

Partnership to Advance Cooperative Extension
Continuing the Statewide Dialogue Sessions

UC ANR Statewide Conference
April 11, 2013

AGENDA

9:15 Brief Overview of Partnership to Advance Cooperative Extension

- Alec Gerry, UCR PACE member

- Charge
- Timeline
- Process and Results to date

9:45 Small group discussions with PACE members around two major topics requiring further discussion in order to inform the report
(20 minutes each topic)

10:30 Wrap up & outline next steps for UC ANR academics regarding PACE - Kevin Day, PACE Co-Chair

Charge to PACE Committee

The Academic Assembly Council (AAC) was asked to form a Committee to seek **broad input** from UC ANR academics related to the role(s) and responsibilities of CE Specialists and Advisors to support the UC ANR Mission and Vision.

The purpose for this Committee is to gather broad and diverse input which will provide important information as we move forward.





PACE Committee Members

Frank Mitloehner, Co-chair, CE Specialist, Dept of Animal Science, CAES, UCD

Kevin Day, Co-chair, CE Farm Advisor, UCCE Tulare County

Matteo Garbelotto, CE Specialist, Dept. of ESPM, CNE, UCB

Alec Gerry, CE Specialist, Dept. of Entomology, CNAS, UCR

Carolyn Stull, CE Specialist, School of Veterinary Medicine Extension, UCD

Steve Wright, CE Farm Advisor, UCCE Tulare and Kings Counties

Steve Koike, CE Farm Advisor, UCCE Monterey County

Brenna Aegerter, CE Farm Advisor, UCCE San Joaquin County

Joyce Strand, Academic Coordinator, Statewide IPM Program

Kim Rodrigues, Ex-officio, Executive Director, ANR Academic Personnel

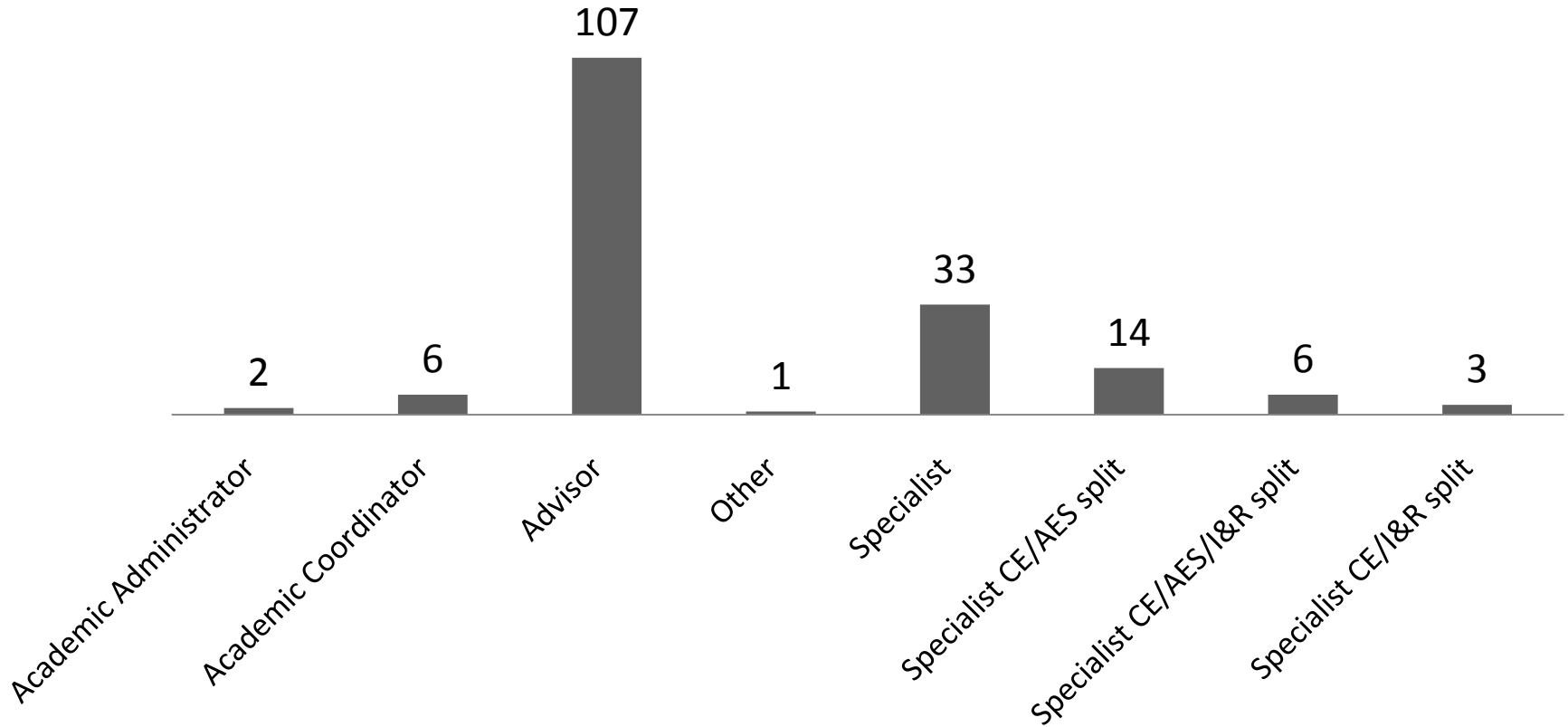
Katherine Webb-Martinez, Staff support, Program Analyst

