

**UNIVERSITY OF CALIFORNIA
Agriculture and Natural Resources**

**ACADEMIC ASSEMBLY COUNCIL MEETING MINUTES
April 18-19, 2006 –UC Berkeley**

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Preliminary results of CD roles and responsibilities survey
Guests' Remarks: VP Gomes, UCB CNR Dean Ludden, APPM PL Paine, NCMRD Rodrigues,
Trans Fresh President and member of UC and ANR Advisory Boards Jim Lugg

ATTENDANCE

Officers:

Stephen Vasquez, President
Chris Greer, President-Elect
Gloria Barrett, Past President
Leigh Johnson, Secretary

Committee Representatives:

Fe Moncloa, Chair, Personnel Committee
Ramiro Lobo, Chair, Program Committee
Jerry Higginbotham, Chair, Welfare and Benefits Committee
Dorothy Smith, Chair, Rules and Elections Committee

Campus Representatives:

Christy Getz, Chair, UC Berkeley Committee
Beth Mitcham, Chair UC Davis Committee
Bo Cutter, Chair, UC Riverside Committee

Regional Representatives:

Linda Garcia, representing NCMR Sub-Region #1 Committee
Lynn Wunderlich, Chair, NCMR Sub-Region #2 Committee
Morgan Doran, Chair, CVR Sub-Region #2 Committee

Others Attending:

Reg Gomes, ANR Vice President
Paul Ludden, UC Berkeley Dean of Natural Resources
Timothy Paine, ANR Program Leader for Agricultural Policy and Pest Management
Kim Rodrigues, North Coast and Mountain Regional Director
Jim Lugg, Trans Fresh
Mike DeLasaux, Chair-Elect, Personnel Committee
Howard Rosenberg, UCB Agricultural Labor Management Specialist
Bernard Lewis, UCB Entomology Specialist
Peggy LeMaux, UCB Plant Microbiological Biology Specialist
Bob Van Steenwyk, UCB Entomology Specialist
Max Moritz, UCD Wildfire Specialist

Unable to Attend:

Paul Vossen, Chair, NCMR Sub-Region #1 Committee

Anna Martin, Chair, CVR Sub-Region #1 Committee
Jodi Cassell, Chair, CCSR Sub-Region #1 Committee
Darren Haver, Chair, CCSR Sub-Region #2
Christine Casey, ANR Assistant Vice President

Fall 2005 Minutes were approved.

**ACTION ITEMS AND CORRESPONDING RESPONSIBLE PARTIES APPROVED BY
ACADEMIC ASSEMBLY COUNCIL IN RESPONSE TO ISSUES AND DISCUSSIONS**

Rules and Elections Committee

- Dorothy Smith will send ballot by first week of May. Leigh Johnson will send spreadsheet of advisors, CDs and academic coordinators downloaded from ANR directory – a few may be missing. She will also send instructions for creating a list-server from the spreadsheet, as well as the link to the specialists' list-server. Dorothy will send a call for committee volunteers. Chairs should send recommendations for committee members by June 1. Dorothy will hold a conference call of Rules and Elections Committee to appoint members to standing committees.
- All committees need to select a Chair and Chair-Elect and advise Dorothy.

Personnel Committee

- Continue to develop online submission process for Program Review Dossiers and streamlining the merit and promotion process. Work with online DANRIS system to integrate annual evaluation and program review processes.
- Fe will send Leigh the letter that was written to Rick Standiford on behalf of Personnel Committee to address issues regarding merit and promo process.

Welfare Committee

- Jerry Higginbotham will talk with Rick Standiford about legal issues regarding exit survey and express concern about the financial impact on staff of resuming contributions to UC Retirement System.

Program Committee

- Ramiro Lobo will address carry-over issues with Professional Society Travel funds. He will coordinate with Joni Rippee and ANR Report regarding announcement of call for these funds.
- Ramiro will follow up with Rick Standiford regarding availability of funds for Distinguished Service Awards. He will initiate the nomination process for these awards.

