

Appendix 7. Summary of NACAA President/Vice President Luncheon Buffalo, NY, July 2005

I. Please discuss and list various means for improving communications between the NACAA Board and its membership.

- E-Mail addresses for all members submitted w/state registration dues.
- Clearing house for updates of state officers, directors, and committee members.
- Two-way communications via. District Directors.
- Regional newsletters.
- Life members.

II. Please discuss and list some ideas for getting the CD “Communicating with Decision Makers” into the hands of Cooperative Extension Administrators that will use the information.

- Utilize at annual and association meetings.
- Visit with and share at administrators’ meetings to inform about new ways of working with elected officials.
- Schedule workshop with county and state specialist to inform about how to work with elected officials.
- Share in different formats (Word, WordPerfect).
- Follow-up with those shared with to see how they have used the information.

III. Please list and rank your ideas as to how NACAA can market its mission and programs to Extension and University Administrators.

- Identifying value to administration – things you get of value – high number professional opportunities interacting with peers, doing national programs, posters.
- Administrators and officers of associations meet informally. Work with district administrators in January at separate meeting to interpret importance.
- Joint association president meets with administrators.
- Put on agenda of state meeting.
- Attend this meeting.
- Newsletters to Administrators.
- Shadow someone not in a leadership role (administrators).
- Connecting with a sponsor for funding from a national meeting as an impact.

IV. The Cooperative Extension System has evolved and must continue to evolve if it is to continue to survive changing times. NACAA has been a factor in this involvement in the past. Please list some ways the NACAA

can help to secure the future of the County Agent/Extension Educator in Cooperative Extension across the country.

- Research and grants that need to be presented at the National Conference.
- Foster communications with administrators – let them understand the Extension Mission.
- Local County governments need to support Agents attending NACAA.
- Have life members mentor the new agents and retaining agents.
- Grant driven economy – lots of travel and new cutting edge equipment needed – grants.
- 4-H drives a lot of Extension Programs.

V. Please list some ways that NACAA could increase the opportunities for Professional Development for its membership.

- Web base presentations (of some talks and awards winners)
- Benefit to memberships: awards on presentations, presentations at meeting.
- Network with others on programs – divide by career length, program areas.
- Select topics that could be longer; peer review.
- Learning from others.
- Time Management issues.
- Management of many areas.
- Feedback on programs for improvement.
- Writing and technical support; edit etc.
- More on securing additional dollars as well as someone who could help with the writing of grants.
- Members also need “grant” help for their producers who also write grants.
- Add longer presentations on CD or on Web.
- Like the more educational avenues at AM/PIC, JCEP and PILD – Ag now on programs.
- Some topics need to be longer i.e. digital pictures with photo contest – Members in Action.
- Sign in sheets to be shared in order to network on programs.
- Update member information so we can network.

VI. Please discuss and list ideas that you think would be good for membership recruitment and retention.

- Administration to support membership on performance review.
- Administrator Breakfast should be accompanied by their Assoc. President and Vice President.
- Invitation for this breakfast e-mailed 4 weeks prior with a follow-up 2 weeks later. Drop the invitation only.
- Younger agents are web oriented/e-mail.

- Full membership First Year.
- Benefits received from membership.
- Buddy system for new agents.
- Membership drive.

VII. Please discuss and list ideas for increasing diversity participation (from the 1890's and 1994 institutions) in NACAA AM/PIC.

- Cost – state and county funds may not be available to support travel, registration fees and other associated cost. Need support from state administration for professional improvement.
- Need to get a connection between experienced members and new members to get them involved in their state/national association – possible mentor situation.
- States may need to open up barriers or can't create the interest to 1890 & 1994's to get them to join association.

VIII. Please list some ways in which NACAA could entice more of our younger members to attend their first AM/PIC.

- Provide more meals with registration to help cut down on cost.
- Watch cost. Affordable room rate.
- Shorten length of meeting.
- Some type of structure. Work with individuals on state association leadership level to encourage participation – state support – work with state administration for support of professional improvement - financial support.
- Encourage State Associations to support financially. Target your young agents by grants and scholarship.
- Flexible meeting time – take advantage of off season ratings.
- Promote professional improvement – presentation, posters for promotion.