Activities & Timeline

- Survey sent to all CE academics in October 2012
 - http://ucanr.edu/sites/pace2013/PACE_survey_findings/
- Listening sessions conducted in 5 locations across the state in January and February 2013
- Today's small group discussions
- Report to administration in June 2013

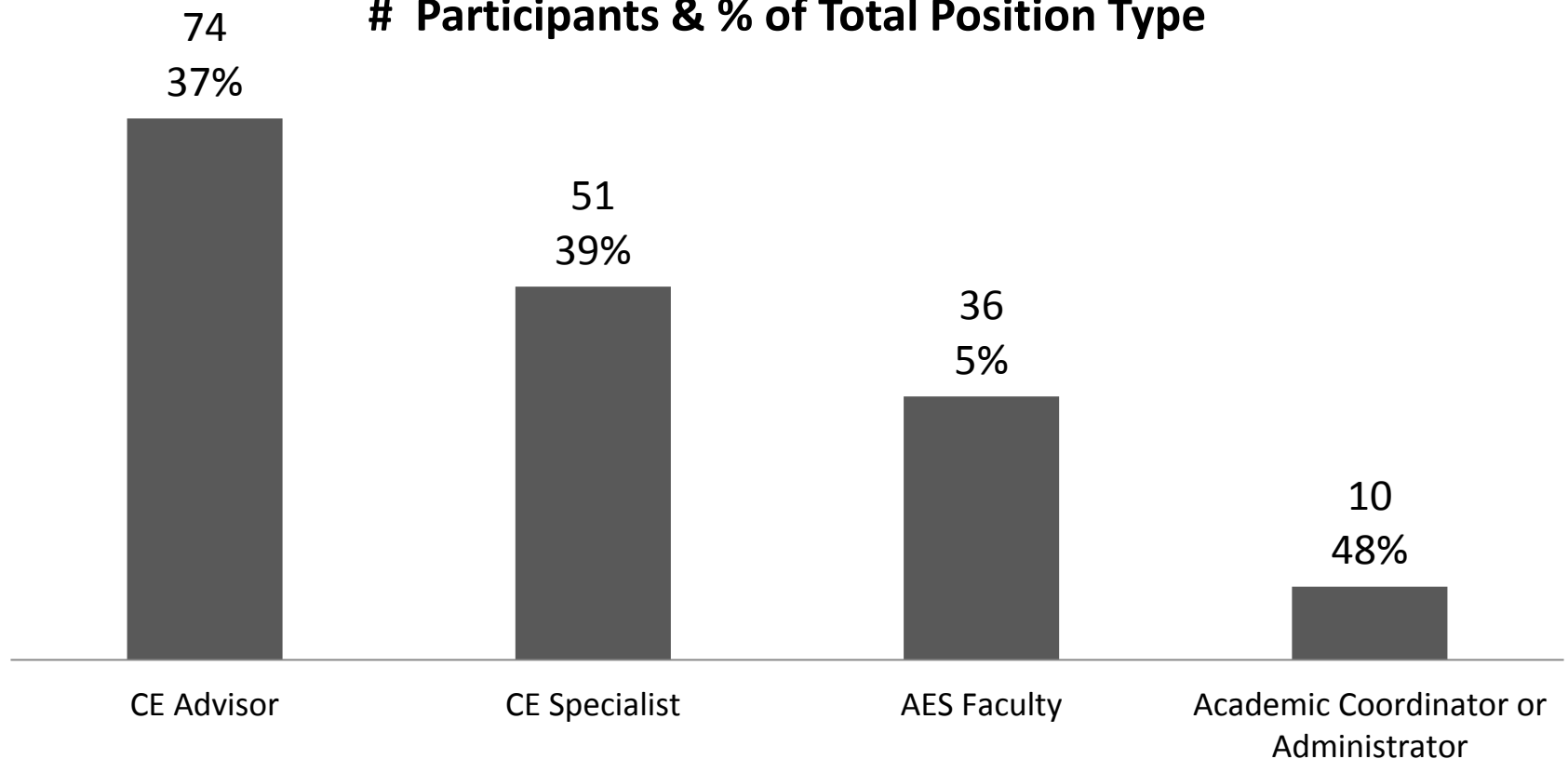
Survey Response: 172 Total

Respondents by Position Type



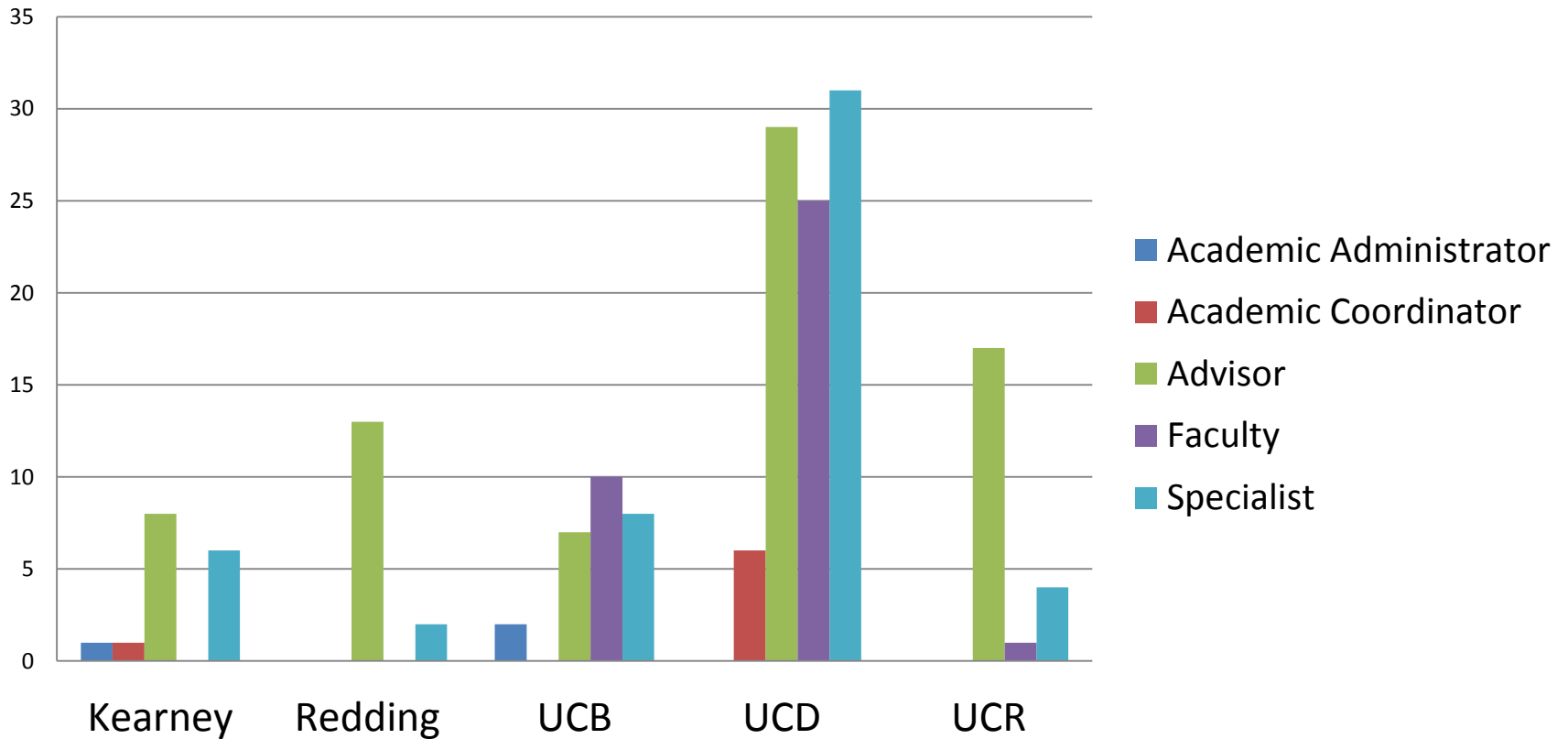
Listening Session Participation: 171 total

