

**CORNELL UNIVERSITY  
COOPERATIVE EXTENSION ONEIDA COUNTY  
121 SECOND STREET  
ORISKANY, NY 13424  
(315) 736-3394 or (716) 337-2531**

**STRATEGIC PLAN  
2007-2010**

Top Strengths, Weaknesses, Opportunities, Threats

Mission, Vision, Values

Strategic Plan Summary

Major Goals

Board/Staff Planning Group

**Board approved: August 2007**

10/16/2008

**CORNELL COOPERATIVE EXTENSION ONEIDA COUNTY  
(CCE)**

**MISSION**

**CORNELL COOPERATIVE EXTENSION**

The basic Mission of Cornell University Cooperative  
Extension

is to help people identify resources and find solutions  
to improve their homes, families, farms, businesses, and  
communities through education, experience, and research.

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**MISSION**

**CORNELL COOPERATIVE EXTENSION**

**OF ONEIDA COUNTY**

Through education, experience, and research,  
we will build strong and vibrant communities.

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**VISION**

By listening to our community,  
we will continuously improve our processes,  
educational programs and services to meet  
existing and emerging needs.

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**VALUES**

- Quality Educational Programs
- Knowledge Enhancement
- Leadership Development
- Self-Sufficiency
- Advanced Technology
- Trust

## **STRENGTHS**

### **Executive Director/Staff**

Strong, Committed, Caring,  
Knowledgeable and Creative

### **Quality Programs**

Educational; Responsive to need;  
Creative and Well-Run

### **Volunteers**

Numbers, Diverse and Committed

### **Relationships/Collaborations**

Credibility, Connected to the University

### **Adaptability**

Legislative Direction; Ability to Meet  
Emerging Needs in Collaboration with  
County/State/Federal Partnerships

### **Facility**

Professional, Central Location

## **WEAKNESSES**

### **Public Relations/Marketing**

Related to: Fund Raising,  
Board/Staff Recruitment,  
Programming, Dated Perception

### **Complicated Mission/Lack of Focus**

Staff Spread Too Thin/Staff Reductions  
Decline in Enrollments  
Need to Strengthen Reputation  
Need to Coordinate School Efforts  
Communication Within/Outside/With Cornell University

## **OPPORTUNITIES**

### **To Improve Collaborations**

To be Recognized as the "Leader"; Relates to Fund  
Raising, Volunteer Recruitment, Program Expansion,  
Visibility, Name Recognition, Etc.

### **To Improve Public Relations/Marketing**

To Improve Communication  
In-House and In the Community

Secure Increases in Funding

Diversify Funding Sources; Secure More Grants;  
Refine Fund Raising

**To Improve Efficiency**

Better Internal Systems/Better Solutions; Train Staff on  
Use of Technology, Customer Service, Etc.

**To Leverage Resources**

Sharing Resources; Use of Technology

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**THREATS**

**Potential Budget Cuts/Competition for Funds**  
Funding Depends on Politicians understanding  
the Impact and Value We Bring to  
The Community, Visibility

**Not Being Recognized for Our Programs  
and Expertise**  
Focus is on Marketing and Communication;  
Threatens Funding, Programs,  
Development of Staff and Board, Potential  
Collaborations with Other Groups

**Staff Shortages Limit Our Capacity to  
Provide Effective Programs/Services**  
Support from Cornell University;  
Includes Volunteers;  
Meeting the Needs of the Community

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## STRATEGIC PLAN FOR 2007-2010

### I. PUBLIC RELATIONS AND MARKETING

**Goal:** *To enhance public recognition and knowledge of CCE and its Mission.*

#### **Tactics:**

1. The Board will establish a Public Relations and Marketing Action Committee made up of Board Members and Staff by 12/01/2008, to:
  - a. Develop messaging;
  - b. Identify key target audiences
  - c. Develop tools and vehicles to accomplish the goal
  - o CCE has worked on developing relationships with media outlets. Our philosophy has been to approach the media with how can we help them serve the community better rather than how can we market our programming and ourselves. The result has been weekly appearances on local news stations, which promotes name recognition and demonstrates value to a large audience with little use of limited resources. CCE's goal is to continue to nurture this relationship, and grow our presence in print media. (Bunce 9/2008)
2. The Executive Director will establish a "Speakers Bureau" composed of staff and trained volunteers to assist in PR/marketing communication efforts by November 2007. (Marketing to clients, volunteers & funders or in times of need)
  - o Reviewing local Rotary to determine potential to network and build community-wide relationships (Bunce 10/2007)
  - o Attended first Rotary as a guest. Several local Directors along with business professional were in attendance - including horticulture related businesses. (Bunce 4/2008)
  - o After further consideration, it was determined that the Rotary will not provide the type of marketing opportunities sought at this time. (Bunce 9/2008)
  - o Speakers' bureau created and available on our website at:<http://counties.cce.cornell.edu/oneida/speakersbureau.htm>. Several requests have been received including four for the 2008 Utica Monday Night venue. (Bunce 3/2008)

3. By December 2009, the Executive Director will study the potential and feasibility of establishing a PR/Marketing Communications position.
  - o The Director, under the guidance of CCE's Board of Directors, determined that the marketing and public relations for Extension will be the responsibility of the Executive Director for the foreseeable future. (Bunce 9/2008)
4. The Executive Director will ensure staff receives public relations training on an ongoing basis.
  - o Extension has increasingly been called upon by the media, and staff must be prepared to represent the Extension and Oneida County well. On July 29<sup>th</sup>, 2008, CCE Director and MYCCCC Director hosted an all staff training on working effectively with the media. The American Dairy Association and Council's Corporate Communications Specialist along with Syracuse WTVH 5's Keith Kobland provided training. Training was an all day event consisting of classroom style instruction along with mock telephone and camera interviews. (Bunce 9/2008)

## **II. PROGRAM**

***Goal: To ensure our programs continue to meet the Mission of CCE.***

### **A. SUSTAINING PRODUCTION AGRICULTURE PROGRAM**

#### **Tactics:**

1. To disseminate research-based information for the profitable production and marketing of agricultural products. To help producers identify goals and objectives for their business that will result in positive changes.
  - o Local farmers/growers have a need for timely, current information that will help them make informed business decisions that will help them maintain their profitability. CCE staff writes short bulleted articles on selected topics in 10 timely newsletters distributed to all commercial dairy producers in the county.
  - o Corn prices began to rise in the last quarter of '06 and continued to do so in '07. Local dairy farmers who were already under extreme financial pressure from a below cost milk price were faced with increasing feed prices as well. CCE had a speaker do a cost benefit analysis comparing buying corn (feed) vs. growing corn grain yourself. This partial budget was also put in the

- newsletter.
- o Corn must be harvested when it contains a certain amount of moisture, depending on the storage structure in order to optimize fermentation which stabilizes the quality of the forage until it is fed. Corn is harvested once each year and is used as a significant portion of the cows diet throughout the year, making it extremely critical to hit the ideal moisture content at the time of harvest. CCE recognizes the great importance of this task and offers free moisture testing of corn plants. CCE Staff processes the corn samples and then reports moisture status via e-mail to 90 area farmers and agribusinesses as an early alert to help farmers harvest their silage at optimal moisture contents preserving its quality.
  - o Correctly timing the harvest of hay cuttings has huge implications on the quality of the crop. The first cutting of the hay represents about 50% of the total harvested for the entire growing season. CCE begins sampling hay fields on local farms early in each season and reports the change in quality each week via the previously mentioned e-mail alert.
  - o Dairy farmers are large users of electricity. The price of electricity rose significantly during 2007. CCE conducted a workshop at which a farm energy auditor discussed the typical areas where farmers could make changes to reduce their electric bills. This information was also put into our newsletter.
  - o Many dairy producers were in very tight financial positions going into the 2007 cropping season after years of milk prices that were below the cost of production, along with rising steel and fuel prices. Many growers had never applied for a crop loan before. CCE initiated a workshop with a local bank to explain the steps involved in applying for a crop loan. (Miller 11/2007)
  - o Feed grain prices continue to rise increasing the cost to produce milk. Increasing the quality of the hay crop forage that is harvested decreases the need of local farmers to purchase high price grain. CCE continues to obtain hay samples on a weekly basis in May and early June analyzing these samples qualities and providing this information to many local growers each week via email and web page posts. Samples were taken on 4 local farms on May 5, 12, 19, 26 and June 2<sup>nd</sup> this season. (Miller 5/2008)
  - o The Farm Flash newsletter and the CCE website are continuously refreshed with information that is either locally produced or selected for its appropriateness to local opportunities and challenges. We have also developed an extensive library of resources on the shared office network to allow staff to quickly respond to questions as they come in. (Manning 12/2007)

- Twenty Two producers in Oneida County have received the "Guide to Farming in NYS: What Every Ag Entrepreneur Needs to Know", this guide, also available on our web site, is a series of fact sheets that provide contact information for various New York State agencies to assist and support new and diversifying farmers when making managerial decisions. (Collins 5/2008)
- Spreadsheets for farm equipment replacement/repair comparisons are available on our web site, to help analysis new and or replacement equipment decisions. (Collins 5/2008)
- Berry production (strawberry, blueberry and raspberry) in the county is increasing. It is a high value crop, with profit potential that is in demand locally. Because of the small acreage planted throughout the state very little programming has been developed for berry producers. CCE recognized this need and offered a program in March. Twelve local producers participated in this berry pest management video-conference along with 30 other growers at satellite locations throughout the state. (Miller 9/2008)
- Most local dairy producers produce most of the forages that they feed to their livestock. Often they have to purchase feed grains as a supplement to feed to their livestock to balance their rations for optimal milk production and to support the growth and maintenance of their livestock. Feed grain prices doubled over the past year reducing the profitability of local dairy farms. One speaker at a seminar organized by CCE discussed the impact that high forage quality has on reducing the need to purchase high priced feeds. The speaker also identified some methods that can be employed by dairy producers to increase the quality of their forages. (Miller 9/2008)
- The price farmers pay for the fertilizer they use to optimize crop yields has increased 300% over the past 3 years. CCE developed and offered a workshop for farmers to help them fine tune their nutrient management program and help them reduce their purchase of highly priced fertilizers. (Miller 9/2008)
- Many farmers have a woodlot as part of their landbase. In many cases little time or effort is invested in managing this resource. It can be a valuable source of firewood, timber and other understory crops like mushrooms if managed well. CCE offered a workshop on woodlot management to help farmers enhance the value of this resource. (Miller 4/2008)
- Starting April of 2008, weekly posting of livestock market reports on the CCE website. These reports give farmers/producers current local information on the value of their animals and the ability to make informed decisions regarding those animals. (Link 9/2008)

2. To adopt appropriate technology and sustainable strategies to remain competitive in the marketplace.
  - o Farmers have many well-developed skill sets related to the production of agricultural products. Many of them have limited time and opportunity to develop computer skills. CCE offered a workshop on basic computing skills on 2-21-07.
  - o Starting February 5<sup>th</sup> 2008, CCE began offering programming on computer skills and record keeping for farmers as part of the Ag Questions Answered series. This series (which also includes modules on direct marketing and Managing for Success) is offered on Tuesdays and Thursdays, the first and third week of each month. Computer skills covered so far include: navigating in Windows and Internet Explorer; creating and saving files; introduction to spreadsheets; setting up an e-mail account; protecting your computer with virus and spyware protection software. Record-keeping topics covered so far have included: selecting and setting up a chart of accounts; setting up a balance sheet: record-keeping software choices (Manning 04/2008).
  - o Many local vegetable producers use techniques that will help them to be the first in the area to have locally produced sweet corn because they know that people will pay a premium price for that product at that time. Similarly, local raspberry producers can claim a premium price if they have fresh local raspberries to sell into late fall and early winter, unfortunately, raspberries are usually destroyed by rain and freezing temperatures during that time. CCE offered a program on a new practice "high tunnel production of raspberries". Greenhouse like structures, plastic covered metal frames, are placed over raspberry rows to intercept damaging rainfall and frost extending the growing season providing an opportunity to make higher profits.(Miller 5/2008)
  - o Area farmers use an intensive method including plowing, disking and harrowing fields to develop a seedbed before planting their crops. This requires several pieces of equipment to cover each entire field along with a great deal of time, equipment and fuel. CCE staff participated in a project with SWCD of Madison County to provide an opportunity for area farmers to try a strip tiller, a new piece of equipment which in one pass across a field tills up a 12" wide strip for annual row crops to be planted into. 8 farmers on 500 acres used the equipment this past season. A demonstration trial was established on one farm where 4 different methods of tillage were used in the production of corn, including the method used by most

