

## **TESA Board Meeting – Dec. 3, 2013, 1:15 p.m.**

Attending: Burton, Byrns, Hopkus, Hurley, Jeffries, Klose, Mitchell-Linger, White, Williams, Young

Young called the meeting to order.

Minutes of the last meeting were reviewed. Klose moved that the minutes be approved with the additional names of attendees that were noted in the group discussion. Jeffries seconded.

**Correspondence Report.** None reported as received. Young sent out an email to association members regarding James Supak's passing.

**Financial Report.** Klose presented the treasurer's report (attached). There is almost \$30,000 in the bank. Income and expenses are on target. We did well on attendance at the annual meeting and had good sponsorship this year. Board expenses have been light this year. No one attended the Public Issues Leadership Development conference and no one took advantage of the \$50 per chapter allowance to fund a meeting. Jeffries said that the Prairie View chapter probably would. Not much in expenses for awards recognition. We will need to add a name of a deceased member to the plaque at the 4-H Center. Young will follow up on this with Warrick. We are giving \$150 to the V. G. Young Institute in support. The rest that we budgeted for support is to send Byrns to the 4-H Foundation board meetings. We still need to pay for a professional development grant awarded to Ag. Communications for purchasing software. We will probably show a gain of \$5,000 income over expenses for the year. It will be good to have the extra for the San Antonio meeting.

Klose presented the proposed budget for 2014 (same attachment as treasurer's report). It is mostly the same as before but planned some extra in anticipation of expenses for the San Antonio meeting. The budget adds up to a loss of \$5,000. This is because of the professional development grant. Mitchell-Linger asked if Klose was suggesting that we back off from awarding the professional development grant and Klose said he didn't think we need to. Burton asked when you estimate for a loss, how do you recoup the money the next year? Klose explained that the professional development grant comes from money we have saved. For anticipated annual meeting costs, we hope to bring in more with higher attendance, and, historically, we have made more when the meeting is held in a less expensive location. Young said if there was a general consensus, we will submit the report to the audit committee. Hurley made the motion; Burton seconded it. All in favor. Klose said that because of the change in the fiscal year to a calendar year, he will submit the report to Burton and Harris at the first of the year and they will bring a report back to the spring board meeting.

Klose said that he is looking into ways to offer payment by credit card. Hopkus said she would send him contact information about eStrategy Solutions. Klose has checked into the option of using the Texas Extension Education Foundation in Agricultural Economics do it. They will probably charge 5 percent. Hurley said 5 percent is standard. Klose is also looking into Paypal. He would also like to offer on-site payment with credit card. He asked the group if with the added expense of offering this service, is it time for an increase in dues to cover the technology fees. White suggested adding to the registration fee for the annual meeting. Klose said raising the registration fee to \$80 is still quite reasonable. Mitchell-Linger asked about security issues related to the technology. Young asked Klose to check into that and report back to the group.

**Texas 4-H Youth Development Foundation.** Byrns reported that Jim Reeves will retire at the end of January. There will be a teleconference on December 17 regarding his replacement. The next meeting is in January and Byrns plans to attend.

### **Standing Committee Reports.**

Nominating – No report. Will report in April.

Audit – No report. They will start in January and give a report in April. Byrns asked if the association has an external audit. Klose said not that he is aware of. Byrns suggested we look into it after the audit committee finishes their audit. Hurley agreed it would be a good idea. Klose pointed out that we will need to pay an accountant or we can have someone outside of the association do it. Hopkus suggested Wayne Hayenga. Klose said that he is not completely external to the agency. Byrns noted that the System might have some protocols to follow. Klose will check on it. He said if we are going to do this, we will need to add it to our bylaws and constitution and have the membership approve it.

Membership – Klose reported a total of 183 members—45 paid members, 15 first-year members, and 123 lifetime members (same attachment as treasurer's report). January will be the time to pay dues again since we switched to a calendar year. Young met with Cavanagh regarding a membership social during the Centennial Conference and relayed several items. Cavanagh has suggested Monday evening for a TESA social but that would require that people come early to the conference. There is already a reception scheduled for Tuesday at 5:30 p.m. Williams suggested having something at lunch, Burton suggested 1:00 to 3:00, and Young suggested noon to 2:00. Byrns said we should find out more about the extent of the Tuesday reception before deciding against Tuesday night. Young will find out more at the next planning meeting on December 12 and email everyone. If we don't have a social, Cavanagh will send out a letter to the members requesting dues.