Standing Committees

- The chairs of the four Standing Committees will each create a calendar of their events, e.g. when calls come out, when things are due. They will submit to the AAC Secretary by May 31, 2006.

President-Elect – AAC Budget

- President-Elect Chris Greer is preparing the AAC budget for 2006-2007. He will decide when to conduct the additional AAC meeting, whether by conference call or other long distance means, and budget for it.
- If Distinguished Service Awards will be given annually, Chris will work with Rick Standiford on a budget for them.

- President-Elect Chris Greer reported that Rick Standiford has questioned whether AAC funds should be spent for other purposes.
- Personnel Committee Chair Fe Moncloa requested survey software that can export results to a spreadsheet and easily create presentations.

President

- AAC President Steve Vasquez reported that we cannot continue to carry over funds; we must spend them. He will advise AAC of available funds that must be spent by June 30, 2006.
- AAC President will work with Rick Standiford and Program Council to request that calls for volunteers for service on PPACs, Design Groups etc. be circulated widely.
- AAC President will request a joint, annual meeting of AAC and Program Council with an agenda of items for discussion.
- AAC President will approach the UCD Specialists Advisory Committee to offer AAC assistance with long-term strategic planning.
- **[Discussion:** Farm Advisor is an archaic term. ANR should make conscious effort to refer to Advisors.]
- Bo Cutter will collect list of advisors and specialists who are affected by ANR policy on grants from SWRCB. He will email AAC members to request this information. AAC President, Bo Cutter and affected people will jointly draft a letter to Reg Gomes and Christine Casey.

Executive Committee

- AAC Executive Committee talked with Associate Vice-President Standiford about summarizing issues regarding consulting. AAC President will touch base with Rick on status.

HIGHLIGHTS OF REPORTS AND GUEST PRESENTATIONS

AAC President's Report

1. AAC President corresponded with the Vice President and Associate Vice President, who reported that the Fall 2005 AAC meeting was one of the best he has attended in terms of views and ideas. The AVP has worked on some of the issues with AAC committees since that meeting. AAC President has met many new UCOP staff.
2. AAC President attended UC President's breakfast in Fresno with stakeholders, primarily leading farmers and news media. Media questioned CE's ability to share information with other countries, which Californians have paid to develop. President Dynes said CE brings good information first to California which increases competitiveness in world market. Some farmers have enterprises in other states and nations, so they benefit. We also import knowledge.
3. President has been working with Karl Krist to make the AAC web page more user friendly. For example, you can see the committee list, click on a committee and get an email link to the chair. URL is: <http://ceaac.ucdavis.edu> Minutes are in the Documents folder. They will put a link to the AAC website onto the ANR portal. AAC suggested means to improve AAC website accessibility and ease of navigation.
4. AAC President will speak about AAC at new employee orientation April 25-26, 2006 in Sacramento at the Radisson Hotel.
5. Chris Greer will become President in July 2006.

President-Elect's Report

1. President-Elect will continue to build relationship with AVP Rick Standiford, who is open to suggestions from AAC.
2. President-Elect is developing a 2006-2007 budget. AVP Standiford suggested AAC have a third meeting. AAC discussed having a video or web conference meeting, perhaps as needed.
3. Last year AAC had \$10,000 unused funds, which were carried over, which may not be continued.
4. AVP Standiford was requested to fund a study of responsibilities of agents in other states to determine whether California advisors are comparable to specialists or agents. Welfare and Benefits could not find a peer group when they addressed the issue two years ago.
5. President-Elect will send potential dates and locations for AAC meeting in October or November.