- farmers and the strip tiller. Yields were determined not to be significantly different for any of the tillage methods. This information was reported at a field meeting and in our newsletter. (Miller 11/2007)
- o The results of a tillage demonstration project conducted in Madison county in the 2007 growing season showing no difference in yield between many commonly used, intensive tillage practices and zone building was shared with a number of local producers at a number of winter meetings. One of the meetings included a field demonstration of the zone builder. There were additional discussions on weed, insect and manure management specifically associated with minimum tillage practices like zone building along with some preliminary economic analyses. Participants learned that this new tillage system could be used on their farms, help them to save on fuel and labor used in field preparation without suffering a yield penalty. (Miller 9/2008)
  - o Linked farmers/agricultural community with farm energy auditors. Provided information and contact resources via Farm Flashes, e-mail, and telephone.
  - o Article, and web-based information/links were provided on shrub willow biomass production consideration to take advantage of developing biomass markets. Provided updated information on developing cash flow models to assist farmers/growers with enhanced land-resource development and income opportunities. (Wrege 12/2007)
  - o Continued cash flow analysis model for willow biomass model. Link updates to CCE website for feedstock options for farmers/growers. Provide farmers with information regarding switchgrass and other biomass options. (Wrege 5/2008)
  - o Working with Upstate New York Growers & Packers Cooperative in conjunction with Karp Resources and C.H. Robinson to identify products that can be raised cost effectively and have marketability. Products we are exploring are carrots, celery and smaller pumpkins (54 to a bin) These products have been identified because there is a need and not many farmers are growing them in New York. Continue to work developing value-added products such as the Butternut Squash Cookies, Tassleberry Farms line of strawberry based vinegars, marinades and dressings. Worked with the city of Utica and a bio-fuel company to explore the feasibility of growing sugar beets for bio-fuel. (Broccoli 10/08)
3. To increase the use of sustainable agricultural practices so as to be in compliance with environmental regulations.
- o Local vegetable producers often use intensive tillage procedures to maintain control of weeds in their crop

- production. CCE offered a workshop on the use of cover crops and reduced tillage in the production of pumpkins and other vegetables on 3-2-07.
- o There are always changes in rules and regulations that pertain to Ag producers; CCE collaborated with a local Ag business at a meeting that covered new regulations related to pesticide transport. (Miller 11/2007)
  - o Partner and supporter of Northeast Grasstravaganza Grazing conference held each year in South Central New York Region. Conference offers a variety of educational workshops on all aspects of intensive rotational grazing. (Broccoli 4/2008)
  - o Attended Carbon Credit Workshop Training in Albany May 2008, to assist in education efforts of farmers and growers with newly evolving carbon-trading markets, to ensure environmental compliance, and to explore new carbon financial opportunities. (Wrege 5/2008)
  - o Many growers have contacted CCE requesting information on farm based biomass production. Some have inquired about expected yields of various grasses and fast growing tree species under the climactic conditions in NY. CCE facilitated a connection between a local grower and a Cornell researcher. This connection led to the first establishment of switchgrass in Oneida County. A 5-acre plot was prepared by the local grower and planted by the Cornell researcher. Data will be collected on the site providing needed information for other NY state growers. (Miller 9/2008)
  - o Local vegetable producers often use black plastic as a mulch in which they plant their crops to help them control weeds that would otherwise reduce their crops yield and quality. Unfortunately, this plastic derived from petroleum, is dirty after use and cannot be recycled becoming a significant waste problem when used over many acres of crop production. Cornell researchers collaborated with a grower in Oneida county and other growers throughout the state to test a biofilm, made from cornstarch, to determine if it could replace the plastic mulch. This biofilm was used as mulch for the establishment of raspberries and day-neutral strawberries on a farm in Oneida county. The biofilm breaks down into organic components over time eliminating costs and the need for collection and trucking to a landfill. (Miller 9/2008)
  - o Studies have indicated that as many as 10% of the sprayers used on farms are applying pesticides at rates 5% more or less than the target rate. CCE organized a program on boom sprayer repair, maintenance and calibration as part of a seminar for local farmers. Participants could utilize this information to have both an economic and environmental impact on their farms. (Miller 9/2008)

- o CCE helped organize a special dinner on September 13, 2008. The dinner used all locally grown foods prepared by local chefs. The objective was to bring together local chefs and agriculture producers to promote the use of regionally produced foods by local restaurants. Thirty-nine individuals attended the dinner. The proceeds of the dinner were donated to a local charity. (Collins 9/2008)
4. To disseminate information and educate consumers about agricultural production practices. To provide both producers and consumers with information needed to help them better understand each other's concerns. To encourage consumers to purchase and utilize locally produced agricultural products.
- o Consumers' understanding of agriculture and food production continues to decline as they become further removed from production agriculture. CCE staff participated in a half-hour TV broadcast on agriculture in the Mohawk Valley that was aired several times on WCMR after the taping on 1-10-07. (Miller 11/2007)
  - o The CCE website is used even more by consumers than by farmers, so we feature content that helps consumers connect with farmers. We developed an interactive map on the website which features all of the farmers' markets and farm stands in Oneida County, showing days and hours of operation, how to contact them, and directions. (Manning 12/2007)
  - o Held an Agri-Tourism Workshop on 03-27-07 for interested producers wanting to participate in an Oneida County Agri-Tourism Map. We have flushed out over 100 Agri-Businesses for this project. This is an excellent tool for consumers seeking to buy local products and producers making contact with those consumers.
  - o Distributed 100,000 Agri-Culture maps in July & August. The map identifies farmers, producers and related attractions within the county. It provides a valuable resource for visitors, county residents, tourism professionals, and farm producers who are interested in rural adventures. The map benefits the farmer/producers, consumers and the supporting agri-businesses within the county. Many appreciative calls were received from residents within the county and the surrounding area looking for agriculture resources. (Link 9/2008)
  - o Speaker at the NYMPA Maple Queen Workshop on 6-27-07. The workshop is designed to educate and familiarize the queens and princesses on maple production. This will help them to represent and promote the industry at the various public events that they attend. (Link 12/2007)

- o Interviewed by local TV and newspapers on maple syrup production in the county. The goal was to promote awareness of maple production and provide a link between the consumer and the producer through the Buy Local map on the CCE web site. (Link 3/2008)
  - o Linked the Mapleweekend web site to our CCE home page during the month of March. Feedback from the participating maple producers in the county was extremely positive and they reported that it was a very successful promotional weekend for them. (Link 4/2008)
  - o Meetings with Bill LaRock, director of Utica school district food service, began in the summer of 2007 with the purpose of securing local produce for the 2008-09 school year. As of September 2009 the Utica City Schools have secured some locally produced apples and tomatoes during the 2008-09 school year. Carol Watkins will stay in contact with the Utica Central Kitchen for more information as the year progresses. (Watkins 9/08)
  - o In response to WIC participants expressing difficulty spending WIC coupons at the farmer's market and being unsure how to pick or prepare fresh produce, ESNY promoted "Meet Me At the Rome Market Day" in August 2007. WIC participants who attended the market received a copy of the Farmers Market Nutrition Program 2007 Leafy Green Fact Sheet that included information on purchasing and preparing leafy greens. The nutrition educator was available through out the day to answer consumer questions and offer recipes. (ESNY Staff Summer 2007)
5. To be a resource and disseminate information that will enhance producer's leadership, farm business management, and human resource management skills. To provide a forum for the improvement and enhancement of farm related job skills.
- o Financial record keeping is a very important tool to be used in analysis of any business and/or to make business decisions. CCE offered a workshop on computer-based records on 3-6-07 for area farmers and growers.
  - o The farm bill is a very important piece of legislation that has far reaching impacts on agriculture and potential farm profitability. Farmers/growers were invited to a discussion on the current Farm Bill proposals lead by Dave Haight and coordinated by CCE on 3-21-07. (Miller 11/2007)
  - o The ongoing Large Herd Discussion Group facilitated by CCE provides both an informal information-sharing network as well as an opportunity for formal presentations. Farm Credit and Cornell Pro-Dairy spoke to the group about financial and management benchmarks; other speakers have addressed insurance, forward

contracting, as well as more specific production issues. The informal discussion often provides support for participants in general management decisions. The group will be traveling to the Miner Institute in January for an intensive one- to two-day session with this leading research facility. (Manning 11/2007)

- Miner Institute visit was expanded to include visits to three other progressive dairies in the Champlain Valley (Manning 04/2008).
- Farmers like other small business owners have to keep up with tax code changes to assist them in managing their business and optimize profitability. A series of articles were published in our newsletter and website on tax related issues: Farmer's School Property Tax Credit, Machinery Management, Farm Building Tax Exemptions (Collins 11/2007)
- Many local farmers have both full and part-time employees and therefore need to keep up with changes in regulations. They also have to continue to develop their HR skills. From May 2008 until September 2008 a series of articles called "*People in Agriculture*" were posted in the Farm Flash monthly newsletter. The articles addressed current issues on immigration reform, conflict management skills, job design in agriculture, and understanding leadership styles. The articles provided information that could be incorporated into the management and sustainability of farms. (Collins 9/2008)
- Developing a January 2008 program on "legal issues". Addressing risk and responsibility with co-op contracts and real estate purchases. (Collins & Manning 12/2008)
- Completed four Dairy Farm Business Summaries and have shared the results with participants, allowing them to compare results on their own farms with state averages. We anticipate at least doubling participation in the program in 2008. We have also featured DFBS summary results in our newsletter for the benefit of all dairy producers in the County. (Manning 12/2007)
- Through Farm Flashes, published articles on human resource management skills based on Managing For Success curriculum. (Wrege 12/2007)
- Starting February 19, with funding from the Workforce Development Institute, CCE offered a six-week course in Basic Spanish for Farmers. Five farms who employ Spanish-speaking workers participated in the program, which was taught by a native Spanish speaker. (Manning 04/2008)
- Annual Farm Fest event was held on Finndale Farm in Holland Patent in June 2008. It is estimated that over 1,000 people visited the farm where they had the opportunity to explore a modern dairy farm, interact with agricultural producers and learn more about

agriculture in their community and where their food and fiber comes from. In addition, over 600 children from schools throughout Oneida County visited the farm in the morning. The students rotated through 16 stations throughout the farm that each taught them about a different aspect of agriculture and where their food comes from. (Sweeney, 9/2008)

6. To provide support to maintain and enhance the agricultural infrastructure in Oneida County.
  - o Many area businesses provide products and services required by local dairy producers. These businesses are in part dependent upon the success of local dairy farms. In turn, local dairy farms benefit from locally based agriculture businesses. CCE coordinated a meeting for local agribusinesses to inform them about the outlook for the dairy industry in 2007. Participants also learned about services available through Farm Net and Farm Link.
  - o CCE staff has built good relationships with local Ag businesses. We share information on important ag issues via email with many local Ag Businesses. Field scouting results are also shared weekly with local consultants. A few years ago we identified an outbreak of armyworm on area farms and quickly got the word out to farmers and Ag businesses. This year we identified an infestation of soybean aphids and spread the word very quickly by networking with local Ag businesses. (Miller 11/07)
  - o Along with the AED programming, CCE has been active in disseminating information about Ag Districts, Ag Assessments, and the potential for purchase of development rights (PDR) through conservation easements. We have also worked with AED on reviewing the County's Farmland Protection Plan in advance of its updating.
  - o Regular articles are published in Farm Flashes pertaining to renewable energy and providing baseline energy information to readership. Articles include:
    - The future of renewable energy and opportunities for agriculture in the Northeast - Feb/Mar 2007 pg 3
    - Bio-based fuel production Feb/Mar 2007 pg 8
    - Two-cellulosic ethanol plants will be constructed in NY Feb/March 2007 pg 9
    - What you need to know about doing business with Northeast bio-fuels Feb/Mar 2007 pg 15
    - Watch out for variability in Ethanol Products April 2007 pg 3
    - Grass for energy June 2007 pg 2

- Saving fuel during field operations June 2007 pg 19
- Switch grass for energy July/Aug 2007 pg 2
- New opportunities for dried distillers grains July/Aug 2007 pg 18
- Agriculture staff strengthened at your CCE office July/Aug 2007 pg 19
- Small wind turbines and net metering July/Aug 2007 pg 22 -23
- Potential income from carbon credits Sept 2007 pg 20
- What is NYSERDA? Oct 2007 pg 17
- Get a free energy audit to conserve energy on the farm Oct 2007 pg 17-19
- Fuel vs. Food Nov 2007 pg 5
- Farm energy audit contact correction Nov 2007 pg 9
- Energy in the news Nov 2007 pg 14 - 15
- What are biofuels? Nov 2007 pg 20
- Is shrub willow production in your future? Dec 2007 pg 7-8
- Dairy Farm Energy Use by Equipment Category Jan 2008, pg 19-21
- Shopping for the Best Rates for Natural Gas or Electricity? (or fielding numerous calls from energy companies wanting your business?)Feb 2008 pg 9-10.
- Looking for Improved Energy Efficiency? Start with a Farm Energy Audit Mar 2008, pg 6-7.
- Energy in Agriculture: Options for Managing Energy Risk April 2008 pg 5-6.
- Farm Energy Audit can Help Conserve Energy and Lower Costs May 2008 pp 10-14.
- Could Oilseed Pressing and Biodiesel Production Add to Your Bottom Line June 2008 tentative (Wrege 5/2008)
- Organized, developed and conducted a meeting to define the focus for Renewable Energy efforts of CCE Oneida County. Secured participation and attendance of major stakeholders and interests of Renewable Energy within NYS. Press release documented meeting, noted in local papers and posted on Oneida County website. (Wrege 12/2007)
- The AED Program of CCE Oneida County is the lead agency to oversee an extensive study of the transportation infrastructure throughout upstate New York. AED was awarded \$100,000 from Senator Clinton through money from the Federal Highway Bill to conduct a three year study and develop an efficient transportation entity

that farmers and small food processors can utilize to identify trucking companies to efficiently move their products. The project is titled "Upstate Direct" (Broccoli 10/08)

