

NCAC-024 2010 Committee Meeting Minutes Gainesville, FL January 7 & 8, 2010

Administrative Advisor: Chair: Secretary: Gary Lemme Roger Tormoehlen George Wardlow  
South Dakota State University Purdue University University of Arkansas Box 2207, Ag. Hall

Members in Attendance: Roger Tormoehlen Purdue; Gary Lemme South Dakota State University, Committee Administrator; Rob Terry University of Missouri; Bob Birkenholz Ohio State University; Mark Balschweid University of Nebraska; Greg Thompson Oregon State University; W. Wade Miller Iowa State University; Steve Harbstreit Kansas State University; Ed Osborne University of Florida; James Anderson University of Illinois; Tracy Kitchel University of Kentucky; Thomas Dormody New Mexico State University; James Leising University of Minnesota; Tracy Hoover Pennsylvania State University; Steve Frazee Texas Tech University; Jack Elliott Texas A&M University; Bruce Miller Utah State University; Matt Raven Michigan State University; James Knight University of Arizona; George Wardlow University of Arkansas.

Guests: Henry Bahn USDA/NIFA; Larry Arrington Senior VP/IFAS, University of Florida.

Meeting Call to Order: The NCAC-24 Committee Chair Tormoehlen called the meeting to order at approximately 8:30 a.m., January 7, 2010. The annual meeting of the NCAC-024 committee was held at the University of Florida, Gainesville, FL.

Opening Remarks: Chair Tormoehlen welcomed participants to the meeting and introductions were made by all participants.

The meeting agenda was distributed and reviewed. The agenda was approved with minor revisions.

Welcome: Larry Arrington, Senior Vice President for Agriculture and Natural Resources and Administrative Head of the Institute for Food and Agricultural Sciences at the University of Florida, welcomed the NCAC-24 committee to the University of Florida.

Registration: There was no registration fee.

Minutes of the 2009 Meeting: Secretary Wardlow presented the minutes from the 2009 meeting held in Fayetteville, AR, January 12-13, 2009. The minutes were approved with minor revisions.

Review and Update NCAC-024 Committee Membership and Roster: Current membership roster was distributed and discussed. As new potential members were in attendance, each was accepted for membership and instructed on how to work with their local directors to have their name officially listed on the membership roster. This is consistent with discussion at the 2009 meeting on expanding membership, on advice of the committee administrator, to invite all institutions with AgEd programs in North America.

State Reports: Each representative provided a brief update of research activities and program issues in their respective states and institutions. Specific points included in each report were: focus/direction of the departments research, barriers facing the department at advancing their

research agenda, major research concerns, and opportunities for research in agricultural education.

USDA Report: Henry Bahn, USDA, reported on changes at USDA, including funding patterns and NIFA. He discussed the Global Food Security Initiative, a program involving some 20 nations. Of particular note is the Extension education component of the initiative. Extension programs globally are organized differently than in the US and some are less professional in structure and implementation. He suggested that NCAC-024 member institutions might provide leadership to assist in professionalizing Extension efforts in many nations. He predicted that resources will be available in the future for such activity.

Gary Lemme, Committee Administrator, discussed changes at the USDA in both administration and programming. He presented a computer slide presentation on the National Institute of Food and Agriculture (NIFA) and its initiative areas. (That information is now available on the USDA/NIFA web site.) He discussed a shift in focus across all of the initiative areas which require that all project proposals include education and/or Extension components, as well as increased emphases on project evaluation. Discussion ensued on the increased opportunities for researchers in Agricultural Education programs to be included on research proposals in each of the areas. Consensus was that Agricultural Education programs must work with researchers in other agriculture departments in their home institutions to make the research capabilities of their faculty better known.

National Research Agenda Update: Ed Osborne discussed the process of updating the next iteration of the Agricultural Education National Research Agenda, a document produced by the profession. A planning committee has been formed to update it as a new 5-year plan. The plan is to shift the focus of the document from its current contextual areas to more concrete areas. Several members of the profession are providing leadership to this and all members are encouraged to provide input to the process. The committee will solicit input at critical stages in the process, including on-line and at professional meetings such as SAAS and AAAE annual meetings in 2010. A final version is due in 2011.

Campus Tour: Ed Osborne and UF faculty members hosted the group on a tour of campus facilities. The tour included department facilities, agriculturally-related teaching and research facilities, as well as general points of interest across campus.