FULL COMMITTEE REPORTS ARE POSTED ON THE AAC WEBSITE

<http://ceaac.ucdavis.edu>

STANDING COMMITTEES' HIGHLIGHTS PRESENTED AT MEETING:

Rules and Elections:

1. Rules and Elections Committee has one vacancy and one nominee, Jennifer Hashim-Buckley.
2. Committee chairs please identify a chair-elect, recruit potential members and forward names to Dorothy Smith, R&E chair.
3. Continuity on committees is important. To improve continuity, Dorothy Smith will continue as Rules and Elections Chair. Committee chairs please stagger terms to improve continuity.
4. Fe Moncloa has been nominated for President-Elect.
5. Discussion: Combining sub-regions would create a bigger pool for committee members. This would require by-laws revisions.
6. Discussion: Rules and Elections Committee could place an article in ANR Report to recruit volunteers for AAC committees and nominees to be elected to Rules and Elections Committee and to position of President-Elect.

Personnel Committee

1. Status of peer review chair training and ad hoc committee reports was provided.
2. Personnel Committee developed concept to streamline merit and promotion process and conducted a pilot in 5 counties. They surveyed advisors who participated and all supported it but two, who suggested further streamlining. It is based on annual evaluations. Favorable annual evaluations would enhance likelihood of favorable merit or promotion action.
3. Survey of people who completed a program review this year, as well as CDs, RDs and Program Leaders: Of 61 candidates, 34 completed the survey. 70% reported that it took less time to submit electronically. About 41% said it would take less time to do the next PR. Range of time to prepare the PR was from 38 hours to 120 hours. Clerical support used ranged from 0 hours to more than 10 hours. Karl Krist was referred to the AAC Personnel Committee website. Personnel Committee has asked SAC for guidelines on Academic Coordinators. Fe reviewed suggestions for process improvement, challenges in using the online submission and suggestions for technical solutions.
4. Discussion: Q: How are incomplete PRs handled? A: Two incomplete PRs were submitted, one of which was because the secretary was asked to upload for the candidate. The other person uploaded incorrect files.

Program Committee

1. Professional Society Travel grants are the committee's primary activity. 49 were funded at \$450 apiece; there is a balance of over \$16,000.
2. Program Committee will request nominations for Distinguished Service Awards in June.
3. Discussion: Placing the call for Professional Society Travel requests and for Distinguished Service Award Nominations in the ANR Report would greatly increase applications. Set aside enough funds per quarter to cover travel support requests.

Welfare and Benefits Committee

1. Welfare and Benefits Committee reported on exit interviews and failed academic searches. Committee asked whether UCOP or Regions should manage exit surveys. They modified exit interview form; will work with Regional Directors to compile information on failed searches.
2. Discussion: Human Resources staff in the UC system should organize, coordinate and conduct the surveys, because of legal considerations. Vice-President Gomes asked AAC to do it. Welfare and Benefits Committee will discuss the issue with Human Resources staff at UCOP. Committee should first meet personally with Associate Vice-President Standiford.
3. Discussion: AAC members are concerned that resuming contributions to UCRS will more than negate the catch-up salary increases under the UC Compact with the Governor.
4. UCCE staff in rural counties have few health plan options.

CAMPUS COMMITTEES' HIGHLIGHTS PRESENTED AT MEETING:

UC Berkeley

1. The top candidate for Forest Products Management Specialist (Rick Standiford's old position) will be announced the week of April 24. John Battles (Chair), Gary Nakamura, Jana Valkovich and two faculty served on the search committee.
2. UCB hosted the Natural Resources Continuing Conference in the Faculty Club during March.
3. College of Natural Resources Dean Paul Ludden reported that two more positions must be vacated before UCB Specialist support funds can be raised to \$30,000 apiece, though specialists will not receive it all directly. New positions will likely be postponed until after the support funds reach \$30,000 apiece. Joann Ikeda will retire this year.
4. UCB Specialists' Advisory Committee meets monthly. One member attends monthly Dean's Council. For second time, a CE specialist has won the best new faculty award.
5. Specialists need adjunct status to have graduate students, but can serve on committees. Christy Getz does not have adjunct status, but works with UCB and UCD graduate students.
6. AAC members are eligible to affiliate with UCB College of Natural Resources. Affiliates will receive a UCB ID and library privileges in person and online.

