retta Bruegger, Frank Garry</u>
Natural Resources	<u>Robin Young, Brian Kailey, Marvin Reynolds, Seth Davis</u>
Nutrition, Food Safety &	<u>Jessica Clifford, Marisa Bunning</u>

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