- o Working with Seneca Foods in Geneva, NY to locate 800 plus acres in Oneida County to contract and produce green beans for their Geneva NY plant. To date, seven new growers and an additional 550 acres have been contracted with the Geneva NY plant. (Collins 5/2008)
  - o The AED Program partners with all the local economic development agencies such as Mohawk Valley EDGE, Empire State Development Corporation and the Cities of Utica and Rome conduct business outreach visits to Oneida County agriculture businesses. At these confidential visits we learn about the status of the companies, issues or concerns they might have and if they need any economic development support through loans or grants that maybe available to them.
  - o The AED Program is very active in working with Oneida County and regional small scale meat processors to help them with any inspection issues to maintain their USDA and NYS State licenses.
  - o Provided the Ag Business Directory on the AED website. This is a detailed listing of area businesses providing ag-related services. This strengthens the agriculture network by having this resource available to the farmer/producers.
7. Farm retention is an important part of the effort. Ownership may change and consolidation may take place, but the aim is to have the resource continue to be utilized.
- o CCE staff is in constant touch with local producers. Article and workshop topics come from this constant interaction. The main goal of CCE staff is to help local farm families achieve their goals, which in most cases includes maintaining or improving their profitability.
  - o CCE AED is involved with the Come Farm With Us program that connects farmers to available farmland in the county. This program helps to maintain farmland and our green space reducing the pressure to develop the land for other uses. Mailed over 100 Oneida County Packets and worked directly with two farmers in 2007. One has purchased a farm in the area and is currently farming the land. The other is from Maine and has not found a farm suitable for his needs. He is attracted to all the agriculture support system that this county offers unlike his area in Maine. He has made a trip to the area this summer to look at some properties. Many of our contacts ultimately work through a list of realtors that is included in our county packet and there are

- times we do not know the final outcome. We assume that there are more farms sold than we know about. Visit:<http://counties.cce.cornell.edu/oneida/AED/comefarmwithus.htm> to learn more. (Link 12/2007)
- o There are a number of local businesses that provide information on seed selection, ration balancing and a number of other operational topics important to local farmers but none of them provide education to enhance management skills. CCE has developed a whole educational program designed to enhance management skills. One segment of this program covers the management of resources be it human, equipment and/or capital. This program was delivered to 13 women as part of a farmwomen monthly discussion group. (Collins 5/2008)
  - o Farmers who obtain FSA loans are required to attend financial educational class as part of their contingency for loan approval. Managing for Success has been approved for FSA borrower training. (Collins 5/2008)
  - o Delivery of MFS was presented in the Agriculture Questions Answered (AQA) series and the Women Farming Today discussion group. AQA has been approved for financial management training for FSA borrowers (Collins 5/2008)
  - o Continually working with the "Come Farm Us" program & have mailed 35 packets containing information on the county. This packet information is now on the CCE AED website giving the farmers/producers another avenue to obtain this information. (Link 10/2008)
8. Farm families need methods to cope with stress and to better manage finances.
- o Women in farming discussion group will be launched on 12/12/07. (Collins 10/2007)
  - o Started a discussion group to increase skill in record keeping, bookkeeping, marketing and human resources of local farming women. The women's discussion group chose the name "Women Farming Today". A total of 13 women from Oneida and Herkimer County have joined the group. Topics and presentations have included *Transitioning Farms, Managing Personal Risk, Dealing with farm labor, and a Healthy Living Program (for the uninsured and under insured)*. (Collins 5/08)
  - o Local farms are small businesses. On many of these farms there is an unwritten partnership between husbands and wives who operate these farms. Each takes a part in the management and operation of the business. CCE organized a discussion group in December 2007 for local women in farming to support their efforts in the operation and management of their farm business.

Thirteen women, majority dairy farmers from Oneida and Herkimer county, have held monthly meetings to discuss a number of important topics including record keeping, bookkeeping, marketing, human resource management, transitioning farms, and managing personal risk. (Collins 9/2008)

- o A newsletter article entitled Family Farm Critical Issues was written pertaining to human resource management utilizing Managing For Success curriculum guides. (Collins & Wrege 12/2007)
9. In addition, new enterprise start-ups are a priority. Through increased knowledge of production, marketing and management these will be more likely to succeed.
- o CCE staff learned that 5 Oneida county dairy farmers were planning on transitioning to organic production. CCE offered a workshop 1/16/07 on transitioning to organic milk production where the 28 participants learned about certification requirements and the certification process, organic milk marketing and a number of other pertinent topics.
  - o New York State, along with 8 other states in the northeast is working on establishing carbon dioxide emission thresholds. When they are established, there will be a market for carbon credits. Farmers will be in a position to be able to sell carbon credits for specific practices that they perform that conserve on CO2 emissions or that sequester carbon. CCE held a workshop on carbon credits for local producers on 3-20-07. (Miller 11/2007)
  - o CCE conducted a program to introduce residents to beginning a new farm enterprise. The program introduced participants to farming, setting goals, marketing, maintaining healthy lands, profitability, regulations, taxes and legal issues. The program was followed by regional farmers discussing their challenges and opportunities in farming and ended with participants having the opportunity to start the business plan process. A business plan for a new Beef producer and a Hydroponics Herbs & Vegetables produces were started. (Manning & Collins 5/2008)
  - o Business plans for a new producer of Beef and a producer of Hydroponics Herbs & Vegetables are currently in development. (Manning & Collins 5/2008)
10. To support increase in enrollment of acreage in ag districts and consolidation of ag districts.
- o There are many benefits for farms to enter their land into an agricultural district, including protection from nuisance suits, and assistance from NYS Ag &

- Markets if a utility or municipality proposes projects that cross valuable, productive farmland. Oneida County's open enrollment period for ag district applications is the month of January. CCE annually has an article in our newsletters that explain the benefits of being in an ag district and the steps to take to enroll in an ag district. (Miller 11/2007)
- o The AED program works closely with the Oneida County Farmland Protection Board to oversee the review of all current agriculture districts and identify farms not currently in ag districts and attempt to get them to enroll. The AED Program Assistant also serves as secretary to the FLPB. (Broccoli 10/08)
11. To seek out and foster the availability of new markets and new crops for local producers, feedstocks for bioenergy, value added products, etc.
- o Continually researching new alternative energy crop feedstock development (i.e. willow) and publishing information in Farm Flashes. Provide a link to sites on the CCE website, as well as internet-based information.
  - o Participated in and helped organize farm report on biofeedstock, sustainable lignocellulosic and herbaceous perennial crop to the Northeast States Sun Grant Regional Feedstock Summit held at Cornell University in Nov. 2007. Linked with researchers doing cutting edge research that will serve as basis for future Farm Flashes articles. (Refer to #6 above for a listing of referenced articles.)(Wrege 12/2007)
  - o Organized Workshop on Biodiesel Production from Oilseeds held at CCE April 2008. Information provided on Oilseed crushing and refining and provided overview of on-farm seed crushing and biodiesel production. (Wrege 5/2008)
  - o Farmers make good use of the best fields on their farms. Unfortunately, most farms have fields that are not economically viable for row crops and for timely harvest of hay. At a CCE workshop Jerry Cherney, Cornell forage specialist, discussed the potential of using these fields for grass biomass for heat production. In previous programs he had discussed best management practices for the production of grass for biomass. In this program he showed current technologies used for pelleting grass. He showed the research he has conducted to determine the viability of a number of commercial stoves and furnaces to burn grass pellets. He also gave examples of grass pellet production and their use in Canada and Missouri indicating an emerging market. He also indicated that economics dictate that biomass be consumed near where it is produced.(Miller 9/2008)
  - o Many local field crop producers sell their grain to

feed mills in NY and Pa. These markets usually pay less than the posted price on the Chicago Board of Trade (CBOT). A new ethanol plant was being constructed in Fulton NY. The Fulton plants need for corn grain far exceeds our production capacity requiring them to purchase grain at the CBOT price for grain produced in the mid west plus pay for transportation. Therefore NY grain producers would have a new market willing to pay prices above CBOT. CCE organized a meeting between local growers and the purchasing agents for the Fulton Ethanol plant to help local growers take advantage of this new market. (Miller 5/2008)

- o CCE hosted a meeting of managers of local farmers' markets on March 13, 2008 in which plans, policies, applications and vendor prospect lists were shared. Managers learned about successful selling at Farmers' Markets through viewing and discussion of new USDA video "Shared Wisdom". Representatives of Eat Smart NY and Mid-York Child Care Council spoke about opportunities to bring their clientele to the markets. As part of the Ag Questions Answered series, four meetings for current or prospective farmers' market vendors were held, introducing them to the options available in the county, regulations they need to be aware of, the Farmers' Market Nutrition Program, etc. (Manning 04/07/08)
- o Contacted the Refugee center to discuss the possibility for farm labor and how to develop the skills needed to work on farms (Collins 5/08)
- o Actively involved in facilitating opportunities for area farmers to market local foods directly to consumers, food distributors, colleges, public schools and institutions. Have helped facilitate the sale of local foods to Hamilton College and Colgate University by working closely with their food service providers. (Broccoli 4/2008)
- o Feed grain prices continue to rise increasing the cost to produce milk. Increasing the quality of the hay crop forage that is harvested decreases the need of local farmers to purchase high price grain. CCE continues to obtain hay samples on a weekly basis in May and early June analyzing these samples qualities and providing this information to many local growers each week via email and web page posts. Samples were taken on 4 local farms on May 5, 12, 19, 26 and June 2<sup>nd</sup> this season. (Miller 5/2008)

12. The local workforce will develop new skills that will enable them to take advantage of opportunities in agriculture and small business.

- o Initiated contact with the Refugee center to discuss opportunities for their clientele to receive training

- necessary to find employment on farms. (Collins 10/2007)
- o Secured collaborator status on Workforce Investment Board (WIB) to develop skills mapping for future bioenergy workforce; will network with educational institutions, and agribusiness to determine the best type of skills training and best delivery methods that can be practical for farm operators, farm workers and agribusiness. (Wrege 12/2007)
  - o Participated in VVS Career Days Feb 2008 used Biofuels board game to introduce workforce skills and potential agricultural career paths and skills needed for emerging biobased economy. (Wrege 5/2008)
  - o In April 2008, the 4-H Tractor & Machinery Safety Certification Program certified 8 local youth ages 14 to 16 in safe farm, tractor, and equipment safety. Certification is required for these youth to be employed on local farms to operate tractors & machinery. Certification requires 24 hours of instruction, including both classroom and hands-on opportunities, as well as successfully passing written, skills, and tractor driving exams. The program was coordinated with Herkimer County CCE. Two local tractor dealerships served as the training sites. (Sweeney, 9/2008)
  - o In May and June of 2008 several high school students from the BOCES Triad "Work Force Development Program" volunteered their time to work in the Parker Scripture Botanical Gardens. A field trip to the greenhouses at Morrisville College provided them with a glimpse of an industry/career they never imagined. Both students and teachers raved about the activities/learning experiences we were able to provide these challenged, at risk youth. Activities done with these students were shared at the National Youth Garden Symposium. (Kay 9/2008)
13. Local government officials will improve their skills in a variety of areas in order to enable them to make decisions that will better their communities.
- o On March 24, 2007, attended a round table meeting with Senator Michael Arcuri and local Ag producers. (Broccoli 12/2007)
  - o In 2007, Oneida County legislators proposed the creation of a rural development specialist position to assist local municipalities to build their resources and leadership capacity. Given the resources available to Extension through Cornell University (CARDI), Extension offered to host this program on behalf of the County. In July 2008, this position was approved by the governing body and was filled. The forthcoming overview represents progress made to date:

Rural Development Specialist Mission Statement was developed to help direct the focus of the recently created position and is as follows:

To offer technical assistance to rural areas and communities in Oneida County by providing information and access to resources that will allow local municipalities, community organizations, and citizens build strong economies, facilities, and programs to improve their quality of life while recognizing the critical role open space, agriculture, tradition, culture and heritage has on community identity and viability.

Specific Project Assistance requested to date:

Town of Vienna - Supporting the Town Planning Board through surveys, workshops and planning sessions on and agricultural land use and alternative energy initiatives in order to provide the information necessary to update their comprehensive plan to reflect the desire of the community to become more independently sustainable and ultimately creating green collar opportunities.

Town of New Hartford - Scheduled meeting with New York State Department of Ag & Markets to secure funding for a Comprehensive Municipal Planning Grant to explore the impact of increased development in southern portion of New Hartford specific to area aesthetics, economic viability, agricultural protection, land use impact, infrastructure capacity and water run off as it pertains to smart growth initiatives.

Town of Whitestown - Codes Department would like to explore the possibility of a SARA grant to consolidate and catalog the maps, files and documents of the assessor, codes officer, planning board, and zoning board to make the involved departments operate more efficiently. Informational sessions for Region 5 are usually scheduled for November/December with applications due in February.