Awards – Young said there is no real activity until the end of February. The association approved changes to the nomination process at the annual meeting

last summer. Burton volunteered to help Payne with the awards and scholarship logistics.

Scholarship – see above

Retirees – Warrick has updated the lifetime members list. Jeffries asked what the requirement is for lifetime membership. Klose said that you have to be a member in good standing and active in the association for 3 of the 5 years before retirement. If you haven't paid in the last 3 years, you can pay \$60 to be a lifetime member.

Industry liaison – Young said that Smith has agreed to serve another year with Yate's and Young's help.

2015 annual meeting – Mitchell-Linger and Jeffries are looking at the T Bar M in New Braunfels and at the Hilton Garden Inn in downtown Austin. The T Bar M has quoted a price of \$85 a night. She said that we can't bring food into either place. The Hilton Garden's quote per night is \$140 per night for double queen beds. Parking overnight is \$21. Byrns said the worst-attended annual meeting we've had was in Austin. Hurley said she had the same problem with a statewide meeting because of the high hotel cost and parking. Young was concerned that the \$150 a night price might discourage people. Young asked if we had to guarantee a number of rooms. Mitchell-Linger said that neither of the two hotels said anything about a requirement to guarantee rooms. She pointed out that the T Bar M is family-oriented and that Austin might attract younger people. The group said New Braunfels has the river, outlet mall, and Gruene Hall. Klose noted that having it in Austin after this year's meeting in San Antonio would put two meetings with downtown locations back to back. Young added that it could also put two more expensive meetings back to back. Hurley suggested Fredericksburg or Kerrville. Klose asked about food costs. Mitchell-Linger said that the T Bar M is \$12 for breakfast, \$15 for lunch, and \$18 for dinner. But at dinner we're usually not there. There are several restaurants close by. The Hilton Garden is \$14 for breakfast. Hurley estimated that lunch would be \$16 to \$20. Mitchell-Linger recommended the T Bar M as the location for the 2015 annual meeting. Jeffries seconded the motion and the motion carried. Mitchell-Linger will check on available dates for the meeting.

Promotion Task Force – Young reported that Granovsky is working on this and will have a report at the spring board meeting.

Collaboration Task Force – Mitchell-Linger reported on the survey results (attached). Grant writing, professional improvement, career ladder advice, scholarships for professional development, and mentorship were all topics that received a good response from those taking the survey. Jeffries suggested ranking these topics from highest to lowest by demand/interest. Young proposed that Mitchell-Linger and the annual meeting planning committee use

the ranking in their planning. Hurley recommended Patt Junek as a presenter for grant writing. Young added that at the recent SALE meeting career ladder, employee retention, performance review, and cost recovery were all “hot topics” that the administration is interested in.

Website – Jones reported via email (attached).

### **Unfinished Business:**

2014 annual meeting – Will be at the Menger Hotel in San Antonio, July 16-18.

Chapter Directors – There are a couple of vacancies. Young has asked Cavanagh to look at combining a couple of chapters. Mitchell-Linger said there are plans for chapter director training. Young will visit with Cavanagh about this.

Professional Development – Young reported that Crocker will head this committee and a letter (attached) will be sent out. Williams pointed out that the membership year needs to be changed to the calendar year under “qualification” on the letter and on the website if needed.

Tax Exempt Status – (Sales tax exempt) Nothing to report.

Administrative Guidelines – Klose noted that we have finished updating the association’s bylaws and constitution and are now reviewing the administrative guidelines. He hopes to report on this at the spring board meeting.

### **New Business**

Recognition/Remembrances – Covered in the membership and retirees standing committee reports (see above).

Life Members- Young reported that there are 123 life members (also see above).

Board meeting expenses – Jeffries moved that they be approved. Burton seconded the motion. All in favor.

