



2019 JOINT ESS/CES-NEDA MEETING

LEADING THE FUTURE: CHANGES, OPPORTUNITIES, AND RELATIONSHIPS

SEPTEMBER 23-26, 2019

NASHVILLE MARRIOTT AT VANDERBILT UNIVERSITY
2555 WEST END AVENUE
NASHVILLE, TENNESSEE

Last updated 6/25/19 – Details are subject to changes and enhancements.

MEETING OUTCOMES

Participants will:

- Take away ideas that can enhance the units they manage
- Increase the quality and number of relationships within and the Extension and Experiment Station functions of the Land-grant university system
- Increase the awareness and knowledge of BAA Section priorities, especially those that leverage our research and extension missions
- Recognize design thinking as a strategic method to enhance ideation, creativity and collaboration and its application to critical emerging issues
- Continue to grow our capacity to build strategic collaborative opportunities with our NIFA colleagues
- Strengthen research/extension alliances
- Learn new management practices regarding personnel management
- Improve how we frame our Land-grant value proposition

Sunday, September 22

3:00 pm – 7:00 pm	*eXtension Foundation Board of Directors Meeting <i>With a Plated Dinner – Barbara Petty, University of Idaho, presiding</i>	KIRKLAND ROOM
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Monday, September 23

BADGES REQUIRED

8:30 am – 4:00 pm	*ECOP Meeting <i>*Sub-committee breakouts 10:30 am – Noon Lunch from Noon-1:00 pm Ed Jones, ECOP Chair, Virginia Tech, presiding</i>	CRESCENT ACORN A
3:00 pm – 4:00 pm	*WAAESD Executive Committee Meeting	VIEW
3:00 pm – 6:30 pm	Registration for All Participants	LOBBY FOYER
4:00 pm – 5:30 pm	ESS/CES New Director/Administrator Orientation <i>Presenter(s): Description:</i>	PARTHENON AB
6:30 pm – 7:30 pm	Reception - Beer/Wine and heavy hors d'oeuvres <i>Compliments of University of Tennessee's UT Extension, AgResearch and Institute of Agriculture and Tennessee State University Presenter(s) at 6:45 pm - ??</i>	ACORN BALLROOM

Tuesday, September 24

BADGES REQUIRED

6:45 am – 8:00 am	Joint Section Breakfast Buffet	ACORN BALLROOM
7:30 am – 5:00 pm	Registration Open	LOBBY FOYER
8:15 am – 8:30 am	Joint Meeting Welcome and Introduction to Keynote Speaker <i>Presenter(s):</i>	PARTHENON ABC
8:30 am – 2:30 pm	Joint Session I: <i>Idea Generation Workshop :: Design Thinking Tools</i> <i>Kathryn Segovia, Head of Learning Experience Design, Executive Education, Stanford University</i> <i>Description: Due by August 1</i>	PARTHENON ABC
10:00 am – 10:30 am	Networking Break	PARTHENON FOYER
10:30 am – 12:00 pm	Joint Session I resumes <i>Description:</i>	PARTHENON ABC
12:00 pm – 1:15 pm	Joint Networking Lunch Buffet For all registered participants except for ESCOP/ECOP Budget & Legislative Committee Members	ACORN
12:00 pm – 1:15 pm	*Joint ESCOP/ECOP Budget & Legislative Committee Meeting Lunch <i>Jon Boren, New Mexico State University (ECOP) and Ernie Minton, Kansas State University (ESCOP), presiding</i>	CRESCENT
1:30 pm – 2:30 pm	Joint Session I resumes	PARTHENON ABC
2:30 pm – 3:00 pm	Networking Break	PARTHENON FOYER
3:00 pm – 4:30 pm	Joint Session II: The NIFA-LGU Partnership <i>Featuring Dr. Scott Angle, Director, USDA-National Institute of Food and Agriculture</i>	PARTHENON ABC

Moderators:

Luis Tupas, Deputy Director, NIFA Bioenergy, Climate, and Environment

Michael Fitzner, Director, NIFA Division of Plant Systems-Protection

Rick Klemme, Cooperative Extension/ECOP Executive Director

George Hopper, Mississippi State University, ESS Chair-elect

This session will feature a presentation by NIFA Director Scott Angle followed by a moderated discussion. The focus will be on defining and improving the relationship among federal and non-federal partners. How does change impact our traditional missions and partnerships? Is the current funding process appropriate? How can we prioritize excellence and innovation while still honoring the immediate and core needs of our stakeholders? How do we define our stakeholder group? What makes us unique?