UC Davis

1. UCD Specialists Advisory committee meets monthly with deans and other campus officials. Annual meeting of all UCD specialists is Monday, April 24, 2006.
2. UCD Specialists Committee members are planning a workshop on vision for Extension for February 2007. Will discuss how well the continuum from AES faculty to specialists to advisors is functioning, whether model needs change, how to increase visibility of UC contributions and programs, and technology tools to increase our delivery.
3. It is important to struggle for equivalence via equal pay for CE specialists and advisors.
4. A committee will look at opportunities to offer programs independently from UC Extension, except that registration must be contracted through UC Extension.
5. Discussion: UNEX is very effective in advertising and registering people for short courses. Their fees are very high.
6. Currently each specialist receives \$18,000 per year for support funds of which the department takes the lion's share. Support funds will increase to \$30,000 per year per specialist after

which new positions could be filled. UCD will be able to hire in a year or two. Some commodity groups have been asked for short term augmentation of support funds to speed the process.

7. Dean Van Alfen proposed an Associate position for advisors to increase interaction with campuses. He will fund travel to support advisors' participation in campus meetings. Pilot project in Departments of Plant Sciences; Animal Science; Land, Air and Water Resources; and Human and Community Development. Specialists Advisory Committee recognized that advisors already can co-author papers and be PIs. Main value is increased communication, participation in planning, and better working relationships.
8. Discussion: Advisors request that UCD specialists inform them when working in their counties, so the advisors are not blindsided by questions, etc.

UC Riverside

1. UCR Specialists Committee reported that UCR specialists attend department meetings, but cannot serve as major professors. They are working on this. Career review in which you can jump a couple of steps is not available to specialists. UCR specialists with joint appointments as faculty can have graduate students; others cannot and it affects their status on campus.
2. UC ANR ruling on grants from State Water Board created concern that specialists will have trouble running their labs. A number of UCR specialists utilize State Water Board funds heavily. They may have to move from ANR if they cannot apply for SWB funds.
3. UCR Specialists must apply for the CE support funds, which are awarded on a competitive basis. Top tier near or slightly above \$30,000 in past two years; bottom tier is much lower. It is slanted toward younger CE specialists to help them get started. A small, additional allocation goes to the departments. In past it went through the department which took a bigger overhead.
4. Discussion: UCR is working to have all new specialists hired as joint CE specialist and faculty. UCB specialists do not belong to Academic Senate.

SUB-REGIONAL COMMITTEES' HIGHLIGHTS PRESENTED AT MEETING:

North Coast and Mountain Region #1

No report presented at meeting; see report on AAC website.

North Coast and Mountain Region #2

1. NCMR 2 Committee reported that advisors want administration to develop an overall plan for filling positions and covering gaps as advisors retire or leave, which will best serve clientele. Advisors are shouldering larger workloads as vacated positions are not replaced.
2. There is concern about how County Directors are selected, the increasing CD administrative workload, and the importance of CDs in working with county government.
3. Advisors are concerned about the effect of resuming contributions to UCRS, especially for new advisors at low salary levels.

Central Valley Region #1

1. Para-professionals are very concerned about contributions to UCRS; more on AAC website.

Central Valley Region #2

1. CVR 2 Committee reported advisors have strong concerns about compensation:
 - Assistant and Associate Advisors received adjustments but not Full Title.
 - Specialists, but not advisors, received adjustments.
 - Comparison to agents in other states is not appropriate.

2. Concern is growing over trouble filling advisor and CD positions. An internship program might groom new advisors; it could be funded by salary savings as higher title advisors retire. California Communities Program internships may be a good model for an assistant advisor. However, timing for such positions may not match availability of new advisor positions. For strategic planning counties could discuss when advisors may be planning to retire, although ANR cannot ask people directly. Results of such discussions could be compiled, though people may change retirement plans, as costs of living or other factors change.
3. Advisors are overloaded trying to cover responsibilities of those who leave or if recruited for “mega-positions” with too much responsibility. There is also concern that advisors are being recruited to fill a specialist’s role. Some industry money is tagged to particular specialist positions, increasing priority of those positions. A biometric specialist is needed.
4. Program Reviews are still too long. Comments on electronic filing were positive.
5. Some County Directors may be able to cover more than one county, especially if they have sufficient staff support.
6. Advisors are concerned about the effect of resuming contributions to UCRS.
7. Consulting could create a significant conflict of interest for CE, especially as compensation comes under public scrutiny. Opportunities are not equitable for all advisors. Recommend AAC survey advisors on the consulting policy, how many advisors are likely to be able to utilize it, etc.
8. Discussion: Consulting is not an adequate substitute for salary increases. AAC members agreed that consulting opportunities are inequitable.