Collaborative Distance Education Opportunities: Rob Terry presented information on distance education consortia by several agricultural education programs. He reported on the progress of AG\*IDEA, the agriculture distance education alliance of the Great Plains IDEA. Currently 28 institutions offering programs in agriculture participate, but fewer than that number agricultural education programs. He distributed a summary sheet explaining the consortium (available at [www.agidea.org](http://www.agidea.org)) and discussed programs/courses available, governance, and credit hour fee structures. A proposed governing document for agricultural education participation is circulating among agricultural education department heads and their respective academic deans (under direction of Gary Moore at NCSU) as well as a survey soliciting interest by agricultural education programs. Several of the programs represented on NCAC-024 area already members and others are moving toward membership. Interested parties should contact Joelle Pitts at Kansas State University.

International Agricultural/Extension Education Opportunities: (This was discussed by Henry Bahn in the USDA Report, above.) Dr. Bahn noted opportunities for us to share our Extension programming models internationally.

AgEd Mission and Vision Statement: Ed Osborne circulated a proposed NCAC-024 Vision and Mission document for discussion. This document was based on committee work from the 2009 meeting. Motion was made and seconded to adopt it; discussion ensued. A friendly amendment was offered and accepted to split the motion to vote on each as separate motions, resulting in a separate motion for the Vision statement and a motion for the Mission statement.

To provide context for the discussion, the purposes of NCAC-024, as described by Administrator Gary Lemme at the 2008 meeting, were presented: 1. Identify priority areas for multistate research. 2. Evaluate ongoing multistate research projects. 3. Exchange research information that will enhance coordination and planning. 4. Conduct and facilitate multistate research. Discussion centered on how NCAC-024 might fulfill these purposes.

Following discussion the motion was passed to accept (See attached Appendix 1) the following Vision Statement for NCAC-024: Vision To serve as the catalyst for collaborative agricultural education research.

Following discussion the motion was passed to accept (Appendix 1) the following Mission Statement for NCAC-024: Mission To increase the impact of agricultural education research.

Developing Collaborative Research Teams: Traci Irani, Associate Professor of Agricultural Communications at UF, presented a session on developing collaborative research teams. The focus of the presentation was sharing ideas on developing better collaborative relationships with researchers from other areas of the agriculturally-related sciences. Dr. Irani provided information on his part of several larger research proposals and grants across several subject areas, how he sought and developed relationships with other researchers, and how those projects were structured to include educational and/or communications components. His presentation included discussion on: types of collaborations, the need to collaborate, barriers and challenges, fostering a community and environment of collaboration, networking, resource-sharing, and mentoring, and on considerations to individual faculty participants in collaborative research. This session also provided some context for the next agenda item, developing multistate research projects.

Developing and Submitting New Multistate Research Project Proposals: Gary Lemme, committee administrator, discussed federal expectations for multistate project proposals, including both general expectations as well as specific technical aspects of such proposals. Several members of the committee began a discussion of creating a committee-sponsored vehicle within the profession to better facilitate such proposals.

Committee Work Session Developing a Strategic Plan: Ed Osborne led the group in a strategic planning session with the following goals accepted by the committee: 1. Expand membership and participation in NCAC-024 to include all university agricultural education programs in the US with a research and graduate education component. 2. Facilitate and support active research teams, including Experiment Station multistate research projects, that

are focused on critical issues in alignment with the national research agenda in AgEd. 3. Communicate agricultural education research priorities and capabilities to policy makers, USDA program leaders, and other stakeholders.

This activity was based on work begun by the committee in 2009 (see attached Appendix 2). That meeting included discussion on the appropriate role and function of the NCAC-024. As context and direction for the activity, notable observations are offered:

Ed Osborne suggested that we use NCA-24 to promote an active AgEd agenda, with multi-state projects. Bob Martin said we need to use it to operationalize our National Agenda. Discussion ensued which focused on the problem of an apparent disconnect between what we do here at NCA-24, what we discuss, and how we inform rest of AgEd programs and our own faculty about AgEd research opportunities and logistics. Osborne noted, We are in the early stages of a cultural change in the discipline. We need to I.D. a change agent for our discipline that will own it and champion it for our profession (NCAC-024 minutes, 2009).