Dinner on your own (suggestions will be provided)

Wednesday, September 25

BADGES REQUIRED

6:45 am - 7:15 am	Experiment Station Section Breakfast Buffet <i>Pick up breakfast and retreat to meeting rooms listed below.</i>	PARTHENON FOYER
6:45 am – 7:45 am	Cooperative Extension Section Breakfast Buffet	ACORN BC
7:00 am – 5:00 pm	Registration Open	LOBBY FOYER
7:00 am – 8:45 am	*Experiment Station Section Regional Breakfast meetings ARD – PARTHENON AB NCRA – PARTHENON D NERA – PARTHENON E SAAESD – VIEW WAAESD – CRESCENT	
8:00 am – 8:30 am	*eXtension Foundation Meeting – CES to attend <i>Barbara Petty, University of Idaho, presiding</i> <i>Description:</i>	PARTHENON C
8:30 am - 12:00 pm	*Cooperative Extension Section Business Meeting/NEDA Meeting	PARTHENON C
9:00 am – 12:00 pm	*Experiment Station Section Business Meeting	PARTHENON AB
10:00 am – 10:30 am	Networking Break	PARTHENON FOYER
12:00 pm – 1:30 pm	Networking Lunch (Plated meal) ESCOP Diversity and Inclusion Award Presentation	ACORN BALLROOM
1:30 pm – 2:30 pm	Joint Session III Personnel Topic Title Goes Here <i>Darrell Easley, Interim Chief Human Resources Officer, Mississippi State University</i> <i>Description:</i>	PARTHENON ABC
2:30 pm – 3:00 pm	Networking break	PARTHENON FOYER
3:00 pm – 4:00 pm	Joint Session IV: Value Proposition – Creating Client Loyalty <i>Faith Peppers, Director of Public Affairs, UGA College of Ag and Env Sciences</i> Our organizations have struggled to find effective ways to tell our story. In today’s world, just as it was a century ago when we were established, word-of-mouth communication rules. Most of those conversations take place online, in customer reviews platforms, but the impact is the same. To be successful in growing our client base and support, we must focus on customer service, talk to our	PARTHENON ABC

* -- Separate Agenda will be provided.

audiences as customers, build the loyalty that moves one-time information shoppers to become long-term clients, and steward those clients until they become our stakeholders and advocates. This session will help develop a roadmap for land-grant research and extension organizations to change the conversation they are having with audiences, so the audience creates positive conversations about your work.

4:00 pm – 5:15 pm	Free Time	
5:15 pm – 9:00 pm	Joint Closing Celebration and Adjournment <i>Transportation Details:</i> Board Buses starting at 5:15 p.m. Departure from hotel is promptly at 5:30 p.m. <i>Presenters: George Hopper and Chuck Hibberd –</i> <i>Description: Tour, Reception, Buffet Dinner</i>	COUNTRY MUSIC HALL OF FAME & MUSEUM

Thursday, September 26 (Post-meeting regional CES sessions – Additional fee charged to attend)

7:00 – 7:45 a.m.	Breakfast for NEED and WEDA	ACORN A
8:00 a.m. – 4:00 p.m.	*Western Region Extension Directors (WEDA) Meeting	ACORN C
8:00 a.m. – 4:00 p.m.	*Northeast Region Extension Directors (NEED) Meeting	ACORN B
12-1:00 p.m.	Lunch for WEDA and NEED groups	ACORN A

Meeting Links/Resources (in order of appearance)

Speaker Bios

Dr. Darrell Easley is the Interim Chief Human Resources Officer with Mississippi State University. Darrell earned his Bachelor of Business Administration degree from Mississippi State University and his Master of Business Administration degree from Belhaven College. He also earned his PhD through the Department of Educational Leadership at Mississippi State University. Darrell is involved in CUPA-HR, (College and University Professional Association for Human Resources) and is a Board Member for the LA/MS State Chapter. He is married to Jennifer and together they have 4 children, Jacob, Justin, Joshua, and Jenna.

Joint Section Planning Committee

- Chuck Hibberd, (ECOP Past-chair), Co-Chair, University of Nebraska
- George Hopper (ESCOPE Chair-elect), Co-Chair, Mississippi State University
- Rosalind Dale, North Carolina A&T State University, Cooperative Extension Section
- Jody Jellison, University of Massachusetts, Experiment Station Section
- Rick Klemme, ECOP/Cooperative Extension National Office
- Sandy Ruble and Marianne Klein, ECOP/Cooperative Extension National Office
- Eric Young, Southern Region Experiment Station Albert Essel, 1890s Region Extension
- Robin Shepard, North Central Region Extension
- Alton Thompson, 1890s Region Experiment Station
- Mike Harrington, Western Region Experiment Station
- Louie Tupas and Mike Fitzner, USDA-NIFA Liaisons to ECOP
- Parag Chitnis, USDA-NIFA Liaison to ESCOP
- Bill Hoffman, USDA-NIFA Director’s Office

* -- Separate Agenda will be provided.