Community and Municipal Outreach to date:

Introduction letters with Informational Update Surveys were sent to the clerks in each municipality

- A database in Excel format will be compiled based on the Informational Update Surveys
- An Oneida County Municipal Schedule has been created for all local municipal meetings and is being updated as Informational Update Surveys are returned. Personal phone calls to town supervisors and village

- mayors have been made.
- Local municipal leaders have been contacted directly to inform them that the Rural Development Educator will be attending upcoming board meetings and to get on the agenda to give a brief introduction of the newly created position.
  - An initial information packet including the mission statement, a list of typical services and contact information is given to the municipal board at first meeting attended.
  - Boards will continue to be informed about available programs through a monthly training and grants handout (See attached) that will be distributed to Guy Sassaman (OC Planning), Gerry Ritter (NOCCOG), town supervisors, village mayors, municipal clerks, planning board chair person and/or ZBA chairperson.

Northern Oneida County - In order to maximize partnership opportunities and minimize duplication of services, the county's Rural Development Specialist and the NOCCOG Circuit Rider will communicate regularly regarding activities in Northern Oneida County so as to maximize the county-wide benefit of the Rural Development Specialist. Through a coordinated effort, the Rural Development Specialist will make the County services more readily available in non-NOCCOG communities while ensuring that all Oneida communities receive the information and benefits of those services. Through collaboration, the NOCCOG Circuit Rider and Rural Development Specialist will be positioned to foster county-wide information sharing and collaboration so that local officials can benefit from the services and "lessons learned" by their peers throughout the entire county.

Southern Oneida County - The Rural Development position will be providing communities with municipal assistance by supporting comprehensive planning efforts, capacity development and facilitating workshops to establish action plans. In addition they will also have access to similar training sessions, grant programs, land use planning and alternative energy initiatives offered to NOCCOG Communities.

Mohawk Valley EDGE & OCIDA - Through direct comprehensive planning efforts, the local municipalities and the rural development specialist can identify potential projects or sites for research, manufacturing and distribution that may benefit from the assistance EDGE has to offer, including business assistance, work force development, infrastructure improvements, and connections to companies interested in locating or expanding their operations. General downtown revitalization for small rural communities that fall beyond

the focus of EDGE would benefit from the municipal assistance offered by the Rural Development position through Cornell Cooperative Extension.

A steering committee consisting of 6-8 individuals is in the process of being formed. It shall be comprised of the following appointments:

County Executive - 1 optional appointment  
County BOL - 2 required appointments  
CCE Rural Development- 2 required & 2 optional appointments

Selected members should cover the following areas of knowledge:

Gov't technical assistance, local gov't policy structure, land use planning, agricultural or natural resources, community facilitation, and project viability

CCE Executive Director - 1 required appointment  
(Williams 9/2008)

14. To provide support for farmers and local governments to explore the viability of purchase of development rights.

- o Partnering with regional economic development agencies such as Mohawk Valley EDGE, Mohawk Valley Economic Development District, Mohawk Valley Applied Technology Corp., Empire State, Economic Development Agency for the City of Utica and Herkimer County to provide economic development resources and support to agri-business and food processing/food distribution companies. We call on all agri-businesses as an economic development team addressing any concerns, questions information and issues that they may have ranging from a wide variety of topics. (Broccoli 12/2007)
- o As part of the Farmland Protection Board's PDR Advisory Committee, developed press-releases and initial communication plan in preparation for filing at least one PDR grant application in 2009 (Manning 4/2008)

**B. YOUTH DEVELOPMENT PROGRAM**

**Tactics:**

3. To ensure that youth development remains a consistent theme - not the event or activity itself. Responsibility is with everyone on an ongoing basis.

- o 4-H staff is continually evaluating programming to

- ensure that life-skill development opportunities are incorporated. To date 4-H staff have had 3 staff retreats with the purpose of reviewing and updating programming efforts. (Mangini 9/08)
- Another staff retreat is scheduled for April 29, 2008 to continue evaluating the 4-H programs and to begin planning for the 2008-09 4-H program year (Mangini 4/2008)
  - A 4-H Youth Development Project Planning Guide chart has been developed as a tool in planning or in reviewing the youth development strengths of our projects.
  - 4-H staff are working with specific groups including the Animal Science Advisory Committee and 4-H Teen Council within 4-H to assure that youth development is the emphasis of what we do. (Mangini 11/2007)
  - Work is underway with the 4-H Teen Council to establish an Oneida County 4-H Teen Council Press Corp. The Press Corp will give youth the opportunity to develop communication, leadership, and team-building, organizational and other life long skills. (Mangini 4/2008)
  - Two meetings (12/13/07 & 4/3/08) were held with staff from the Boy Scout Council to discuss potential collaborations and to obtain results of a survey of youth hobby/career interests that was conducted by the Boy Scouts. (Mangini 4/2008)
  - The power of partnerships was exemplified with the "Living Gift Market", a joint venture between CCE Oneida County's 4-H program and Treehouse After School Program. Treehouse director, Marguerite Edwards identified the "Living Gift Market", a project through Heifer Project International (see [www.heifer.org](http://www.heifer.org)), as a community service event for her after school program. However; she quickly realized that the effectiveness and impact of the event could be optimized by collaborating with CCE's 4-H Animal Science Program. The affiliation resulted in 4-Hers in the Animal Science program providing live animals for the event, representing the types of animals that could be sponsored through the Living Gift Market. 4-Hers were partnered with youth from the Treehouse After School Program and worked together to educate the public about their animal. Together the youth developed their own booth or display for the event and worked together to convey the value and need of sponsorship of that type of animal to feed hungry people around the world. This joint project was a win-win for both organizations, but perfectly aligns with CCE and the 4-H program's goals and objectives in the following ways:
    - Establish and strengthen partnerships that expand the reach of 4-H youth development

programs & opportunities to "non-traditional" audiences.

- Through these collaborations, increases CCE/4-H's visibility and presence in the community.
- Create a unique and meaningful community service opportunity.
  - Encompasses several youth development/life skill components for the 4-Hers: communication, teamwork, leadership, planning & decision making, etc.
- Utilizing the 4-H Youth Development Program Planning Guide chart that staff developed, 4-H staff has been evaluating and modifying programs and projects to ensure that they align with youth development focus. As an example, traditional Animal Science programs such as Dairy Bowl and Horse Bowl involve 4-Hers in practicing their knowledge and skill in their respective animal science area and then forming teams to compete against other counties in "bowl" format contests. The mere nature of these types of activities has a tendency to make them very monotonous and simple question and answer focused. To re-emphasize youth development concepts, new techniques are being incorporated into these very traditional events & activities.
- Heather Sweeney, 4H Animal Science Educator, developed an interactive, team-oriented game to be utilized during practice sessions to allow knowledge & skill practice, while fostering a "team" atmosphere. These interactive games offer a different type of learning tool to help meet the needs of various learning styles of our 4-Hers. These same "games" also encourage individual communication skills and confidence building through successful participation in them.
- Staff is consistently working with volunteers helping with these activities to reiterate the youth development concepts and their adherence to them as a priority.
- Youth are encouraged to take on leadership roles by assisting with planning of educational sessions. (Sweeney 12/2007)
- All County Medals and Achievement awards now have a unified underlying goal of Youth Development. To receive such awards will now require improvement/participation in communication activities, citizenship and leadership in addition to the traditional academic and participation requirements. (Kay 9/2007)
- Community Service, Marketing, Fundraising, Leadership, Creative Communications were met in one single event held at Sangertown Mall. For \$5 the public was able to decorate two Christmas stockings. One they would keep

- the other would be donated to the Thea Bowman House. Over a dozen 4-H members ranging in ages from 5-17 worked with the public on this event. 60 stockings were donated. (Kay 12/2007)
- Public Presentation Training for Evaluators held. To make sure that our youth are getting a fair, consistent and constructive evaluation during Public Presentations/ Horse Communications, Diane Walter from Cornell conducted a 2-hour workshop here at CCE. 20 leaders and parents along with 4, 4-H members attended. (Kay 2/2008)
  - The 4-H Teen Council Press Corp was successfully implemented at the 2008 Boonville-Oneida County Fair. Ten 4-H teens participated by researching, interviewing, and writing articles for the two newsletters that were published and distributed to fairgoers. (Mangini 9/08)
  - Plans are currently underway for the 2008 Living Gift Market in cooperation with the Treehouse After School Program. (Sweeney 9/08)
  - An interactive, team-oriented game was developed to be utilized during animal science practice sessions such as dairy bowl and horse bowl to allow knowledge & skill practice, while fostering a "team" atmosphere. These interactive games offer a different type of learning tool to help meet the needs of various learning styles of our 4-Hers. These same "games" also encourage individual communication skills and confidence building through successful participation in them. (Sweeney 9/08)
  - Youth development is the goal of 4-H, not the event or activity itself. Staff is continually reinforcing this concept with volunteers and adults working with 4-Hers. (4-H Staff 9/08)
  - Youth are encouraged to take on leadership roles by assisting with planning, implementing, and evaluating of activities and/or educational sessions. For example:
    - an older 4-Her assisted in the planning and coordination of the county Livestock Skillathon Contest
    - members of a rabbit 4-H club planned and implemented their first annual rabbit show
    - a 4-Her coordinated and lead the activities for the first "Story Hour in the Gardens"
    - 4-H teens created and implemented the 4-H Teen Press Corp. (4-H Staff 9/08)
  - An Oneida County 4-H Dog Advisory Committee will be constructed through an application process. This committee is being developed in order to assist the 4-H staff in planning, implementing and evaluating the educational programs and activities of the 4-H Dog program. (Cranwell 9/2008)

- A Connecting With Kids Workshop was held on May 1<sup>st</sup> involving some 55 youth workers, teachers and parents from Madison, Oneida and Herkimer Counties. The workshop topics focused in on youth reduction of stress and healthy self-talk. Connecting With Kids is funded through the Slocum Dickson Foundation. (Mangini 9/08)
4. The Executive Director, via the Youth Development Director, will evaluate the roles of our volunteers and develop new recruitment and retention strategies by October 2009.
- 2 new 4-H Leaders along with 3 new activity leaders attended an orientation. (Lynette Kay 3/2008)
  - Leaders have been encouraged to attend the craft workshops to gain the knowledge and skills needed to take the project back to their 4-H clubs. (Kay 3/2008)
  - The annual fall 4-H enrollment program has been restructured to make it more user-friendly and inviting for leaders and parents to get the information they need for a positive 4-H experience for the youth. For example the traditional "re-enrollment" meetings are now called 4-H information sessions and have been incorporated with other workshops, i.e. "Digging for Dinosaurs" and "Officer Training". (4-H Staff, 9/08)
  - Our next 4-H Staff Retreat (December) will focus on developing a volunteer recruitment program. (4-H Staff, 9/08)
5. The Executive Director, via the Youth Development Director, will develop creative program opportunities for non-traditional club members as soon as possible. (i.e. Independents)
- Staff has been reaching non-traditional 4-H audiences (i.e. Tree House After School Program, House of Good Shepherd, BOCES students etc.) through the 4-H and Master Gardner Programs
  - Staff obtained ideas from attending the National Youth Garden Symposium. These were presented to the Master Gardeners as well as the Master Planning Committee. Emphasis was on incorporating educational activities into the current gardens that address topics such as literacy, physical fitness, creativity and environmental education. Several Master Gardeners volunteered to help with and work alongside youth to create these projects.

