

# North Region Ag/NR Blog

Danny Nusser | July 22, 2021

***Congratulations*** – The North Region was well represented at TCAA with numerous agents being recognized for great programs in 2020. Congratulations to John Villalba, Sierra Stephens, Christina Reid, Robert Scott, Scott Strawn, Leonard Haynes, Megan Eikner, Tommy Meek. JR Sprague did a great job of leading TCAA as president. Very proud of these agents and their work this past year and really all of you for the dedication and great effort put into making a difference with our adult and youth audiences.

***Coordinated Program Areas (Beef/Ranching and Cotton)*** – Just a reminder to meet with committees and submit issues identified via Qualtrics for Beef/Ranching and Cotton. This is due by August 13. I will request all other issues about that time frame. We will be working on these in breakouts on September 1 and 2.

***Program Development (Committees)*** – I mentioned last week about the importance of committee involvement in understanding the needs of your local audience. The development of your committee is so important in success or failure of your program. Here are a few things you should know about committees.

- Get the right members on your committee. This looks different in every county but having ***diversity is key***. Committees should represent each commodity grown, ag producers/business/agency representation, and both young and older producers. Involving young producers in conversations about issues, programs, and deliveries will be key to future successful Extension education. You want the best on your committees and those not afraid to speak their minds.
- Meet regularly and have your members engaged in the meetings. I know 3 times a year is the requirement but ***engaging them more often*** will help build ownership and value in your programs. These do not all have to be face to face (some obviously do). Virtual, teleconferences, etc. are appropriate especially during busy times of the year.
- Give them a job in developing programs and during programs. This builds ownership in THEIR programs. They should attend meetings and contribute at those but ***engaging them in planning, marketing, delivery, evaluation, and interpretation should be the goal***.
- Recognize them every chance you get. This may be at meetings or in newsletters, but it can also be by engaging them with specialist at meetings or taking them on a tour of something of interest. ***Make being on your committee a special thing*** for committee members and viewed by all producers as a valued position in the Ag community.

***Microsoft TEAMS Communication*** – I'm trying to put everything on the North Region Ag/NR TEAM so that you can see updates, recordings of trainings, examples of program deliveries, evaluation questions, etc. I'd like to eventually have a location you can go to find information and be informed. Make it a regular stop to see information. Still learning but I'm committed to using it.

Horticulture 101 recording has been loaded on this link along with others

[https://www.youtube.com/playlist?list=PLPdZPvt3t5No9xZMbbR\\_H33XMUDuWELoB](https://www.youtube.com/playlist?list=PLPdZPvt3t5No9xZMbbR_H33XMUDuWELoB)

Don't forget the Small Grains training with Dr. Jourdan Bell on July 29 at this teams location

<https://teams.microsoft.com/l/meetup->

[join/19%3a5887bd6c79094c61ae598d194dc796fa%40thread.tacv2/1625257717908?context=%7b%22id%22%3a%229fd7580a-6472-4d9c-a142-d131d3a7a116%22%2c%220id%22%3a%221191e89b-a8b9-44e5-9bc8-1f54beb7d01f%22%7d](https://teams.microsoft.com/l/meetup-join/19%3a5887bd6c79094c61ae598d194dc796fa%40thread.tacv2/1625257717908?context=%7b%22id%22%3a%229fd7580a-6472-4d9c-a142-d131d3a7a116%22%2c%220id%22%3a%221191e89b-a8b9-44e5-9bc8-1f54beb7d01f%22%7d)