Participants & % of Total Position Type



Listening Session Participation

Position Type by Dialogue Session Location



External changes

- Clientele are more educated and sophisticated, many want more in-depth and technical information.
- Changes in technology have facilitated direct connections between clientele and Specialists. Advisor may not always be the link now.
- ANR faces competition in serving clientele (private industry, USDA, other University websites, etc.).

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Other Resources
Related links and websites

Meetings and Events
Information on scientific and extension opportunities

Blog
News and Events in Veterinary Entomology



California Veterinary Entomology

This website is produced as a service of the University of California to provide information on the biology and control of arthropods pests of animals (flies, lice, ticks, mites, fleas).

General Campus Information

University of California, Riverside
900 University Ave.
Riverside, CA 92521
Tel: (951) 827-1012

[UCR Libraries](#)
[Campus Status](#)

Department Information

Alec C. Gerry, Ph.D.
Assoc. Professor and Extension Specialist
[Veterinary Entomology Laboratory 367](#)
University of California at Riverside
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Mike Lewis
Website Administrator: michael.lewis@ucr.edu

Related Links

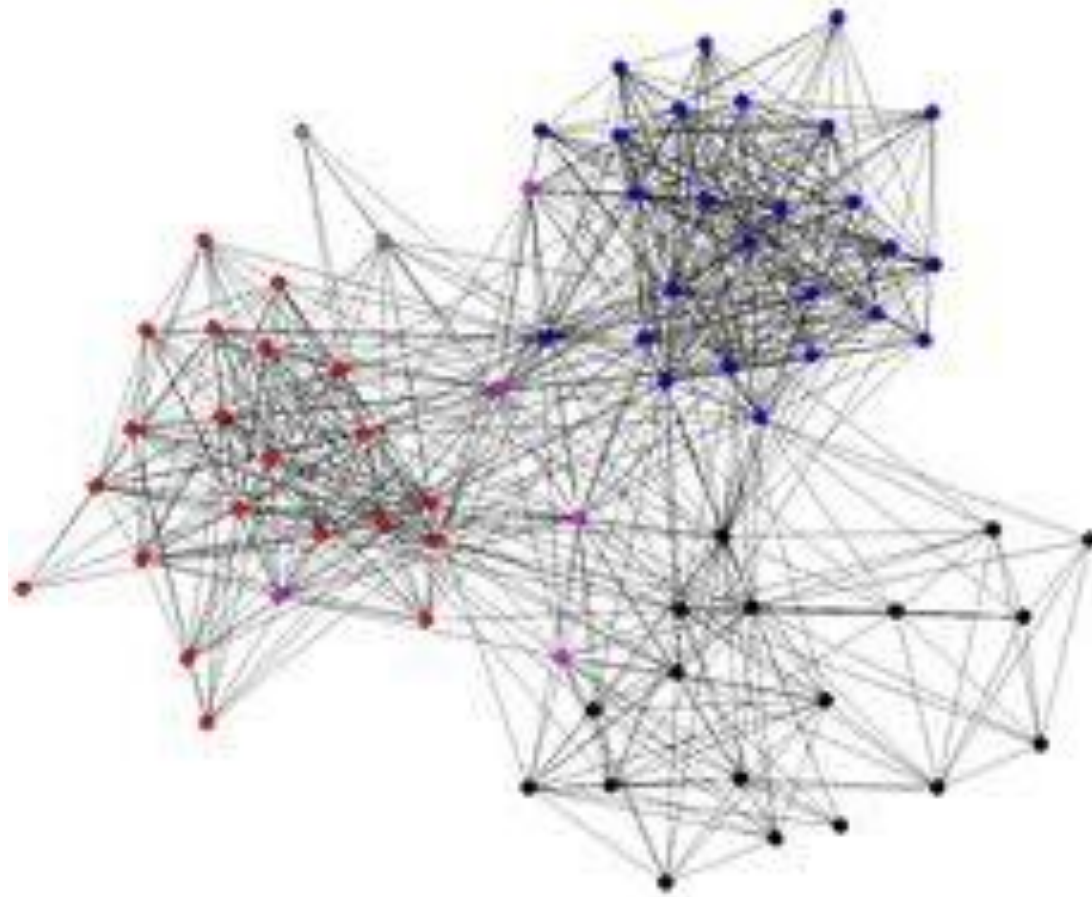
[UC Riverside Entomology](#)
[eXtension](#) (National extension website)
[US Poultry & Egg Association](#)
[National Cattlemen's Beef Association](#)