To begin the discussions, several concerns as opportunities for improvement (minute-takers prerogative) of agricultural education research were noted: 1. A lack of awareness of AgEd research by those outside the profession. 2. Varying tenure and promotion standards across universities which impact on our research productivity. 3. Our definition of research may not align with many available programs and opportunities. 4. The most effective way to influence the research priorities of USDA and other agencies is unclear to us. 5. The work of NCAC-024 is not directly aligned with the AgEd National Research Agenda. 6. There is a general lack of knowledge about current regional projects that AgEd faculty members could join. The membership broke into 3 discussion groups to focus on each of the main goals. Action steps and measures of success were developed by each of the respective groups for their assigned goal. These are summarized in Appendix 3. ESCOP Report: In the interest of time, a very brief report was offered by Bob Birkenholz.

CoFARM Update: In the interest of time, a brief report was given.

2010 Meeting Date and Location: The committee agreed that meeting on a university campus to see facilities and hear from local experiment station directors should be continued, with the meeting held in Washington, DC once every 3 to 4 years. The University of Arizona volunteered to host. However it was decided that the 2011 meeting will be held in Washington, DC on January 6-7, 2011.

New officers were elected, with terms to begin immediately, including planning for the 2011 meeting. Steve Harbstreet (Kansas State University) was elected Chair; George Wardlow (University of Arkansas) was elected Chair-Elect; Rob Terry (University of Missouri) was elected Secretary.

The committee extended thanks to the University of Florida for hosting the 2010 meeting.

Meeting was adjourned at 11:45am on January 8, 2010.

Respectfully submitted, George Wardlow, secretary of NCAC-024 committee.

Appendix 1 North Central Administrative Committee (NCAC-24) Agricultural Education Research Committee of the Agricultural Experiment Station

NCAC-24 Vision To serve as the catalyst for collaborative agricultural education research.

NCAC-24 Mission To increase the impact of agricultural education research.

Goals 1. Expand membership and participation in NCAC-24 to include all university agricultural education programs in the U.S. with a research and graduate education component.

2. Facilitate and support active research teams, including Agricultural Experiment Station multistate research projects, that are focused on critical issues in alignment with the National Research Agenda for Agricultural Education.

3. Communicate agricultural education research priorities and capabilities to policy makers, USDA program leaders, and other stakeholders. \_\_\_\_\_ Adopted January 7, 2010

Appendix 2 North Central Administrative Committee (NCAC-24) Agricultural Education Research Committee of the Agricultural Experiment Station From the Report of 2009 NCAC-24 Committee Strategic Planning Process January 12 and 13, 2009

Background: Members of the committee expressed concern that the committee should take a more decisive and proactive role in providing national leadership for research in agricultural education. Ed Osborne led committee members through a group process activity to discuss the Role, Purpose, and Function of the committee. Following is a synopsis of that process and the ensuing discussions.

What is the mission of NCAC-24? The mission of NCAC-24 is: 1. To serve as an effective bridge between AgEd researchers, policy makers, and funding sources. 2. To provide for a dynamic vision and leadership for research of interest to AgEd and AgEd researchers. (Note: AgEd is inclusive of the agricultural education profession and related programs in Agricultural Education units at the college level.)

From a critical perspective of our committee, where do we, as a committee, fall short of that mission? 1. We often lack follow-through on our ideas. 2. We have too few communications about committee functions between annual meetings. 3. We produce too few identifiable products. 4. We under value our potential in exercising leadership for research in the profession. 5. We have yet to develop a widely-accepted role for the committee across the profession.

What should be the goals of the committee? 1. To provide a cohesive vision and leadership to the profession for research in AgEd and by AgEd researchers, in lieu of any AAAE committee. 2. To communicate with leaders and policy makers in other areas about the capabilities of AgEd researchers and the need for AgEd research. 3. To ensure participation in the function of NCAC-24 by all college AgEd programs which conduct research in agricultural education.

What are some characteristics of the profession which might provide opportunities for us? 1. We are a relatively small community; we have the opportunity to all know each other. 2. There is an expanding view of what is agricultural education and AgEd research.

What critical next steps should NCAC-24 be taking? 1. Identify what should be our products and services in the next 5 years. 2. Determine who should be responsible for identifying and offering these products and services. 3. Determine some mechanism for assessing our success at achieving these steps.

