

PLT Zoom Meeting  
August 25, 2015

CJ Mucklow	Bill Nobles	Irene Shonle
Jeff Goodwin	Joanne Littlefield	Mark Platten
Elisa Shackelton	Chris Shelley	Cary Weiner
Jane Rozum	Jessica Clifford	Dawn Thilmany
Christine Fruhauf	Laurel Kubin	Martha Sullins
Jessi Fuentes	Todd Hagenbuch	

Forum Agenda

4- H - Jeff Goodwin

Tuesday- 11:00 – 12:-00 pm

1 hour session on LGBT (transgender) issues – introductory and how we need to be aware of these issues in Extension.

Community Development

No one on call

Cropping Systems

No one on call

Energy – Cary Weiner

Wednesday 8:00 – 11:00 am

Tentative agenda is set

FSHN – Jessica Clifford

Discuss recent research related to teenagers smoking and marijuana use and effects on the brain

Look at Preventative Research's Vision

Kyle Christianson is on board

Food Systems – Martha Sullins

Thursday 1 – 4:00 pm

Build off of PRU Meeting they had in June

Developed preliminary goals – what came out strongly was local resource development, grant seeking, joint fund raising.

Actualize Strategic Planning they started several months ago.

Chris Shelley & Todd Hagenbuch

Update on BQA Trainings, where we can coordinate.

Will have 2 speakers – 1 from Animal Science, 1 from Range Science

Beef Team program

Visioning with Casey being gone, find out what people are looking for when the new person comes in and how they can support them.

Natural Resources – Irene Shonle & Mark Platten

Educational Updates

Defensible space – talk about the updates

Soil Health

ID conifers in Colorado

ID of different burrowing animals

George Beck – weed identification

Sybil Charvelle – gray water State Forest Nursery – new species update

Perry Cabot – update on the LISA (Lawn Irrigation Sprinkler Analysis) program

Look at doing a joint reception with the Warner College maybe Monday at 6:00 pm

Look at getting a new PRU Leader since Irene is stepping down.

Will also have a Native Plant Master Team meeting – Tuesday 11:00 – Noon in the Natural Resources room

For future Forum planning – “Not having the Update vs. Planning be so rigid.”

The consensus agrees – not to be so rigid.

#### Nutrition – Jessica Clifford

Wednesday 8:00 – 11:00 am

3 Main Sessions

Sarah Johnson – speak about the research she does

New Tool Kit – nutrition trends

Food Safety

#### Using Social Media – Elisa Shackelton & Joanne Littlefield

Joanne – hope to get feedback on what we want this session to look like for Forum.

Find out what the team members are most interested in.

Elisa – findings from the 2014 Social Media Marketing Industry Report – written content is important and visual assets.

Top 2 Benefits: increasing exposure; increasing traffic.

Build loyal fan base.

Facebook is still leading the way

Social Media is less than 1% of total website traffic. – Agents out in the field doing their programs is still important, don't lose sight of that.

One person can create something, then it can be shared by other several ways on facebook.

Use Canva for creating attractive visual content.

Can post on the CSU Pinterest account.

Infographics

Look at Facebook traffic to the CSU Extension website, can see what people are looking at.

\* See if they can send this out to all agents, so they can take a look at it.

Roles of PRU Team Members for Social Media Accounts:

Manager/Administrator

Contributor

Distributor

Content for Social Media at Forum

How we can connect our blogs

Tips for finding and using free digital images

Facebook

Introducing Canva

How we report back the impacts of Facebook efforts

\* Elisa will send out her powerpoint.

### Should we be paying PRU Leaders extra money for their extra work? – Jessi Fuentes

Open to discussion right now.

How do we want to structure this?

Jeff – hard to implement this equitably or not? Some work harder than others.

Irene – duties take away from your county duties, could have formula fun to the county be less.

Jeff – argues – it makes your program better if you're involved beyond the county level.

Laurel – concerned with the precedent it sets, i.e. pay extra for this, but not for that (other leadership opportunities).

It does involve a ton of extra work to be a PRU Leader, it takes a lot of effort.

Cary – can think about it at the most basic level. There's x amount of dollars that 1 or 2 people split.

Jessica – need to have criteria what is expected of the PRU Leader. Establish what a PRU Leader is expected to do.

Dawn – thinks it would be appropriate, might give people more incentive to make more money or have money available for more resources.

Jessi – could be an if/or situation. \$1000 for budget or supplemental pay.

Laurel – could offer as cafeteria options: more in Budget; more supplemental pay; or more professional development.

Jessi – for supplemental pay to get it pushed through, it has to NOT be a part of their regular job.

The criteria is a big deal.

Mark – the only thing comparable to this would be the organizational associations i.e. President of CCAA, NAE4HA, etc.

\* Put together a small task force to discuss this, then give recommendation to PLT and then DAC.

Find a mix of current or past PRU Leaders and a mix of campus and field personnel.

Task Force: CJ, Jessi, Laurel, Cary, Dawn, Jessica and Mark

Will have the first meeting in September and having something for the next PLT Meeting in Nov.

### Replacing PRU Leaders –CJ Mucklow

Serve no more than 2-3 years as Leader

Staggered terms

Co-Leaders

1 Field, 1 Campus

Should have a passion for this

Laurel – responsibility to convene regular conversations between PRU Members.

Cary – online there is a resource that shows what is expected.

\*CJ and Jan will take what's been done and come up with a standardized list of Expectations for leaders.

### Report Output by March 10<sup>th</sup>

Laurel – would like the turn around for reporting narrowed

\*CJ and Jan will look into this.

### Mini-Grants

There was \$5,000 to host an event for their PRU. All funds (except Energy) has

Been used for some type of inervice in CJ's opinion.

Bill and CJ had some reservations about having these, since there will be in-services at Forum.

Jessica – they did use there's for an awesome in-service. There isn't time at Forum to fit a quality

meeting in.

Irene – did a collaborative strategic meeting to pull in more partners.

Jeff – held a planning meeting, was good use of the funds.

Christine – need that contact twice a year, rather than once a year.

**\*Consensus – keep the mini-grants!**

Cary – can't find time for Social Media – maybe could siphon off some of the funds to hire someone to consults with Social Media that could benefit the State.

Would it be better to have 1 separate meeting in February or 10 little meetings around the State?

Consensus – little meetings around the State.

Diversity Catalyst Team – Mark Platten

They were trying to have a face to face for the end of September but the full 5 day tour, was too much time away so it isn't going to happen. Will have diversity opportunities tentatively planned for Forum.

On-Line New Staff Orientation

Claire Dixon, Robert Franklin and others have been working on this.

It looks well done.

Help Claire if she asks you to. Help her get this done.

It better prepares new workers and may help keep them longer.

Jessica – Are there funds for Spanish Translation?

\*CJ will find out.

Cary – let us know before Forum if mini grants will be available. Then they could talk about it at Forum.

**Next Zoom Meeting – November 20<sup>th</sup> at 9:00 am**