2014 Centennial Conference and TESA Social – Young will follow up with Maryland Mitchell on this.

Young reviewed with the group the questions to submit for the administrators at the PEAC meeting later that evening. Topics included mentoring for program specialists, and technology for delivering educational programs.

The meeting was suspended at 5:15 p.m.

**General Assembly Dec. 4, 2013, 8:05 a.m.**

Kim Miles called the meeting to order. Association presidents were introduced and each one introduced their board members.

Doug Steele:

Has launched professional Facebook and Twitter sites. Excited about our 100<sup>th</sup> anniversary. What a great time to talk about where we are today, but more importantly what is our vision for the future. Talking about vision can be challenging because most visions can take resources and we've been resource-stressed in previous years. Talking about a future means that some things we're doing now may not be a part of that future, so it's difficult. Because when you leave something behind people feel like you're leaving them behind. When you look at the future, there are so many things out there, it's difficult to tell which ones are the most appropriate for what we are and what we do and what we'll be best at. But when we talk about leadership and vision, that's not going to be solved on the fifth floor in our building where we reside. It's going to be solved with you as leadership in the associations stepping forward. Thank you guys. I can't thank you enough for what you do. I hope you enjoy the holiday season and some time with family and friends.

Darrell Dromgoole:

County program updates –

Comprehensive review of the onboarding system: It takes a lot of coordination to onboard an agent. We're reviewing it in the next 8 to 10 months and will come back hopefully with a better system that enhances our ability to have agents be successful early in their careers. Agents need some wins right off the bat so they can be successful early in their careers. It takes all of us. Agents need to be mentors to new agents. Take it seriously and have time for talking to the new agents. They need to hear the good things as well as the bad about our careers. This is a career, not just a job. Help build that kind of pride in our new employees. We've got to simplify our onboarding. We make it too complicated and pile all this stuff on them. We've done an evaluation on new employees to find out what's not working, what is working. It's not all broken but there's some tweaking we need to be doing. We will make decisions based on empirical data, not just on what we hear.

Everybody thinks we have high turnover. With 560 positions, nonretirement separations from the agency—that includes terminations, people who quit because the job is not what they thought it was going to be—averages about 38.7 since 2007. That's less than 10 percent turnover. Literature says less than 15 percent is good.

Performance review and career ladder – A committee is meeting about this next week. The two systems developed at different times. We're making sure these line up. So, when you get through with your performance review, you should know where you stand with the career ladder. We're looking at what we're evaluating

agents for and are we rewarding for the right things. We hope the timeline is that we can have this done in the summer and in the fall roll it out and have a training.

Four positions with water funding from the legislature:

1. Added a horticulture position in Lubbock County to focus on water programs.
2. Joint partnership with West Texas A&M University to look at a unique partnership between university and county programs to establish a county position in the Amarillo area.
3. Position in Bexar County with the Institute of Renewable Resources doing water research and delivering Extension education programs.
4. Position in Rio Grande Valley

We will have a search in El Paso and Tarrant County for county directors positions.

We appreciate all you do. You have the most important job in the community. You deal with people's livelihoods, you deal with health and well-being, deal with the leadership of the youth. Spend time with your families and friends during the holidays.

Susan Ballabina:

Expressed appreciation for having this opportunity to be on the administrative team. Very excited to have the opportunity to focus in with the regional program leaders in program development and think about how we can move the agency forward. Started new position on September 1. Three regional program leaders have already been appointed. Hopefully will have the other two regional program leaders appointed by the end of this week. Will meet with all 12 regional program leaders in January. As Dr. Steele says, our agency strength is in our people, programs, and partnerships. So, she is thinking about our regional program leader planning opportunities in that framework.

People – The regional realignment gives us an opportunity to enhance what we are able to do with just two districts in a smaller geographic area. RPL have more role in recruiting people and the onboarding process. Also provide subject matter training to help agents be successful in their jobs.

Programs –

- Share what's working well across the state and facilitate sharing of successful programs.
- Evaluation – Find the most efficient way to evaluate and get the best data that we can.
- Technology delivery – Need to focus in on a few areas across all disciplines where we can test new technology delivery models.
- Specialists/agent interaction – Be a conduit between agents and specialists. Do a better job of creating teams of agents and specialists where everybody is working together toward the same goals.

