Kansas State Extension Advisory Council (SEAC)
February 15-16, 2016

The SEAC was called to order by Rich Barr, Chair at 10:00 am in the KEPCo Conference Room in Topeka, KS.

Members Present: Rich Barr-Chair (Metro), Rhonda Gaede (NW Area), Jodie Bartelson (SE Area), Richard Poland (SW Area), Sandy Jacquot (Metro), Larry Justice (Metro), Lisa Pfannenstiel-Garrison (Metro), Carmen Crandall (NE Area), Ray Bartholomew (NE Area), Nathan Leiker (NW Area), Greg Davis (SE Area), Jim McClung (SE Area), Brad Carter (SE Area), Gary Snyder (SW Area), Dave Twiner (SW Area), Randy Lucas (SW Area).


Guests: Loren Snell, Dean Fitzsimmons

After introductions, Daryl Buchholz reviewed the agenda.

Dave Twiner moved to approve the Minutes as presented. Brad Carter seconded, motion carried.

Richard Poland moved to accept the Treasurer’s Report as presented. Jodie Bartelson seconded, motion carried.

Daryl then talked about the Roles and Expectations for the State Extension Advisory Council, reviewing the purpose of the meetings. One of the objectives is for SEAC members to gain a broader understanding of the global impact of Extension. He asked members to become engaged in critical thinking in how to strengthen Extension’s future in Kansas, to give feedback and ask tough and critical questions and to strive to be present at meetings.

SEAC members reviewed the Bylaws with no suggested changes.

Daryl reviewed the Partnership Meetings that were held this year. He stated that attendance was strong, and that the videos that were used at the meetings were up on the K-State Extension website.

Jim Lindquist discussed the Excellence in Board Leadership assessment. He reported that 45 boards had sent back completed assessments and that they had reviewed the responses. There were 31 local units that did not turn in an assessment. He would like to see all boards complete the Board Excellence assessment and to also use the modules to help support the local boards. He hoped that SEAC members would help encourage participation.

Daryl went over K-State Research and Extension’s response to questions from the legislature. He talked about how the people of Kansas are impacted through K-State Extension programs.

Adjourned for Catered Lunch

After Lunch, John Floros and Megan Macy, entered the meeting.
Megan talked to us about brand marketing and the importance of everyone using the same brand. She explained about the Partnership Meeting exercise and what was learned to help shape future marketing needs and efforts. She also relayed “How to Build a Strong Brand”:

- A clear compelling message,
- Validated by research,
- Focused on audience,
- Consistency & repeatedly communicated.

Megan then showed us what she is working on now as well as what she is striving to do for us in the future. If we have questions or comments we can contact her at mnmacy@ksu.edu or phone 785-532-2110.

John Floros gave us an update on KSRE and the global food systems initiative.

Jodie Bartelson left the meeting at 3:00 pm.

We broke into groups to prepare for legislative talks. Daryl gave a short legislative report as Sue Peterson was unable to attend.

J.D. McNutt gave the dates for next meeting - Aug 25-26, 2016 in Parsons, KS (since changed to August 24-25).

Gary Snyder moved that we adjourn the SEAC meeting. Lisa Pfannenstiel-Garrison seconded the motion, and the motion carried.

Submitted By:
Rhonda Gaede, Secretary