Central Coast and Southern Region #1

No report presented at meeting; see report on AAC website.

Central Coast and Southern Region #2

1. CE should do a better job serving urban centers and think more about natural resources, food systems and sustainable environmental horticulture.
2. CE is not replacing specialists on a timely basis and not necessarily replacing specialists with same subject area, leaving gaps in expertise, for example the UCD weed specialist working on trees and vines. Roles of NFCS and 4-H advisors need to be reviewed and in light of services provided by other community groups.
3. Advisors do not want to streamline Program Review process further, because the current system allows for reflection on career even though the PR process creates much additional work. Electronic process saved much time for office staff.
4. CDs should be like a Board of Directors for ANR and provide guidance to the VP.
5. Duplication between regions and UCOP increases the workload for county staff. Instead of hiring from ranks, consider hiring professional administrators who are familiar with CE.
6. 16% contribution to UCRS would be an undue burden. Cost vs. benefits of lower pay vs. freedom of position is near tipping point.
7. Honesty and transparency are needed between advisors and administration. Low pay, support and respect are discouraging. UCD Affiliate position reflects the separation; we should be part of Academic Senate. We should be interacting with all UC campuses, not just three.

SURVEY OF COUNTY DIRECTOR ROLES AND RESPONSIBILITIES

Dorothy Smith, Preliminary WELD Survey Results

Dorothy Smith and Shannon Mueller surveyed advisors on county director roles and responsibilities as part of their Western Extension Leadership Development training commitment. A high proportion of CDs will be gone in the next 5 years. Advisors are concerned about losing colleagues to administrative duties. The survey was sent to all academic advisors in 3 regions.

There was no cognitive testing and there were 104 responses, of which 65% were male. They will compare to subject group to see if it is biased toward male. They will also see how many CDs replied and if that swayed the data. They will present the survey to AAC again after more analysis. Highlights of preliminary results:

~ 63% of agricultural advisors responded

~ 43% of respondents were from large counties, ~ 48% for medium counties, ~ 8% from small
>40% had some experience as CD

Desire to be CD: 65% did not want; 18% neutral; 14% wanted

80% think CDs are important to mission of CE

95% think CD is important in interacting with local government

83% think eliminating CDs and having Regional Office assume county administrative functions is not viable.

NCMR RD: We want to minimize administration and maximize program. When a bi-county CD was proposed, one county saw it as a loss, because CD would not be based there. She has asked Program Council to address the CD problem, e.g. Department Chairs get support for their program and this could help incentivise advisors to take on CD roles. CD stipend range is \$2500 to \$8000-\$10,000 depending in part on size of county and budget managed.

HIGHLIGHTS OF GUESTS' PRESENTATIONS:

Reg Gomes, ANR Vice President - ANR Update:

UC audits, compensation, etc. in the media:

UC is receiving hundreds of FOIA requests for materials. Regents formed a committee to look into compensation issues and make recommendations for action; reported on April 13. Regents will hire Price Waterhouse Coopers to audit compensation issues; expect report to go back 10 years reviewing compensation, separation, conflict of interest, expenses for 32 top officers, including Presidents, Vice Presidents, Deans of Medical Schools. Report due April 24, 2006. Regents' committee investigated where we are and what we should be doing. PWC report will investigate what happened, i.e. it will be an audit. A state audit will use same data as PWC; it is due May 2, 2006. UC will receive state report 5 days earlier to review and prepare a response. Then Regents must decide whether to extend reports. We will see changes, for example more transparency. Expect flurry of reaction before June and probably also November elections. On VP's recent visit to Washington DC these issues did not arise. Issue is large in Bay area, Santa Cruz and San Diego. Other areas are aware of it. We are moving forward as though our reasonable request will be considered reasonable. UC's relationship with the Governor is as good as ever. When Dynes and Schwarzenegger were new, they met and discussed UC's contributions to California's economy. Governor responded positively and signed onto the Compact; he has been a strong UC supporter.