Partnerships – Creating and identifying partnerships within each region to enhance programs and create more resources at the county level.

These are the kinds of things we are going to talk about when we get together in January. Excited about this new position and the opportunities that have been given to me. I appreciate the way that people have welcomed me to this role.

Chris Boleman:

I want to thank Darlene and Mark for hosting us.

Texas 4-H Foundation – Sarah Hamm is the sole finalist brought forward for the new executive director position.

4-H enrollment is up – We had an initiative called Let's Go, Let's Grow. We're up as of November 15 about 1500 kids.

The club experience is important. New spin club concept has helped.

One Day 4-H – more than 17,000 involved in that one-day activity. When we go across the country, people are asking about how that works. I'd really like for that to be a national 4-H day for 4-H.

Tax filing – We'll file January 14, 2014. Transition Texas 4-H, Inc. to stand-alone 501C3 to cover all the clubs. There are over 2,000 clubs in Texas. We are now on a 4-H calendar, not on a calendar year. We used to file on May 14; now the deadline is January 14, 2014.

Chartering - Because we are a 501C3, all 2,000 clubs have to file the same way or we risk the status of entire Texas 4-H, Inc.

Volunteer Management and Leadership – Trust and communication are important. We've got to move communication to better connect with our people (kids and volunteers).

Questions from the group:

Is there any help for associations that go to national meetings? Steele said that in Montana they gave enhancement funds to associations. He would like to do that here.

Meeting adjourned at 9:00 a.m.

**TESA Board Meeting resumed at 9:05 a.m.**

TESA meeting with administrators:

Young welcomed the administrators.

### *Mentoring*

Young: We feel there is a need to have a mentoring program for program specialists across the board. Some departments are doing a fair job, such as Ag. Eco., but there are some departments, such as Ag. Comm. and IT that might need some guidance from y'all.

Steele: We have to figure out shared services arrangements (Ag. Comm./IT). I believe in shared services, in maximizing our resources. But it looks like in that model not only did Extension lose our ability to provide direct [?] assistance, we also lost a lot of direct support we received in the past. Not saying it's good or bad. It is the system we have now. But, I think at the administrative level in AgriLife we need a bigger conversation about shared service all the way from distance education, to technology, to marketing communications.

Young: TESA was instrumental in developing the process of the career ladder/mentoring program and we would like to work with administration on this. We have set up a task force to start looking at that and make recommendations back to y'all. [Nancy Granovsky is leading it.]

Steele: TCAAA leadership meets with us prior to board meetings. It's good for us because we know what your association is thinking and we can react in more detail. You get your individual attention and if we know your agenda in advance and some of the discussion topics, we can bring the right people in the room. I would love for you to do that. One thing at this meeting last year, the one request I got from this association is to figure out how we're going to do the vehicle rental and reimbursements. And I haven't forgotten it and we've talked about it. And I've looked with Donna Alexander at how that policy works and why. And we're at a different place today where we can really step back and look at the vehicle thing because we can actually do something about it. I would rather be sure we do something that has a plan of why we're doing it versus just changing the system.

Young: Dropping to 40¢ made a lot of difference.

Steele: We're still looking at the problems and aspects and I want you guys to be a part of that when we get it.

Young: We appreciate administration's commitment to TESA. Not all departments do.

Steele: I think you change that perception by showing the value that you add to become a member. When people start looking at leadership and vision for Extension, it's going to be led partly through the associations. They're going to say I need to have a voice and be there. I think how you put together your statewide meeting . . . I thought the last one was a great agenda. We've got to make it where people are missing something if they don't participate. We're going to work hard with you guys to get it to the point where this is the place to be in your profession.

Klose: Mentoring will help with this. Interaction with other specialists is important. I think our department is handling this well. But when I talk to people in other departments, it's not that way.

Hurley: With the current career ladder it helps to have someone help you.

Boleman: We have a lot of program specialists in 4-H with the same struggles. Andy Vestal did when he was president of the association is he got me involved by putting me on the program in the annual meeting program. As far as promotion packets, I remember we had a panel discussion with about four people on it to help us because it's not just one-size-fits-all and help us figure out what fits you. So, that's one thing I would suggest to you.