Ideas included:

- Stepping-stone 'Labyrinth' (physical fitness)
- Living sculpture 'Giant Head' (creativity)
- Stepping-stone 'Cross-word Puzzle' (literacy)

- Continuing efforts to become a registered daylily display garden by incorporating new varieties of Spider daylilies to create a 'Spider Garden'. (Environmental education of plants and insects)
- Incorporating educational information about Bee's into the vegetable garden 'Giant Queen Bee Chair' (environmental education of plants and insects)(Kay 9/08))
- 4-H staff and the Eat Smart New York staff are in the process of submitting a RFP for funding for an after school food/fitness & youth development program
- More program training opportunities have been scheduled for 2007-08 for 4-H members and leaders. The training opportunities include: Introduction to GPS, public presentation judging, babysitting training, Vet Science, Pyramid of snacks and others. This will also include our independent members. (Mangini 11/2007)
- Workshops have been conducted for 4-H members, leaders and non-members including: 3/1/08 Cake Decorating (10 youth and 4 adults involved) and 4/9, 16 & 23/08 Red Cross Babysitting (12 youth involved) (Mangini 4/2008)
- To aid independent members as well as traditional 4-H members a calendar of events was created and distributed at enrollment meetings. This calendar allows youth and parents to better plan when projects should be started as well as providing dates for special activities offered here at CCE as well as at Cornell. Within this calendar is offered opportunities for youth to learn: sewing, cooking, healthy snacks, photography, scrapbooking and entomology. To ensure that our #1 goal of Youth Development is reached participants are encouraged to share thoughts and ideas with fellow participants. Participants in these activities have an opportunity to display these projects at the Boonville and possibly the State Fair. (Kay 3/2008)
- The House of the Good Shepherd Youth often join us for the scrapbooking classes. For these youth, interacting with 4-H members/leaders is in itself a huge accomplishment. 4-H is able to introduce them to art forms such as Calligraphy, Silhouettes and Scherenschnitte (Scissors cut). The history of the art form is discussed, both simple and elaborate examples shared. Then the youth are encouraged to try their hand at the art. Workshops conclude with a "Show and Tell" of the scrapbook page they created. (Kay 3/2008)
- Efforts are ongoing by the 4-H staff to improve the Oneida County 4-H website. Having this information available 24/7 will provide parents, leaders, traditional and independent members with project materials, current calendar of events, record keeping

- books as well as important enrollment forms. The 4-H staff has been busy gathering project materials in a downloadable or printable PDF format. Borrowing project material from other Land Grant universities and compiling it in one place should make finding 4-H projects much easier. (Kay 9/08)
- o Reaching non-traditional audiences is an ongoing effort. Training opportunities have been created and opened to the public with the hope that participants would become 4-H members. For example programs have included: Science Camp, GPS, babysitting training, Vet Science, Stories & Activities in the Garden, dog handling & training, working with people with disabilities, and others. Additional opportunities being explored include archery, ATV safety, forestry, robotics, nanotechnology, and alternative energy. (4-H Staff, 9/08)
  - o A strong effort has been made to offer more 4-H workshops here at the office for traditional and independent 4-H members. When appropriate the workshops have been made available to the public. These workshops include:
    - Entomology
    - Cake Decorating
    - Daylily Tour
    - Photography
    - Red Cross Babysitting
    - Monthly Scrapbooking
    - Sewing
    - Build a Scarecrow (Kay 08)
4. The Executive Director, via the Youth Development Director, will consolidate the coordination and implementation of Agricultural, Environmental, and Healthy Lifestyles education and curriculum in schools by September 2008. (Expansion of "Touring Teacher" program)
- o Our staff continues to evaluate and research funding opportunities to consolidate and strengthen school enrichment programming. A County-Association-Campus collaboration grant RFP was submitted which would fund a ½ time staff position to coordinate implementation of Ag in the Classroom and touring teachers in Oneida County schools. (Mangini 11/2007)
  - o Funding was not obtained for County-Association-Campus collaboration grant (Mangini 4/2008)
  - o Staff continues to look at options related to the overall coordination and delivery of CCE school based programs. (4-H Staff, 9/08)
  - o The existing Touring Teacher program is ongoing with 2 new classroom topics being offered. Staff includes one returning teacher and two newly hired. Brochures and

information are currently being distributed to classrooms for the '08-'09 school year. (Wise/Sweeney, 9/08)

- o During the '07-'08 school year, the Touring Teacher program reached 371 students in classrooms throughout Oneida County. (Wise, 9/08)
- o Annual Farm Fest event was held on Finndale Farm in Holland Patent in June 2008. Over 600 children from schools throughout Oneida County visited the farm in the morning. The students rotated through 16 stations throughout the farm that taught them about a different aspect of agriculture and where their food comes from. Participating teachers were provided with classroom activities and agriculture related lessons prior to their day on the farm, as well as to use as follow-up to their visit. Through the classroom enrichment material provided to the teachers and through the hands-on experience on the farm, agriculture & food and fiber literacy is effectively being introduced and implemented in Oneida County schools. (Sweeney, 9/2008)
- o A 4-H staff person has provided 16 presentations to 380 Social Studies 12, Participation in Government students on Oneida County Government, community service and the 4-H Government Intern Program. Thirty-nine Participation in Government students participated in the Fall 2007 and Winter/Spring 2008 4-H Government Intern Program. Through their involvement in six seminar sessions, the students examined Oneida County issues, developed resolutions and voted on the resolutions through a student conducted simulated Board of Legislators meeting. (Mangini, 9/08)
- o Through partnership with the Oneida-Herkimer-Madison BOCES system, approximately 15 teachers were introduced to the Ag in the Classroom curriculum. This classroom enrichment curriculum incorporates agriculture themes into current NYS Learning Standards. Teachers were introduced to the types of lessons involved and how efficiently and effectively they can be incorporated into their existing curriculums. Teachers were very receptive to this opportunity and were interested in further trainings in additional agriculture & food literacy education. Staff is currently in conversation with BOCES to arrange future trainings. (Sweeney, 9/08)
- o During the week of April 7<sup>th</sup>, 2008 over 20 volunteers from throughout Oneida County participated in Ag Literacy Day through the NYS Ag in the Classroom Program. The volunteers went into schools throughout the county and read the book "Sugarbush Spring" to students in grades K through 3<sup>rd</sup>. The agriculture themed book is a way to introduce agriculture literacy into the classrooms and educate students about the source of their food and fiber. Over 1,200 students in Oneida County schools benefited from Ag Literacy Day.

- (Sweeney, 9/08)
- o (BYOB) Better Your Own Body alcohol education program continues to be a well received and sought after program for many Elementary schools within Oneida County. This grant-funded program requires that we reach at least 654 students and show a 75% increased knowledge of the consequences of alcohol use. In 2008 we reached 743 students and through pre/post test showed an increased knowledge of 89%.

Schools visited and participating youth

Bellamy 20  
Columbus 168  
Denti 98  
Sauquoit 68  
Myles 111  
Joy 32  
Stokes 37  
Hughes 59  
Clough 40  
Denti 42  
Walbran 39  
Albany 29

- o (BSDS) Be Smart Don't Start tobacco education program is equally as popular as BYOB. The grant requires that we reach 654 students and showed a 75% increased knowledge in the dangers of tobacco use. Our program in 2008 reached 681 students and showed a 91% knowledge increase.

Schools visited and participating youth

Hughes 59  
Myles 94  
Columbus 190  
Sauquoit 95  
Bellamy 65  
Denti 41  
Joy 30  
Denti 39  
Walbran 39  
Albany 29

**C. ENVIRONMENTAL STEWARDSHIP PROGRAM**

**Tactics:**

1. To provide resources and information that will encourage the preservation and improvement of Oneida County's land and water sources.
  - o 4-H Conservation Education Days, This all day program

- is offered to sixth graders at Lake Delta State Park in conjunction with other agencies including NYS DEC, Oneida County Youth Bureau and Farm Bureau. Youth visit 12 stations that address topics such as Conservation on the Farm, Rome Sand Plains, Wilderness Safety and more.
- Master Gardener Training and Public Classes offer classes on topics such as composting, use of native plants and controlling invasive species.
  - CCE helps promote the Soil and Water Tree Distribution and Master Gardener's person an informational booth at this event held in April. Information in the form of fact sheets and leaflets, as well as one-on-one consultation, are available to consumers at this time. (Wise 5/2008)
2. To create and/or strengthen the knowledge and appreciation of the environment by youth and adult audiences.
- In September 2007, we contracted with 2 Environmental Touring Teacher Instructors. To date, they have taught programs in Whitesboro, Rome, and Utica Schools. Summer educational field trips to the Extension's Gardens, Woodland Trail and Butterfly House were held, with presentations on "Good Bugs, Bad Bugs", Kids in the Woods" and "Meet the Monarchs/IPM (Integrated Pest Management)". These field trips provided hands-on activities to teach observation, data collection and environmental stewardship.
  - The Master Gardeners and CCE staff worked alongside the House of Good Shepherd youth teaching them about gardening and nature at Champlain Avenue's RTI during the winter and fall months and at the extension gardens during the growing season. The house of Good Shepard approached us because our youth gardening programs incorporate teamwork and basic life skills. The youth enjoy coming to the extension gardens and interacting with gardeners and staff. These youth succeed in our communities if given the proper skills and experience that help them learn to build healthy relationships with others.
  - 4-H Pumpkin/Sunflower class was held one evening in May and the contest was held in late September. This event is co-sponsored by Gardeners of Rome, Inc. The youth are learning about how to care for a plant from seed to bloom to harvest.
  - Mud Pies, Dirty Knees and Gardening event provided hands on gardening activities at stations during the afternoon portion of the all day workshop. Both Master Gardeners and CCE Staff coordinated and led gardening activities using youth plant science curriculum. This all day workshop targeted youth agency workers and elementary school teachers was held on May 8<sup>th</sup> 2007.

- Herb & Flower Festival promoted planting Native Plants - around 1600 community members attended the one-day event held here at the Extension on June 23, 2007.
  - CCE Staff and Master gardener volunteers presented Container Gardening at Farm Fest '07. We talked about growing vegetables and flowers in containers to attending youth from local schools. (Holly Wise 12/2007)
3. To reduce Non-Point Source Pollution generated by local citizens.
    - A few stations at 4-H Conservation Education Days address water-run-off problems and litter. The topic is also addressed on the Horticulture Hot Line during Master Gardener Training and at public classes held at various times including the Herb & Flower Festival. (Wise 12/2007)
    - Wrote article for Utica OD's Master Gardener column on Rain Gardens in the Spring. (Wise 5/2008)
  4. To connect consumers with CCE resources to address natural resource and environmental issues.
    - April 11<sup>th</sup> 2007 Forest /Eastern Tent Caterpillar workshop educated forest and land owners including sugar bush owners on how they should handle predicted outbreaks of the Forest/Eastern Tent Caterpillars to reduce environmental and economical damage caused by the caterpillars. (Wise 12/07)
    - Earth Expo did a TV spot on composting and talked about compost used in municipal clean-up sites and helping to reduce water run-off. (Wise 5/2008)
  5. To provide consumers with up-to-date environmentally friendly methods to control pests and manage home landscapes.
    - To date, the horticulture hot line has responded to 1,275 calls. Master Gardener Training and public classes (Herb & Flower Festival) offered in 2007 included up-to-date environmentally friendly methods to control pests.
    - CCE Hort staff was interviewed by WKTV (a local television station), in April, June and July regarding timely garden pest problems. (Wise 12/2007)
    - Horticulture staff and Master Gardener volunteers have been inputting information on our CCE Website under Home and Garden category. Home Grown Fact Sheets relating to controlling pests in and around the home using IPM techniques have been featured. To learn more see:  
<http://counties.cce.cornell.edu/oneida/home%20garden/Di>

agnosing%20Home%20Garden%20Diseases%20&%20Pests.htm  
(Wise 5/08)

- o Spring Gardening Classes to the public held on April 12<sup>th</sup>. A total of 72 participants attended the various class sessions. (Holly Wise 5/2008)
- 6. To refer consumer questions on subjects not covered by CCE to appropriate agencies and service providers.
  - o The Horticulture Hot Line took in over 350 calls relating to wildlife control, mold in basements, and on site landscaping arborist questions in which staff referred the public to the proper professionals. (Wise 12/2007)
- 7. To educate school aged children on environmental issues.
  - o A total of 922 6<sup>th</sup> grade youth attended 4-H Conservation Education Days. 4-H Conservation Education Days program is coordinated and presented by the following sponsors: Central NYS office of Parks, Recreation & Historic Preservation, Cornell Cooperative Extension Oneida County, NYS Department of Environmental Conservation, Oneida County School Representative, Federated Sportsmen's Club of Oneida County and the Oneida County Youth Bureau. CCE educated youth about composting and growing food at Farm Fest 07'. Master Gardeners and staff have worked with Tree House summer youth program and after school programs teaching the youth about gardening, pests, wildlife and woodlands. Audiences also included House of Good Shepherd youth, BOCES TRIAD teen students, and 4-H'ers. (Wise 12/2007)
  - o 380 kids participated in the Master Gardener Booth activity on Insects and Plants at MYCCC Creative Arts & Crafts Fair, Saturday, April 5<sup>th</sup>. (Holly Wise 5/2008)
  - o Master Gardeners continue to go to the House of Good Shepherd to do garden related activities with Youth at Risk on a monthly basis. (Holly Wise 5/08)
  - o Tree House After school program kids working with Master Gardeners learned about gardening and the importance of plants during the month of May and June. (Holly Wise 5/2008)
  - o Provided an energy efficiency and recycling kit to Whitesboro's school's "Green Club" in March. (Wrege 5/2008)
- 8. To provide information to consumers on alternative environmentally friendly energy sources.
  - o Initiated use of Biofuels Board Game as major tool to

- be used for public, youth and adult programming and education related to renewable energy. Display used at county fair in Boonville, (July 2007), game presented and played at NYS Fair (August 2007). "Board display" used at Agriculture Economic Development Meeting and County Legislature chambers for government intern presentation at County Office Building. (Wrege 12/2007)
- o Participated in WUTR TV satellite filming for Earth Day Expo at the Kirkland Art Center in Clinton. Filmed segment on renewable sustainable feedstock options for transportation fuels. Segment aired Week of April 20, 2008 (Wrege 5/2008)
  - o Presented Renewable Energy insights to Government Interns at Legislature Chambers in Utica in April 2008. (Wrege 5 /08)
  - o Attended Energy Forum in Cayuga County March 2008 and Morrisville Energy Alternative Symposium April 2008, to link contact, information and resource for renewable energy education efforts in Oneida county. Continue web development of numerous sites for farmers, homeowners and consumer energy needs. (Wrege 5/2008)

**D. NUTRITION AND HEALTH PROGRAM**  
**EAT SMART NEW YORK**

***Goal: To provide educational programs that increases the likelihood of all food stamp recipients making healthy food choices and choosing active lifestyles.***