Status of the continuum?

- Traditional model of a continuum of knowledge is less valid now
- Current reality is described as a **flexible network**.
 - Perhaps no “fixed” roles for particular titles
 - However, lots of discussion about more clearly defining our roles
- “Advisors can no longer be everything to everyone” (be both generalists and develop technical expertise)
- Connections between nodes of the network are clearly weaker than in the past (fewer people, less time, more focused research programs)
 - But so many more nodes in a network!

Extension Network



Changes in funding of programs

- Reductions in hard funding support from state funds have resulted in greater proportion of program funding from competitive grants
 - Competitive grants generally fund research, not extension.
- Movement of all academics has been towards more focused research
 - Specialists' programs looking more like AES, advisors' programs looking more like those historically conducted by Specialists
- **Chasing grant money generally creates competition, not collaboration**
 - Individuals or small groups developing very focused research proposals.
- Many felt that ANR Strategic Initiative competitive grants were not improving collaboration



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Strategic Initiatives

Since the development and launch of [ANR's Strategic Vision 2025](#), the division has identified five (of nine) initiatives that represent the best opportunities for ANR's considerable infrastructure and talent to seek new resources and new ways of partnering within and outside UC to find solutions for California. The five initiatives are:

- Endemic and Invasive Pests and Diseases
- Sustainable Food Systems
- Sustainable Natural Ecosystems
- Healthy Families and Communities
- Water Quality, Quantity, and Security (recently added)

The Strategic Initiatives (SIs) have already held a number of conferences, developed five-year strategic plans, coordinated a division-wide competitive grants program, and are actively engaged in meeting the goals of the Division. The SI leaders also serve as members of UC ANR's Program Council.

[Healthy Families and Communities \(HFC\)](#)

[Sustainable Food Systems \(SFS\)](#)

[Sustainable Natural Ecosystems \(SNE\)](#)

[Endemic & Invasive Pests and Diseases \(EIPD\)](#)

[Water Quality, Quantity and Security \(Water\)](#)

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Supporting the network: How can ANR foster connections among academics?

- Mentoring opportunities to make new employees effective and successful
 - New employee orientation programs
- Networking opportunities to make it easier for people to find each other
 - People still need to meet face to face!
- Connections to AES need to be strengthened
 - e.g., GSE title at Berkeley - topic for small group discussion today
- Workgroups (independent of SI conferences/Program Teams) were an effective way that people connected and got things accomplished.
 - Small group meeting remains particularly valuable.

Program planning

- SI Conferences seem effective for those programs that are already organized under a statewide structure. Most others felt SIs were too broad to meet their needs.
- Funding currently going to ANR competitive grants could be allocated to baseline support for extension (vs. research), or perhaps to smaller “seed grants” to get projects rolling...
- Need for improved coordination between ANR and campus departments with respect to planning, hiring, and execution of research and extension programs.
 - Lack of \$ on campus directed toward extension

Positions/titles

- Specialists feel that being strongly linked to a campus department is key to success and impact
 - although some programs may benefit from being physically located off-campus (e.g., Kearney Agricultural Center)
- New position descriptions have larger responsibilities (both geographically and programmatically) – how is success measured in these positions?
- In the context of an extension network, what differentiates between Advisor and Specialist positions?
 - How do AES faculty fit into the network?

Visibility of ANR

- Most successful brand is UC, no need for ANR to expend energy to set itself apart from the campus or departments
- UC ANR publications are important to our visibility, how do we keep them relevant?
 - All digital publications?
 - Rapidly updating those publications that are already online

Questions?

For more information

<http://ucanr.edu/sites/pace2013/>