Resumption of Retirement Contributions:

There is a high probability that contributions will be resumed to keep system fiscally sound. In 2007 the 2% that now goes to the Defined Contribution Plan (DCP) will be diverted to UCRS and UC would match the 2%. It may turn out to be higher. Furthest out is 16% (8% by employees and 8% by UC). Most models VP has seen are equal contributions by employees and UC; some show more by UC; none show more by employees. In the past UC contributions came off the top of UC budget. UC plan is envy of nation and probably the most fiscally sound plan. He expects that UC will continue to provide retirement benefits to retirees, similar to current ratio to service.

If a new plan is instituted, current employees could choose between DCP and DBP (Defined Benefit Plan); new employees could not. DCP is probably a recruiting benefit for people who will

be here shorter term and people coming from another university with a DCP. TIAA-CREF typically administers such DCPs.

Health care benefits are under scrutiny and may be changed to a cafeteria style program.

Communications with the Legislature:

It is better to let the Legislature know what we are doing, than to ask for something specific. Go to the district office on Friday, because that is their day in the district and you will not be interrupted by the legislator leaving to vote. You can talk with them about what you are doing for people in their district. Once you have laid this foundation, they are more amenable to providing support. California has term limits, so legislators may be committee chairs in their first year. They're inundated. Best to work with them before they are elected, i.e. local leaders who are likely to be in the pool for election to the Legislature.

Salary Compensation for Advisors:

There is not likely to be a salary differential based on cost of living. UC is not interested in discussing it. Regents have put 126 positions into steps. We are more likely to see a better discussion of who gets what and where and how to pay the best people in order to hire them.

We cannot change the steps for Full advisors and cannot change the salary rates. An equity review, similar to those for faculty, would fix only 2-3 advisors per year.

Budget Augmentation and Hiring:

Each new specialist or advisor position has come through extensive discussion at every level. He receives a prioritized list of positions and has succeeded in filling 95% of them. He expects to receive the list of approved, new positions next week and will review it with respect to budget. Regarding failed searches, there has been some discussion of significant changes which may cause the position to be considered a completely different position.

Planning with respect to expected retirements in the next 5 years should occur sub-regionally; it is difficult to organize centrally. We cannot be specific to person and county but can consider major issues as positions come open.

AAC: Concern that PPACs set priorities, but little turnover means same priorities reappear.

VP: He does not review PPACs' membership annually. He agrees there should be turnover on advisory committees. Talk with CDs and RDs to make them aware of your interest in serving on PPACs, Design Groups etc.

NCMR RD: Ask Pat Day to explain how people can be nominated for such committees. I will discuss how to increase linkages of county needs, state priorities and known gaps. HR and Livestock/NR folks are doing such analyses.

AAC: Advisors are concerned that counties are creating unrealistic expectations for new positions to make them competitive when they are submitted.

Paul Ludden, UC Berkeley Dean of College of Natural Resources

VP, AVP, and AAC have done a good job in educating Deans on ANR.

He shared information on new CNR faculty who may be of interest to Academic Assembly members and distributed the CNR magazine, *Breakthroughs*. The Berkeley Institute of the Environment brings faculty together, launches new projects and moves on to the next one. CNR

is administrative home of this initiative. Academic Coordinator is Sharima Rasanayagam. He encouraged us to interact with BIE. Website: <http://bie.berkeley.edu/>

CE Specialists stand out among UCB new faculty. UC has high quality people overall.