**Tactics:**

1. The Executive Director, via the ESNY staff, will encourage families to eat a healthy, well-balanced diet to reduce medical costs and be better prepared to learn and work by the Summer 2008.
  - ESNY adopted a new curriculum for the 2007-08 contract year entitled Money for Food. The goal is education regarding managing family resources, (this includes activities on how to make a budget and reduce spending) to better enable participating families to purchase adequate, nutritious food throughout the month. (Watkins 12/2007)
2. The Executive Director, via the ESNY staff, will coordinate existing nutritional and agricultural programs that will benefit and educate all people within their communities by the Summer 2009.
  - Youth Nutrition Education outreach:
    - o Remsen Jr. High Wellness Fair - November 2007. Youth from grades 6, 7 & 8 had the opportunity to complete "Think Your Drink" activity. Involved label reading, calculating, and measuring sugar in

- o common youth drinks.
- o Rome School for the Deaf - January 2008 lesson completed with all students in grades 3-12 on basic dietary guidelines and portion sizes.
- o Farm Fest - June 2008 - Interactive booth on Farm to Table. Students learned about different farm crops and foods derived from those crops.
- o Players of Utica - each summer this Utica Theater Group is funded by Excellus Blue Cross Blue Shield to work with low-income children in the Utica area and produce a theater show about healthy habits. At two of the rehearsals during their breaks 30 youth received educational lessons on food groups, portion sizes and healthy eating habits. July 2008.
- Community Education:
  - o 2<sup>nd</sup> Annual ESNY Open House - Open to the public to learn more about ESNY and the types of Nutrition Education Lessons available through this program. Fruit smoothie and healthy snack food demonstrations were presented by staff to educate participants on the importance of calcium and the consumption of fruits and vegetables as part of a healthy diet. Vegetable soup purchased through the Upstate Growers and Packers was offered for food tasting to raise community awareness of local foods and producers. February 2007
  - o 3<sup>rd</sup> ESNY Open House - annual event held at CCE. Participants had the opportunity to do a milk taste testing challenge, meet nutrition educators and find out more about ESNY. February 2008
  - o Milk Challenge - provided nutritional information and Milk Tasting Challenge at the Utica WIC office. February 2008
  - o KIDS Oneida - provided staff and parent education lesson on Food Guide Pyramid and "Think Your Drink" to encourage referrals and participation in ESNY. March 2008
  - o Wal-Mart Health Fair - Nutrition Educator available at the Rome Wal-Mart to explain nutrition education services available through Extension. May 2008
  - o Catholic Charities - Nutrition Educator presented at the grand opening of Martin St. Depores site. Staff and community members participated in "Think Your Drink" activity. Lesson involved reading labels, calculating and measuring sugar content in popular drinks. May 2008
  - o Fit WIC - ESNY donated stretch bands to WIC program to support their program encouraging activity in new mothers. May 2008.
  - o Rescue Mission Staff Wellness Day - provided

- "Think Your Drink" activity at wellness fair to over 20 employees. June 2008.
  - Office of the Aging - Nutrition educators were available during the annual Senior Wellness Fair at the Roselawn. June 2008
  - WKTV Four Part series Maximizing Nutrition Minimizing Cost-5 minute segments on saving money by planning and preparing ahead, buying in season when prices are low included blanching demonstration for freezing foods, cost comparison of convenience versus homemade, and available online resources. July 2008
  - Head Start Wellness Day - Trained over 60 Head Start employees on children's dietary needs, contributing factors of why low income children have a higher incidence of obesity and role played speaking with parents of overweight children. August 2008
  - Educated youth through special events (Farm Fest) and projects (House of Good Shepard project) on how to grow, prepare and cook fresh vegetables. Efforts such as these continue to promote healthy eating.
  - Extension's vegetable garden showcases new vegetable varieties to the public, Master Gardener Column articles were written about these vegetables, and included ways to prepare them.
  - CCE continues to promote locally grown produce as seen at Herb & Flower Festival with vendor booths. (Wise 12/2007)
  - Attended Farm to Cafeteria workshop. This workshop provided information on coordinating direct buys between schools and producers to increase the demand and use of locally grown produce. (Watkins 3/2008)
  - Produced in NY: Silent Cooking Demonstration Program promotes local produce, good cooking skills and healthy eating habits. Will provide a 3-hour training open to public but promoted directly to 4-H leaders to implement this program in Oneida County. Training will be held May 2008. (Watkins 3/2008) Training canceled due to lack of sign up. (9/08)
- 3. The Executive Director, via the ESNY staff, will educate people to adopt healthy lifestyle changes related to nutrition and fitness on an ongoing basis.
  - The ESNY program graduated 225 participants during the 2007 contract year. Our year-end data showed that 179 participants showed improvement in food resource management with an outstanding 94% of participants

showing improved nutrition practices. ESNY is available free to those who qualify by income. Trained nutrition experts meet with participants in their home or in a public setting to help them explore nutrition, meal planning, smart food shopping, cooking and more depending on participants needs. (Watkins 9/08)

- Healthy Girls Healthy Communities - contract services with Girl Scout-Foothills Council to provide 7 healthy snack lessons involving food preparation to girls between the ages of 8-12 years old. Completed between April - June of 2008. (Watkins/Touring Teacher 9/2008)
- Utica City School District - contract services to provide 4-nutritional based lessons to all 3<sup>rd</sup> grade classrooms during the 2008-09 school year. Lessons include: Food Guide Pyramid/portion sizes, Label Detectives, Science through the Pyramid and a healthy snack food preparation lesson. (Watkins 2008)

#### **D. FINANCIAL LITERACY**

##### **Tactics:**

1. The Executive Director, through EITC/VITA, will teach individuals to prepare their own tax returns by December 2008. (Pending grant approval)
- A meeting between Executive Director and RCIL Director was held to discuss changes. The following was the outcome:

##### Overview:

The basis of our work session revolved around increasing effectiveness, enhancing quality, and identifying opportunities to ensure sustainability at the conclusion of the current three-year contract. Funding beyond the upcoming three-year cycle remains uncertain. Program goals should include opportunities for self-sustainability. Education will serve the objective, as program staff and volunteers use a teaching model henceforth. It is the intention of both organizations to assume that the EITC contract will end in three years. With this in mind, CCE/RCIL must identify opportunities to prepare current consumers of service with the tools to make informed decisions beyond the contract.

##### IRS Role Augmentation:

Approximately \$574,906 was collected in EITC refunds for low-income Oneida County residents between the 2004/5 tax year. Based on IRS statistics more than 6 million dollars

remains unclaimed. Of the \$574,606, there has not been a method utilized to ascertain if these individuals were part of the 7 million that went unclaimed. Utilization data is critical to determine effectiveness of the program, and to modify the program to maximize outcomes. Were there repeat users from 04-05? Did these individuals receive the EITC in a year prior to this program? If individuals received the EITC prior to their first contact with the EITC program, the target audience is not being reached.

- RCIL will work with the IRS to see if there is a way to gather historical data to help guide future programmatic decisions.

CCE and RCIL's role is proposed to change as follows:

RCIL and CCE will strive to empower individuals to take control of their financial future, in order to create sustainability.

- CCE recruitment activities will cease. Currently, financial literacy sessions are not focused on consumers of the EITC program. A vast majority of time is spent recruiting, and that target audience is not being reached.
- RCIL will ensure that CCE financial literacy educator receives a complete schedule of appointments. Financial literacy educator will target these individuals. CCE will meet with groups one-half hour prior to them meeting with a VITA volunteer for tax preparation. CCE educator's hours cannot exceed 20 hour per week, so numbers served will increase dramatically, but we do not anticipate being able to meet every single consumer. In the past a "supercenter" model has been discussed. This would serve us well as we seek to reach as many of the participants as possible. Current VITA sites are all through the County and it is impossible to reach all of them through the Financial Literacy educator.

Additional Program Goals:

- Year 1: CCE will prepare fact sheets for consumers to assist them in preparing their own tax return and avoid industry-marketing ploys.
- Year 2: Currently, VITA volunteers complete tax return for participants. In year 2 all volunteers will teach participants how to enter data in tax preparation software. The IRS will hold one learning session to walk volunteers through the process of teaching data entry.

- Year 3: all participants from year 2 will complete tax forms individually with tax preparer walking them through the process.
- Year 4: All original year 2 participants will complete their own tax forms, survey will be completed to identify success rate. How can we do this - data security?

Future programming concepts to be explored:

- Are there opportunities to implement a sliding scale fee for service for this program?
- Are there opportunities to utilize computer labs at the WIB (target audience)?
- Are there opportunities to tap into local universities and high school business classes to further develop a pool of volunteers? This is currently being done to some extent, but can this be formalized and incorporated in the university teacher's curriculum to meet the requirements of the class and the needs of EITC?
- RCIL Information and Referral Specialist may be able to assist consumers with wrap around services that they may be eligible for at RCIL, CCE or in the community - IE: ESNY, Empower NY, Food Stamps. (Bunce & Mangini 08/2007)
- Reach out to members of the community who have a low to moderate income level and who are eligible for the Earned Income Tax Credit (EITC) through the Volunteer Income Tax Assistance (VITA) sites and provide them with financial management information to provide knowledge and encourage the desire to build long-term financial security. (McEwen 12/2007)
- Fifteen financial literacy classes have been held in January, February, and March of 2008, reaching over 100 members of the community. Topics covered included: Basic banking, developing a spending plan, credit and credit reports, identity theft and other scams, credit card basics, and preparing for taxes. In all of the classes the Earned Income Tax Credit was discussed, along with the Volunteer Income Tax Preparation Sites. (McEwen 5/2008)
- CCE has also been reaching out to the community to develop relationships with various organizations to promote financial literacy. CCE financial literacy educator has done classes for, or met with, Working Solutions, Mohawk Valley Latino Association, representatives from Oneida County, Mohawk Valley Community College, Utica College, Human Technologies Corporation, Heritage Health Care Center, Presbyterian Home, Treehouse, MidYork Child Care Coordinating

Counsel, Gilroy, Kernan & Gilroy Insurance, Catholic Charities, and the In-Sight House. (McEwen 5/2008)

### **III. FUND DEVELOPMENT**

***Goal: To improve CCE's financial base through increases in areas such as grants, enrollments, corporate support, and other fund raising activities.***

- Wrote request for Dave Townsend member line item for FarmFest in the amount of \$8,142.00
- Wrote request for Kingsley Foundation for Smart Board technology to enhance educational instruction to meet youth and adult learning style needs (audio, visual, kinesthetic) (Bunce 11/2007)
- 12/07 wrote grant for Renewable Energy, Northeast Sun Grant Initiative. (Bunce & Wrege 12/2007)
- Currently, eight substantial initiatives are underway with a cumulative net of 1.7 million dollars. All strengthen the mission of Extension and will build internal capacity. \$12,000 was received through the Oneida County Workforce Investment Board in the first quarter of 2008 to provide a component of a larger biobased industry grant. Extension is gathering momentum and remains poised to extend the mission of Extension in Oneida County. (Bunce 1/7/08)
- County authorized the creation of a Rural Development Specialist with a budget of \$50,000.00. Primary role of this individual is to build the capacity of local communities to address community development needs. CCE is currently recruiting, finalizing a MOU with the County and developing an advisory board to develop and guide the incumbent. (Bunce 3/2008)
- In September, three AWCP grants have been applied for by CCE Agriculture staff totaling 12,000.
- On August 30<sup>th</sup>, 2008 a five-year renewable grant application was submitted to the New York State Department of Health for a youth tobacco prevention program. This grant represents an annual budget of approximately \$175,000 and positions Extension to grow the nutrition health and wellness program repertoire. Another tobacco prevention grant is underway with a community-based focus. This initiative is also a five-year renewable grant with an approximate annual budget of \$250,000. (Watkins, Mangini, Bunce 9/2008)
- A meeting has been scheduled with the director of The United Way. An overview of programs will be provided and future directives explored. As CCE enters 2008, much of the educational programming provided in all content areas from agriculture to nutrition will have a theme that incorporates current economic climate.

Building financial stability in Oneida County is a priority for the United Way and is in line with current and future CCE programming. Expansion of existing programs and creation of other programs is likely with additional funding. Stretching food dollars, conserving energy to save dollars, and food preservation are just a few sustainable measures that may build individual and family resource capacity. (Bunce 9/2008)

- USDA Grant totaling \$35,000 for Agriculture in the Classroom initiative is in currently progress. (Mangini 2008)

**Tactics:**

1. The Executive Director will stabilize County funding by increasing advocacy activities and improving public relations/visibility by January 2008.

- In 2007 a newsletter was created specifically for County Legislators to inform and enhance accountability. Legislators were instructed on the availability of the strategic plan on the Extension's home page for accountability and transparency. County Executive proposed full funding for Cooperative Extension in 2008. (Bunce & Staff 10/2008)
- CCE Director invited in caucus to discuss current and future directives of Extension in the summer of 08. Relationships continue to build and the new Rural Development Specialist position will provide additional value to the county and local communities. This new position, for the first time in many years, allows Extension to be seen as a resource to local community leadership representatives rather than at the county legislative body only. Through demonstrable value, Extension will continue to foster strong legislative support. (9/2008).
- CCE continues to build a productive relationship with the Oneida County Farm Bureau. A recent endeavor to educate local communities on the partnership with CCE, FB and Soil and Water and the resources we jointly provide to the community further fosters a strong relationship. A brochure was created and will soon be distributed. Efforts such as this, and the support of the Farm Bureau and their ability to lobby on behalf of Extension continues to garner a strong foothold in our community (9/2008).
- CCE continues to build support of our constituent base. From local communities, to school districts and the hundreds of volunteers, CCE has built a strong following who will advocate on behalf of our programming and county appropriation. Recognizing that county legislators are elected representatives of a

body of people, CCE seeks to serve the community well, bring value to constituents and through this value be able to justify the investment of resources by the governing body. This modality has served Extension well, and will continue to be employed (9/2008).