Young: The technology issue we brought up, you addressed very well last night. Need more continuity. Things are happening piecemeal. Some states are ahead of us.

#### *Coordination with Prairie View*

Young: The other point was on the scholarly pursuits. One of the things we're trying to do in our association is work closer with Prairie View. I guess I might want to have Darrell comment on your coordination efforts so our Prairie View members will understand what you're doing now.

Dromgoole: We talk very frequently with Carolyn Nobles and basically my counterpart, Williams, at Prairie View. We have quarterly meetings where we sit down and talk about strategically how we're going to look at future positions and just various topics that relate to coordination of programs and ensure we are operationalize and concept of a [\_\_\_?\_\_\_] program in a county. And I think that that's probably in the 5 years that I've been in this role it's a strong communication that we've had at that level then probably ever in terms of being able to sit down work through—we do have some obstacles at times when you take two systems with different processes and systems. Administration should deal with some of this, not specialists, not agents. The reality is that funding may drive things a certain way and those are realities that we will have to continue to work through. But I'm very pleased with that coordination at our level.

Boleman: On the 4-H side, Dr. Draw-Hood and I try to meet every other month.

Young: A collaboration task force with Prairie View has been formed that we started within our association to have a better working relationship.

Hurley: Thanked them for offering to pay for people coming to the Centennial Conference.

Steele: I want to back up to the CEP conversation. I knew Dr. Johnson and consider him a friend prior to our ending up in Texas together and I'm embarrassed to say we

have not had a chance to sit down and have a really quality conversation. Based on the conversation last night and some of the ongoing, I'm thinking I can reach out and with Susan on board now in programming, we just need to get together and not even have an agenda and just say what's important to you now, what are you working on. As Darrell says, there are parts of the system that are never going to mesh well but communication should not be part of that. So I'll reach out to Alton and we'll take advantage of just spending some quality time together.

Burton: Thank you. This is my first time at a board meeting and I've been overwhelmed at not only the commitment to the family and looking at the whole person. Work is important but family is the important part of the person. So I want to thank you for that.

End of meeting with administrators.

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Board meeting reconvened:

Klose asked for a recap of the technology question from last night's PEAC meeting. Young said that Dr. Steele is going to take comments from the meeting back to Holly Jarvis and IT. He wants to move forward on all the technology from webinars to apps to whatever.

In regard to the Collaboration Task Force goals, Hurley asked if there is a list with both A&M and Prairie View specialists. Jeffries said that she, Bowen, and Mitchell-Linger are working on a membership directory is being developed with the specialist's subject area listed. Hurley said that would be helpful.

TESA social at the Centennial Conference – Young reported that he learned at the PEAC meeting that the social will have heavy hors d'oeuvres and be over at 7:30. Because of the logistics of the conference schedule, he proposed not having a social but sending out a membership renewal letter via email. The email would promote attendance at the Centennial Conference. Jones said that chapter directors could use information to help with recruiting. Maybe create some marketing materials or email template so it's not just another text email. Hurley suggested the materials list the benefits of membership/accomplishments of some of the things we're working on in the subcommittees, task force, etc. We have to do a better job of making this valuable. Young asked Klose to work with Cavanagh to send out an email to the membership. Burton suggested that the association consider creating a lapel pin for a visible marketing tool.

Break at V. G. Young Conference in College Station - Young said that TESA has been asked to provide refreshments for one of the breaks on February 4. White, Cavanagh, and Mitchell-Linger will take care of this.

Registration for annual meeting – Klose and Candice Foster will take care of this.

Hurley asked what the date is for the spring board meeting. Young said that it is Apr. 29-30.

Mitchell-Linger mentioned that the new 1090 policy was discussed at the PEAC meeting. When someone leaves your department, 90 percent of the salary savings goes back to administration and 10 percent stays in the department.

Mitchell-Linger set a tentative date of February 25 to meet with the Menger Hotel in San Antonio concerning the annual meeting.

Meeting adjourned at 10:15 a.m.