Paul Gray, UCB Provost retires June 30. George Breslauer will be new Provost and Vice Chancellor. He will likely initiate changes. Jim Lugg serves on UCD and CNR advisory boards.

Timothy Paine, ANR Agricultural Policy and Pest Management Program Leader

He has been Program Leader for 10 months. The program area serves as a focus for 2 high priority ANR Core Issues: Invasive Species and Pest Management. He oversees:

Four statewide programs:

Agricultural Issues Center at UCD
UC Integrated Pest Management
UC Mosquito Research Program
Office of Pesticide Information and Coordination

Fifteen Workgroups:

Range of topics: Ag Mgt and Econ to Weeds

Range in size from 8 to >100 AES

Discussed roles of workgroups

Problems and Prospects:

- Need to communicate on responsibilities, rewards, respect to bridge the cultural divide between AES faculty and CE specialists and advisors
- Opportunity to identify emerging issues (maintain strengths, tackle new problems, engage emerging clientele, recognize changes occurring in California, prioritize what we cannot do in the same way as in the past. Small farms program has done a great job of identifying new clientele, e.g. Hmong. How will we identify clientele in urban areas? How do we adjust to engage individuals in urban areas?
- Many state legislators may not realize their constituents are receiving a benefit from CE. It is frustrating to see large cuts in AES and CE without hearing about it in media.
- Leveraging strengths (ANR funding initiative, engage other UC resources, engage strengths in state agencies, other universities, UC Exotic Species Competitive Grants Program)

Summary:

- Future lies in linkages: focus on critical issues, reinforce existing linkages and forge new relationships. Think and act in broad terms. Ensure that everyone who is affected sees they have a stake in ANR's programs and outcomes; it can be a hard sell in urban and suburban communities.
- Bridging the cultural divide between campuses and ANR is a slow process, e.g. 20 years ago specialists were incorporated into departments. On some campuses specialists have been given equal status with faculty; needs to occur on all campuses. Harder step is how to bring recognition of advisor community to campus community and vice versa. It's most effective to do this at the beginning of careers, so next week there will be orientation that brings new advisors, specialists and faculty together.
- We need to consider merit and promotion process for all, e.g. levels of responsibility and how people are rewarded. Very few campus faculty have any idea of advisors' reward structure. Advisors need to negotiate roles, responsibilities and rewards at the beginning of a collaborative project. The challenge is getting campus-based people to work in counties, instead of on campuses, on field stations, or with their own collaborators. AES faculty are hired on the assumption that they will include some amount of problem solving; not all buy into this philosophical perspective. Advisors can invite specialists, faculty to meet clientele in counties.

- Specialists and their staff are usually committed to grant-funded projects and not available to come to counties to help with a problem. He asks specialists for letters from discipline experts, clientele and advisors. It is a problem if a specialist is not working with advisors.
- It would be helpful to have a central place where information on all Division staff, their roles, expertise, etc. would be available. Executive Deans understand what is happening across the Division, but not at lower levels. Probably due to heavy work loads.
- Budget cuts to ANR were a major recognition of lack of understanding and value placed on ANR in urban and suburban areas.

Kim Rodrigues, North Coast and Mountain Region Director

- It is up to advisors to build relationships with specialists. Some people in ANR may not embrace its mission. However, during her sabbatic leave at UCB she saw many who are committed to the mission. It would be helpful to include cooperation and collaboration as part of the merit and promotion process.
- Compensation and UC budget issues in press may influence ability to receive budget augmentation via impacts on Pres. Dynes, who understands and supports the CE delivery system. All of our supporters are ready to go. UC Delivers, advocacy, Legislative district visits: it is refreshing that Reg and Steve are encouraging us to visit districts. Pam Kan Rice and Jeanette Warnert can provide media training. UC Delivers is an important outreach opportunity. Original purpose was to build tools to take to Legislative districts.
- We need to work on setting priorities and building relationships. ANR's nine themes are very broad – advisors should ask their CD to share themes and timeline; Kim will give to specialists.
- Shares advisors' concerns about creating "mega-positions" to make them competitive. For example, people with expertise in nutrition don't necessarily have expertise in youth development, yet we are creating combined positions. Once funds are allocated to positions, we need to discuss with CDs and advisors what is realistic as PVAs are written.
- ANR listening sessions found that county basis is strength of Cooperative Extension. Some programs are considering placing advisors in centers, but we need to consider how to maintain relationships and links to communications. Deliberations should take place in forums like AAC.