2. The Executive Director, via the issue leaders, will evaluate enrollments, develop a master list of enrollees, and create a pamphlet to explain enrollment and include a list of the benefits of enrollment by January 2008.
3. The Executive Director will appoint fund development point people in each program area by March 2008.
  - o Agriculture: Jeff Miller
  - o Youth and Family: Chris Weber Mangini
  - o Agriculture Economic Development: Marty Broccoli
  - o Child Council: Lorraine Kinney-Kitchen
  - o Nutrition: Carol Phillips-Watkins
4. The Executive Director will ensure better visibility for existing fund raising activities (Remsen Barm Festival, Herb Fest, etc, by June 2008).
  - o Fund raising has been temporarily discontinued due to the results of a cost benefit analysis that clearly indicates the investment of resources does not exceed the resulting return. Staff have been directed to use their efforts to seek sustainable grant opportunities that match current and future programming initiatives (9/2008).
  - o While traditional 4-H fundraising activities (cookie sales) have been suspended, the 4-H staff have as a whole, been seeking alternative funding sources.
    - Best Buy Tag Team Grant \$2000.00 (unrestricted).
    - Private Donations \$500.00 (unrestricted).
    - Herb Festival/4-H Donations \$278.00(unrestricted).
    - Submitted Best Buy GPS/Community Service mapping grant \$10,000.00 (Declined).
    - 4-H Workshops opened to the public for nominal fee. \$50.00 (unrestricted)  
Raising 4-H enrollment fees.  
Senator Joseph Griffo member item \$1000.00 (restricted)
    - Cheese Sale fundraising 10/07 \$3000.00 (Kay 9/08)
    - 4-H Animal Science staff solicited donations from agriculture related businesses to support programming in the 4-H animal science project

areas. To date approximately \$685 has been contributed. (Sweeney/Cranwell,9/08)

#### **IV. TECHNOLOGY**

**Goal: To expand and maintain technological capabilities and efficiencies for the purpose of providing improved services.**

**Tactics:**

1. The Executive Director will ensure one staff training per quarter takes place in all CCE's; Tech areas by September 2007. (i.e. Web calendar, web pages-how to get content on site, video conferencing, Power Point, shared drives, e-mail effectiveness)
  - o Set up training for the Adobe Connect on line software program for all Ag staff. The training included setting up meetings, alerting and inviting other individuals to join a meeting, and how to connect to an offered training. Also included in this training were connecting with a web cam and audio options. (Craven 9/08)
  - o In March of 2008 a Web Calendar training was conducted for CCE staff and Mid York Child Care in each of their staff meetings. Covered were how to utilize all aspects of the program. Integrated the Equipment Calendar and Public Access Calendar for the Web. Showed all staff how to add to each calendar in fewer steps. Thereby saving time by utilizing the participants options. (Craven 9/08)
  - o One on one training was provided for those wanting to work with Microsoft Power Point. As needed, the time was taken to instruct staff, at their workstation, in how to create and work with power point presentations for meetings, trainings. (Craven 01-09/08)
  - o Smart Board basic training was given to Ag Staff in a staff meeting. How to turn on, enter Internet Explorer, write, erase, navigate thru the menus and use a jump drive to transfer information were all topics covered. (Craven 08/08)
  - o Smart Board basic training was given, and continues to be available for all CCE staff on an individual basis. (Craven 08-09/08)
  
2. The Executive Director will develop and implement a plan to improve effectiveness/user friendliness of our phone system by December 2007.
  - o CCE created a new welcome message that made it easier/more user friendly for incoming clientel to locate the correct extensions.(Craven 12/2007)
  - o CCE piloted splitting the receptionist position from one full time to two part time positions. This has

maximized coverage and has brought stability to the front desk. Complaints about the phones have been minimal to non-existent since these changes have occurred. All staff have been trained on our phone system and have taken shifts in the absence of front desk coverage. This has brought stability and a new awareness of the demands, responsibility, and critical importance to the professional image of Extension from the first moment of contact with those we serve. (Bunce 9/2008)

3. The Executive Director will explore the standardization of the client contact database (pilot program) by December 2008.

- o Volunteered to pilot a program for Cornell to track this data. (Bunce 11/2007)
- o The above initiative did not materialize.
- o Pricing and appropriateness was looked into for the Filemaker program. (Craven 12/2007)
- o Executive Director recently attended a New York Farm Net inservice. A new database system created for their organization allows them to track and report data on the agricultural clients they serve. This software offers all of the tracking and reporting capabilities that CCE has sought. A meeting was held with the creator of the software program. A subsequent meeting has been scheduled with CCE's ag staff. Cost remains a barrier. CCE Oneida has requested to serve as a pilot for the Extension system. Software developer is interested in exploring that as an option. Tracking data is critical to Extension, especially as the future economic and political climate continues to be challenging. Accountability to funders will be essential, and yet this has not been embraced in the agricultural community as readily as in most other industries. Proper data management will result in improved services along with improved accountability. CCE seeks to lead the state in this effort to capture data and use data to drive future programmatic decisionmaking. Funding will be sought to pilot this program from NY Farm Viability and local community organizations (Bunce 9/2008).

4. The Executive Director will develop and implement a plan to improve meeting room technology. (i.e. wireless microphones by November 2008, projector by November 2009, etc.)

- o It was discussed how to bring the conference room up to par with technology. Items discussed were; Ceiling projector, larger screens, new sound system.
- o As of the start of 2008, all computers (28 desktops and

- laptops in total) were assessed. All received current and correct updates, some were reformatted and all were confirmed to be in good running condition. Each department was asked if they had technological needs and/or problems. These were addressed as needed. 2 new laptops (with docking station and monitors) were purchased for 2 new positions. They were set up and connected to our network.
- o Applied for and received a grant from Google as a result of which links to CCE-Oneida County's website will appear when Internet users perform relevant searches using the Google search engine. This "AdWords" grant will allow us to reach a larger audience cost-effectively. (Manning 01/2008)
  - o The Linux server was upgraded with a larger hard drive to make all network connections faster and more efficient for CCE staff. This upgrade provides more storage for databases, web information and software applications. (Craven Feb 08)
  - o 2 new projectors with conference room capabilities were purchased. Staff were trained in the use of these projectors. They are available for trainings, meetings and can be signed out by clientel that utilize our conference room. (Craven 08)
  - o Crs5 is a database program utilized by the Eat Smart NY program staff. This program was moved from a standing desktop computer to full database on our server. This will save the program having to purchase a new system at @ \$2,500. Each individual will be able to access the program from their own computer thus maximize staff usage. The standing desktop computer will be utilized in an up and coming tech room. (Craven 09/08)
  - o A new color laser printer (Lanier LP440c) was purchased. CCE now has the capability to print in larger scale and more volume at a lower cost. Future goals include adding the components necessary to produce color brochures for our consumers. (Craven 09/08)
  - o Extra computers were reformatted and saved for the creation of a new tech room. This room will have 5- 8 useable, standing desktops that anyone can utilize for web, microsoft products, trainings, meeting etc. Tech room is to be up and running by November 08. (Craven 09/08)
  - o A new 3com switch was purchased for use with server. This switch will enhance the speed and download time for all CCE computers. Currently the pc's are split on to 3 switches which causes half of the CCE computers to run at a slower rate. This will be beneficial to anyone doing online web trainings, adobe connect meetings, downloads, and benefit overall performance.

- (Craven 09/08)
- o The new and updated website for Cornell Cooperative Extension Oneida County was revealed. [www.cce.cornell.edu/oneida](http://www.cce.cornell.edu/oneida) Department staff gathered information to update and build on any and all existing web pages. (Craven 08)
- o The home page was given a new look which was more "user" friendly for the consumer. A "News and Events" section was added announcing all upcoming meetings, trainings & events that are being offered for CCE consumers. The links to each of our educational programs are easily identifiable. Links to staff, web calendar, directions, etc. were added. (Craven 08)
- o Statistics reveal that in December of 2007 we had:  
Visitors 59  
Views 1012  
Hits 1146  
In September 2008 these had increased to:  
Visitors 1307  
Views 6182  
Hits 21520  
December of 2007 we had 32 pages to visit, as of September of 2008 we have 1205 pages of information. (Craven 09/08)

## **V. FINANCE**

Goal: To secure the necessary funds to fully provide quality programs.

Tactics:

1. The Executive Director, via the Finance Manager, will ensure that program managers are an integral part of the budget building process and the monitoring of program budgets; Monthly financial reports with budget variance reports will be made available to the Board of Directors and the respective Program Managers, on a quarterly basis beginning July 2007.
  - o During the spring of 2007 the Finance Manager met with Program Managers to develop the 2008 budget. Historical data was utilized and will be updated each budget cycle to identify and consider trends and anomalies.
  - o Beginning July 2007, monthly Operating Statements for each segment (grant) with budget variances have been distributed to Program Managers. The Finance Manager enters notations and invites each manager to meet and discuss the program operations. Analysis is performed or other information is gathered on an ad-hoc basis.
  - o Beginning with the May 2007 Board of Directors meeting monthly Financial Statements have been available for presentation. Written notes have since been added to explain budget variances. (Desantis 12/2007)

2. The Executive Director, via the Finance Manager, will distribute and enter the budget by May of each year.
  - o During Spring 2007, the Finance Manager reformatted the budget to identify revenue & expenses by segment. The data was then entered into the AccPac accounting software and is now included with financial reports produced each month.
  - o Current plans are for the Finance Manager to meet with each Program Manager soon after the final approval of the 2008 budget. If necessary monitoring worksheets or other details will be developed for day-to-day use by the program. The 2008 budget is formatted for entry by segment into the AccPac program after the 2007 closing. (Desantis 12/2007)
  - o This was done in early January 2008 (DeSantis 03/2008)
  - o The 2008 budget has been entered in the AccPac Program (DeSantis 3/2008)
  
3. The Executive Director, via the Finance Manager, will review forms for account and consistency by December 2007.

(See #5, Desantis 12/2007)
  
4. The Executive Director, via the Finance Manager, will review the process and procedures for paperwork and inventory flow by December 2007. Train staff on the financial process by May 2008, and then on an ongoing basis. Restructure chart of accounts by January 2008; Conduct cross training of staff for critical process beginning in January 2008, and then on an ongoing basis; By June 2007, identify, record, and distribute fund purposes; Collaborate RFP writing as needed; Collect information about vendor sources as they occur.
  - o In September 2007, a new Accounts Payable Voucher template was implemented that allows for consistency of general ledger account assignment at the point of purchasing. The form also allows for identifying the type of payment to be made by CCE. This is the first step in restructuring the chart of accounts.
  - o After the completion of the 2006 audit the Net Assets schedule was reconciled between the audited statements and the Association records. This schedule is updated monthly and is included with the monthly financial reports. (Desantis 12/2007)
  - o A new employee expense form (excel worksheet) was implemented for 2008 that allows each employee to keep each month in the same worksheet and accumulates monthly mileage and reimbursement for budgeting

purposes. (DeSantis 3/2008)

6. The Executive Director, via the Finance Manager, will ensure stewardship by reviewing internal controls and control environment by January 2008.
  - o Monthly:
    1. Analysis/reconciliation of control accounts to subsidiary ledger &/or reports (a/r, prepaids etc)
    2. Separate analysis of individual program S&W actual to budget with explanations of variances documented.
    3. Pursue explanations of material budget variances from percent of budget-expended calculation. Written explanations are presented to Executive Director each month. In addition the report is presented monthly to the Treasurer, this meeting's purpose is for a detailed review of statements by a board member prior to the monthly meeting.
  - o Periodically present Treasurer list of all A/P vendors from the accounting system for review, as verbally suggested by independent audit firm.
  - o Vigilantly pursue concept of all invoicing/vouchering processed through Business Office to maintain consistency of content & integrity of reports to the Board.
  - o Beginning with the 2009 County Budget request the county budget format was used. Compliance with this format improved the quality of discussion during the annual budget meeting between CCE & county officials. This meeting is the first step in the process of the Board of Legislators authorizing funding for 2009 (DeSantis 9/2008).