What should be the products and services of NCAC-024 in the next 5 years? 1. We should develop or adopt for the profession research priorities. 2. We should develop a system for identifying and communicating individual faculty interests and expertise. 3. We should advance the idea of conducting research in AgEd that is needed by society rather than research that is merely needed for promotion and tenure. 4. We should move beyond mere description in our research efforts. 5. We should make a concerted effort to help deans and directors understand what the capabilities are among AgEd researchers.

Who should be involved in providing these identified products and services? 1. All professionals in AgEd, regardless of institution type or type of appointment of the individual. 2. Deans and Directors will need to play a role. We must help them through clear communications.

What should be the level of quality that we expect in achieving these steps? 1. Sufficient to advance knowledge that is needed by society. 2. Sufficient to earn the respect of our peer researchers in other fields.

What should be the vision of NCAC-024? NCAC-24 should be a vehicle for providing leadership for research in agricultural education. It should be a communications link between the profession and university and Experiment Station leadership. It should be recognized as being of value to the USDA, policy makers and other decision makers in agricultural research. It should play a large, more overt role in the agricultural education profession.

\_\_\_\_\_ Dated January 13, 2009

Appendix 3 North Central Administrative Committee (NCAC-024) Agricultural Education Research Committee of the Agricultural Experiment Station Notes From Strategic Planning Discussion, January 8, 2010

Self-Perceived Weaknesses for NCAC-024 in Exercising Leadership for Ag Ed Research " Lack of awareness of Ag Ed research by those outside the profession " Varying T&P standards across universities impact our research productivity " Our definition of research may not align with some programs/opportunities " The most effective way to influence USDA and other agency priorities is unclear " The work of NCAC-024 is not directly aligned with the National Research Agenda " Lack of knowledge about current regional projects that Ag Ed faculty can join

Goal: Communicate agricultural education research priorities and capabilities to policy makers, USDA program leaders, and other stakeholders. Action steps: 1. Provide continuous programming aimed at educating members of the profession about the role and activities of

NCAC-024. 2. Facilitate discussion within the discipline about the forms of scholarship in Ag Ed. 3. Develop a systematic plan for coordinating and communicating the role and activities of NCAC-024 with relevant professional societies (AAAE, ACE, ALE, AIAEE). 4. Provide leadership for the profession on identifying and implementing strategies for strengthening Ag Ed research. 5. Develop a communication piece that describes the role and activities of NCAC-024.

Measures of success: " Number of outside organizations that receive NCAC-024 materials and information. " Number of relevant professional societies (AAAE, ACE, ALE, AIAEE) that directly receive NCAC-24 information and number of members reached.

Goal: Expand membership and participation in NCAC-024 to include all university agricultural education programs in the U.S. with a research and graduate education component. Action steps: 1. Secure time on the annual and regional meeting programs for AAAE (general session and Research Committee), ACE, ALE, and AIAEE to share information about NCAC-024. (Committee chair or designee) 2. Committee chair send a letter of invitation to the annual NCAC-024 meeting to all department chairs/Ag Ed unit leaders at 12 months, 4 months, 2 months, and 1 month before the meeting. 3. Add an NCAC-024 link and web page on the AAAE website. Post meeting minutes, committee charge, committee strategic plan, membership roster, communication tools, information on regional research projects, and other documents as available.

Measures of success: " 30 Ag Ed department chairs/unit leaders in attendance at the 2012 NCAC-024 annual meeting.

Goal: Facilitate and support active research teams, including Experiment Station multistate research projects, that are focused on critical issues in alignment with the national research agenda in AgEd. Action Steps: (Complete notes for this section not yet submitted to committee recording secretary.) 1. Compile a spreadsheet of institutions by research capabilities to be shared across institutions and departments with AgEd programs. 2. Compile a spreadsheet of institutions by research capabilities to be shared with institutions and departments in addition to AgEd programs. 3. Explore possibility of creating regional centers for research in AgEd.

Measures of Success: (Complete notes for this section not yet submitted to committee recording secretary.) " Department heads meet at annual AAAE meeting to discuss and implement capabilities spreadsheet. " Increase participation in collaborative research projects across institutions and subject areas. " Initiate discussions among volunteer department heads to explore regional center creation (Wardlow and Osborne will initiate).