AAC: CDs need to work with Boards of Supervisors so that new positions also meet their priorities and consider other characteristics of the local region. We need to consider what we do well and what our core values are. We also need to decide what we are not going to do. There are huge holes in positions that were critically important and supported traditional clientele. ANR reorganizes by shuffling people. It is hard to move forward under those circumstances. CE recycles much information and is working on many of same issues from long ago.

NCMR RD: Need to bridge gap between work of AAC and Program Council – suggested a joint meeting. Bring needs to ANR attention, e.g. if new position priorities missed something important. Central Coast and South Regional Director position is open, Natural Resources Program Leader and Human Resources Program Leader positions will be open soon.

An Industry Perspective on CE

Jim Lugg, Trans Fresh

Jim serves on the UCB CNR Advisory Board, a UCD Board, on UC President's Advisory Committee, on USDA National Research Extension and Economics Advisory Board, on board of Santa Clara University and mentors students.

Jim studied Soil Science at UCD and UCB, served in the Army, then as an Extension Assistant in Kings County, and a Farm Advisor in Monterey County in 1958-1963. He joined Bruce Church Company, which had soil salinity problems. He found that lettuce problems were due to

transportation to market, not due to production and worked with Whirlpool on total environmental support systems. In June 1966 Trans Fresh was formed and he became President, focusing on packaging for shipment. Trans Fresh was recently bought by Chiquita. Now they buy ingredients from farmers, distribute to plants and manufacture product. Food safety is a huge challenge. He is also Executive VP at Fresh Express for QC and food safety.

Trans Fresh uses the CE model: an R&D lab and people who interface with lab and field staff. They use expertise of CE advisors in Monterey, who are like professors who complement his staff of 5 PhDs. Companies have access to top quality information and should help to pay for CE.

Today, advisors are better educated and seek support for their own research programs. Industry wonders whether to support advisors' research. In the past they thought they should support campus research, but he's not sure how specialists fit in the model today. As an outsider, ANR's statewide programs appear to compete with campuses.

Nationally, there is confusion about how to allocate funds through CSREES. Hot button is formula funds but he's not sure what it means. He likes NRI funds because they are competitive grants. Where does CE fit in and what happens to rural development, if a competitive model for grant funding predominates?

The shift of federal funds to basic research is a serious concern. Agricultural business majors are applying for jobs at Trans Fresh, but we need people, e.g., with plant pathology expertise. Yet, campuses are going toward plant microbiology. We are concerned that we won't be able to find people trained to do what they need. Shifts in public policy stopped funding for the mechanical lettuce harvester. Industry can't match funds available for basic research.

ANR does not a good job of marketing itself. Seniors love to have a leadership role and could be advocates for CE at public hearings. What is the marketing plan for reaching Californians? ANR should segment its customer base, design programs to reach those segments. The biggest bang for the buck is in the cities. For example there is a need for considerable, public policy oriented research on nutrition, family issues. Trans Fresh would see renters and single moms as two market segments. What are their needs and what are our resources to meet those needs? For example there is a need for family financial planning in the urban center.

Begin by looking at ANR at the top. We should form an agricultural institute, give UC some equity, bring in outside investment and run it as a business.

His summary points:

1. Funding is a huge problem at federal, state and county levels. (To get money from politicians, we must see results in terms of letters and phone calls from constituents. County Supervisors are critical for CE, because they provide the roof over CE's head. He hasn't seen a Monterey County Supervisor at a CE meeting in years.)
2. Need to keep CE relevant.
3. Need to market better by marketing professionals
4. Need to continue to see ANR in its proper role of pulling together statewide programs and managing conflicts between campuses.