#### **VI. HUMAN RESOURCES/MANAGEMENT**

***Goal: To ensure there is adequate staff, trained, supervised, retained, and evaluated to meet the program needs of the community.***

#### **Tactics:**

1. The Executive Director will ensure that the Personnel Policies Manual (on-line) is updated. The Manual will be complete by October 2007, for Board approval by November 2007, and implemented by January 1, 2008.
  - o On September 27, CCE Board of Directors approved a draft of the new/revised policy pending annual review by Cornell (Ken Hillary) and CCE's Attorney. A draft was subsequently sent to Cornell. The final version will be voted on at CCE's annual meeting on December 13<sup>th</sup> 2007 for full implementation on January 1,

- 2008.(Bunce 9/2007)
- o 11/07 received approval from attorney (Bunce 09/2007)
  - o The Board of Directors at the 2007 Annual meeting approved the final policy manual. Full implementation occurred on 1/1/2008. Complete manual is available for staff via the server. (Bunce 07/2008)
2. The Executive Director will ensure staff is trained on the updated Personnel Policy Manual by January 31, 2008.
- o On 1/7/2008, Mary McReynolds, the consultant who provided assistance and drafted all changes to the policy manual provided an overview for staff at CCE's All-Staff meeting. (Ron Bunce 7/2008))
3. The Executive Director will ensure there are up-to-date job descriptions for each position and shared with staff by July 2007.
- o All job descriptions are now current, and reflect all required signatures. The job descriptions will be reviewed annually during performance reviews to ensure that they remain up to date. All job descriptions were reviewed/revised and a master binder was created. (Bunce/Staff 06/2008)
4. The Executive Director will develop and implement a Succession Plan and Workforce Plan by July 2008
5. The Executive Director will appoint a Human Resources contact person by December 2008.
- o Executive Director requested appropriate clearance for Bob DeSantis from Cornell. Transition has begun. (Bunce 10/2007)
  - o Bob DeSantis, Finance & HR manager has been assigned and has assumed all HR responsibilities.(Bunce 07/2008)
  - o A regional benefits workshop will be conducted by Cornell University Benefits staff and Investment Vendors. It will be held at CCE Oneida County on May 15, 2008. (Mangini 04/2008)
6. The Executive Director will ensure performance evaluations are completed on each employee by December 31, 2007, and annually thereafter.
- o Managers have received a complete packet for each employee to distribute and begin self-evaluation. Timeline for completion has been created and managers have received instructions. Extension has modeled review process after Cornell University's Staff Skills

- for Success. Reviews will occur annually between 11/1 and 12/31 for all employees.(Bunce 10/2007)
- o All employees have completed the newly created evaluation process for 2007, 2008 reviews will occur in the fourth quarter of 08.(Bunce 7/2008)
7. The Executive Director will ensure professional development for each employee on an ongoing basis.
- o Eight staff members attended "Supervisor Development Certificate Program" on September 25-27, 2007. This three-day training to helped supervisors fine-tune many fundamental supervisory and management skills. (Collins 11/2007)
  - o ESNY Staff - attended "The Power to Help" on September 17-18, 2007. A two-day training to prepare front line staff to offer accurate information, emotional support and guidance to those participants who are at risk of developing Diabetes or have been diagnosed with Diabetes.(ESNY 10/2007)
  - o 9/20-9/21/07 - "Community Horticulture & Garden Based Learning" at Cornell
  - o 11/10/07 "4-H Choose Health" - at White Eagle Conference Center in Hamilton
  - o 1/17/08 North Central 4-H District meeting and retreat - at Camp Amboy, Oswego County
  - o 1/30/08 "Connecting W/Kids, Helping to Keep our Kids Healthy - Mind" at St. Paul's Church, Oneida
  - o 2/2/08 "Public Presentations Judges Training" held at CCE Oneida County
  - o 3/28/08 "Intro to GIS/GPS and its application w/4-H given by Steve Smith, Cornell at CCE Oneida County (Bunce 5/08)
  - o Farm Business Manager attended "Supervisor Development Certificate Program" on September 25-27, 2007. A three-day training to help supervisors fine-tune many fundamental supervisory and management skills.(Collins 5/2008)
  - o AED Staff - continued education classes for computer skills during October 23 to November 1, 2007. (Link 4/2008)
  - o AED Staff- attended a two-day grant writing workshop on April 3<sup>rd</sup> and 10<sup>th</sup>. The workshop focused on the elements of successful grant writing. (Link 4/2008)
  - o AED Staff - grant reporting training for the New York Farm Viability Institute on March 26, 2008. (Broccoli 4/2008)
  - o Attend Carbon Credit Training Workshop Albany, May 2008 in order to bring back specific applications and strategies for potential and evolving carbon credit market as it relates to agricultural producers etc. (Wrege 5/2008)

ESNY Program Manager:

- o CCE New Staff Introduction 4/07
- o ESNY Managers Spring Update - workshops on Behavior Change Theory and Obesity Prevention Efforts among youth, Politics and the Decision-making process behind Childhood Obesity Epidemic 5/07
- o ESNY Managers Fall Update - workshops on Parental Influences in Child Feeding, updates on FMNP, Preventing Childhood Obesity: An Ecological Approach
- o 4-H Choose Health - attended two workshops NYS Silent Cooking Program (plan to teach to Oneida County 4-H leaders in the Spring of 2008) and Cooking Up Fun, a curriculum to help children ages 9-15 gain food skills. (Watkins 11/2007)

All ESNY Staff:

- o Annual ESNY Conference - focus on food safety, increasing physical activity and lifestyle choices for health promotion. April 07
- o Regional Spring Training - focus on dialog approach recruitment using learning stations. We have successfully used the "Think Your Drink" learning station to recruit new participants at several different health fairs and food stores. May 07
- o A Framework for Understanding Poverty - September 07
- o Regional Progression Record Training - how to properly keep records and notes for the ESNY program. (Watkins 12/2007)
- o Connecting with Kids - "Healthy Children-Body" nutrition, exercise, and eating disorders. (Watkins 3/2008)
- o Executive Director entered year 2 of a two-year leadership development program - LEAD New York. This program provides monthly trainings in excess of 50 days over the course of two years. Both skill development and experiential learning are focused on. Public speaking, meeting management, debate training, and the legislative process are a few skill-based themes. Field travel throughout New York State includes tours of Ag industry operations like dairy farms, viticulture operations, and agriculture end-use facilities and stores are just a few. Field travel to Washington to learn about the legislative process will occur in September, then a weeklong trip to Quebec to study trade between our two countries. A culminating trip to Spain to study their agriculture infrastructure and trade between the United States and the European Union will conclude this two-year intensive program in February 2009. Skills and networking have resulted in direct contacts for Oneida County to call upon in future endeavors as CCE staff drives the organization toward excellence (9/2008).
- o Attended New Staff Orientation at Cornell University.

- (Cranwell 9/2008)
  - o Attended March Dog Madness with one adult volunteer leader at Cornell University. Attended workshops focused on Afterschool Activities and developing youth within the 4-H club context. (Cranwell 9/2008)
  - o Attended and presented at National Youth Gardening Symposium held 7/08 in Delaware. Will be incorporating several activities into the Parker Scripture Botanical gardens that will address current youth related issues such as, obesity, literacy, creativity, and environmental education. (Kay 9/08)
  - o Attended wind energy seminar at Morrisville College 6/08. Information will be incorporated into Touring Teacher Program as well as workshops for youth. (Kay 9/08)
  - o 2 4-H Staff members along with 2 volunteers attended the NYS 4-H Horse Program inservice held at Cornell University on May 21, 2008.
  - o 2 4-H Staff members attended the North Central District 4-H meeting. The professional development portion of the meeting was a presentation on basic first aid tailored to 4-H presented by an emergency room pediatric doctor.
8. The Board of Directors will conduct a review of the Executive Director's performance on an annual basis.
- o Board completed in-depth review of Director and conferred the title of Executive Director for an additional four years or from 10/1/2007-09/30/2011. (Board 09/2007)

## **VII. FACILITIES**

***Goal: To ensure the property/facilities are properly maintained in order to meet the needs of CCE.***

### **Tactics:**

1. The Executive Director will ensure the esthetics, accessibility and safety of the building and grounds on an ongoing basis.
2. The Executive Director will create a master plan with CCE staff by December 2007, to consider improving the facility and grounds in the following areas.
  - o Main Building
    1. Painting Rooms A-B-C, bathrooms, hallway
    2. Back Door Lighting
    3. Public Address System
    4. Air Quality
    5. Temperature Controls (too hot/too cold)

6. Changing Table in Bathroom
7. Storage Space
8. Signage
9. Parking Lot: Lighting, Repaint Handicap Spaces, Re-Surface Parking Lot
10. Cleaning Crew: Evaluate and communicate findings
11. Signage: Main Road Intersections, On Property

- o A meeting of the facilities committee was held. The committee consists of Ron Bunce, Walt Freibel, Holly Wise, Bruce Mero and Heather Sweeney. At the meeting, Ideas were shared and it was determined that a more in-depth outline must be created and justified. The following was incorporated in the outline for further discussion in November 2007.

**Plan: List/outline needs, justify, prioritize, strategize**

**Grounds:**

**Repairs/Maintenance:**

- Brick garden
- Vegetable garden enclosure
- Master Gardeners will form a group to design a concept and return to MG committee who will approve and identify and secure funding for plan. Complete in 2009.
- Removal of overgrown shrubs and trees
- 5/19/2008 Master Gardeners will establish an advisory group to identify overgrown specimens in need of removal by the end of the 2008 summer season.
- Garden waste site or alternate disposal method
- Horse arena
- Drainage improvements
- Lilly arbor (5/08)
- Parking lot
  - a. Resurface
  - b. Re-paint lines

**Garden Creation/Expansion:**

- Butterfly/hummingbird garden
- Accessibility will be improved by the end of the 2008 summer season.
- Perennial Garden
- Herb garden
- Rose garden
- Native fruits (living classroom)
- Vegetable garden
- Water garden

- Horse arena
- Improve aesthetics
- Improve footing
- Improve drainage
- Determine insurance needs
- Market for additional use
- Parking for horse trailers
- Plant trees
  - a. This item is on hold until a drainage plan is implemented.
- Memorial plantings
- Woodland trail
- Enhance Accessibility for ARC/BOCES living classrooms

**Additions to the Gardens:**

- Fragrance Garden
- Pond
- Children's Discovery Garden
- Master Gardeners will work with MYCCCC to develop a concept.
- Greenhouse/Solarium
- Fern Garden
- Ornamental Grass display
- Bog Garden

**Other:**

- Move satellites
- MYCCCC is investigating the possibility of moving satellites or replacing them.
- Building & grounds map
- Electric to pavilion and garden perimeter
- Water to pavilion and select gardens
- Improve exterior lighting
- Master Gardener storage expansion

**Marketing Facilities:**

- Building signage
- 10/19/2007 a letter was drafted to legislative representatives requesting that the name of the Farm and Home center be changed to Oneida County Cornell Cooperative Extension (Ron).
- Approval has been received, quotes have been sent out for new signage
- Roadside signage
- County signage

**Interior:**

- Carpet rooms in needs
- Room D complete with paint, carpet and technology upgrades including Smart Board.
- Paint all rooms in building
  - a. Room E has been painted, and A, B & C are in process
- Improve electrical
- Improve technology in auditorium
- Improve air quality
- Changing table in bathroom
- Storage needs  
(Holly and Ron 10/18/2007)
- Parking lot
  - a. Resurface
  - b. Re-paint lines
- County has agreed to repaint lines in the summer 2008

**VIII. GOVERNANCE**

***Goal: To strengthen and develop the Board of Directors so it can be more effective in meeting CCE's Mission and accomplishing the Strategic Plan.***

**Tactics:**

1. The Board will charge an action committee with the task of developing a Board Development Plan by September 2008. The Plan will include:
  - a. Evaluation of Individual Board Members
  - b. Evaluation of the Board as a Whole
  - c. Determination of the Gaps in Diversity
  - d. Recruitment of Appropriate Board Members to Fill Identified Gaps
  - e. Ensure Orientation and Training take Place for All Board Members
  - f. Ensure New Board Members Receive Comprehensive Board Orientation
  - g. Monitor Board Member Attendance and Performance
2. The Board will ensure action committees are active and effective as needed; and their work is accomplished in a timely manner on an ongoing basis.

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STRATEGIC PLAN SUMMARY

I

PUBLIC RELATIONS AND MARKETING

*Goal: To enhance public recognition and knowledge of CCE and its Mission.*

II

PROGRAM

*Goal: To ensure our programs continue to meet the Mission of CCE.*

III

FUND DEVELOPMENT

*Goal: To improve CCE's financial base through increases in areas such as grants, enrollments, and other fund raising activities.*

IV

TECHNOLOGY

*Goal: To expand and maintain technological capabilities and efficiencies (i.e.: Database) for the purpose of providing improved services.*

V

FINANCE

*Goal: To secure the necessary funds to fully provide quality programs and to provide critical data that allows CCE Staff to make informed, sound fiscal program decisions.*

VI

HUMAN RESOURCES AND MANAGEMENT

*Goal: To ensure there is adequate staff, trained, supervised, retained, and evaluated to meet the program needs of the community.*

VII

FACILITIES

*Goal: To ensure the property/facilities are properly maintained in order to meet the needs of CCE.*

VIII

GOVERNANCE

*To strengthen and develop the Board of Directors so it can be more effective in meeting CCE's Mission.*



**PLANNING GROUP**

**Board of Directors**

Visit:

<http://counties.cce.cornell.edu/oneida/ourstaff.htm>

**CCE Staff**

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