

Kentucky Issues Discovery and Plan of Work Process: An Overview of the State Defined Goals

Putting knowledge to work has always and will continue to serve as the business of the Kentucky Cooperative Extension System. No individual effort serves as a more premiere example than the county Plan of Work. The Plan of Work is often referred to as every county's "contract with its community". That is, it serves as a means to acknowledge the needs of communities, while also providing a proposal for addressing those specific issues that can help improve the lives of all in need. The Plan of Work also helps in documenting that we are willing to be held accountable for our time and resources and therefore willing to show our commitment toward promoting the well-being of our clientele.

With a network of university-affiliated staff in every county in the Commonwealth, Cooperative Extension plays a key role in focusing the resources of our land grant university on local needs and issues. Because of this "grassroots" orientation, the accomplishments of Cooperative Extension from county to county and across the Commonwealth are many and varied. With issues fluctuating across the state, situations may differ depending on the county, district, region or the individuals affected. However, one constant that remains is the role of our stakeholders. While benefiting from our efforts, they also play a critical part in helping us address the needs of all 120 counties. In fact, volunteer involvement in the deliberate planning, implementation, and even evaluation of educational programs are major contributing factors to our success.

In addition to the efforts of our volunteer leaders, it is evident that the Plan of Work Process would not be as seamless without the dedication of our staff. That includes Extension agents and specialists who work diligently to create programs with results. Each year, agents and specialists are challenged with implementing or updating programs that aim to improve the lives of Kentuckians. Fiscal year 2012 (beginning July 1, 2011) was no different. The year marked the start of a new program year and the planning process for the next four- year Plan of Work.

Specialists in the past have had a limited role in the Plan of Work process, but have often expressed an interest in learning more. Hence, we made it a priority to make specialists aware of how agents engage their volunteers, while also helping them see their purpose as worthy contributors. This year, specialists were asked to help commence the Plan of Work process by identifying state trends or issues that affect residents on a much broader scale(i.e., statewide).

The purpose of identifying state trends was to give specialists and associates an opportunity to engage not only in program development at the state level, but have a role in the county-level process as well. Because of the changing and diverse dynamics across the state, agents need input as to what issues are indeed widespread and emerging within program areas. The expertise of specialists is invaluable in assisting agents with this endeavor. Moreover, specialists were instrumental in helping determine the areas to address and the best way to evaluate for success. This was not for state staff to dictate the programmatic focus of counties, but to assist them by providing discussion points that may be relevant to their clientele. Specialists highlighted upcoming trainings, curriculum, and other resources that have been or will be developed around identified trends. Specialists also noted how they planned to measure the effectiveness of proposed resources and assist agents with evaluating programs.

In the fall of 2011, counties begin the needs assessment process by having discussions at the local/county level. Agents worked with County Extension Council members to identify and recruit additional representatives from the general public in order to gather feedback from those who were new to Extension and offered varied perspectives towards program development. Agents shared those topics (trends) presented by specialists with volunteers and council members. Councils were engaged in meetings with agents to identify program opportunities. Council members and other volunteers also assisted in collecting additional data from local residents and prioritized county-based issues. Counties identified over 1,000 issues that were noted to have an impact on the state of Kentucky.

Later in the fall of 2011, the next phase of the Issues Discovery process began with District Leader Forums being held in November. Each county sent representatives to the District Leader Forums. Attendees were grouped by program area (4-H, ANR, CED, FCS) and further discussed the issues identified. County Agents worked with program council members and other volunteers as they perused the issues that were identified by counties. The issues were further prioritized by selecting only those that were deemed “high priority” within several counties in the district. These issues were identified in each district, then compiled for further prioritization by the State Extension and Program Advisory Council members.

In keeping in line with our grassroots approach, the local issues that were classified as “high priority” at the district forum were reviewed by those State Extension Council members and state program advisory council members at the Winter 2012 State Extension Council Meeting. The groups, again, met by program area and determined those critical issues that were worthy of being addressed across districts and in need of statewide attention. These prioritized issues are now classified as our statewide goals for the next few years. The Kentucky Cooperative Extension Service’s statewide goals are presented below.

4-H Youth Development (Expand Youth Leadership Opportunities in Kentucky)

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
4-H	Identifying ways to involve more youth and teens in delivering and participating in 4-H programs, projects & activities	<ul style="list-style-type: none"> • State Level 4-H Leadership Activities/Programs & Curricula for Elementary (E), Middle (M) and High (H) School Students <ul style="list-style-type: none"> ➤ National Youth Science Day (E, M, H) ➤ National Youth Science Day Resource Kits through the Toyota Water Grant. ➤ Summit (M) ➤ Issues (H) ➤ Teen Conference (H) ➤ Capitol Experience (E, M, H) ➤ American Private Enterprise Program (H) ➤ Kentucky Youth Seminar (H) ➤ State 4-H Teen Council (H) ➤ Step Up to Leadership Series (3 books, E, M, H) ➤ Step Up to Leadership Series Mentor Guides (2 books, K-5th, 6th-12th) ➤ Unlock Your Leadership Potential (M, H) ➤ Teambuilding with Teens (M, H) ➤ 4-H Afterschool Series: Teens as Volunteer Leaders (H) • Kentucky 4-H Leadership Cycle – visual representation of how leadership can be developed during E, M and H school years. 	<ul style="list-style-type: none"> • Continue to promote National Youth Science Day with the goal of 100% participation from all counties. • Continue to offer in-service opportunities to agents, volunteers and teachers to promote this program. • Continue to train the State 4-H Teen Council as facilitators for National Youth Science Day with the goal of them presenting this in their home counties. • Flyer or Factsheet on the opportunities for 4-H members in the realm of leadership and teen involvement is needed. • Continue to build teen leadership programs and opportunities at the county level by providing agents with leadership activities and encouraging a long term view of leadership development for 4-H members. • Promote the “Junior Leader” program to all counties and 4-H agents. In this model, older youth serve as project leaders for younger youth building necessary skills for themselves and others. • More state level, intensive leadership councils/boards are needed to harness the leadership potential of the Kentucky 4-H members. 	<ul style="list-style-type: none"> • September 2012 – Conduct three in-service trainings for National Youth Science Day. • September 2012 – Train State 4-H Teen Council members in how to conduct experiment for National Youth Science Day. Each youth will receive a kit. • January 2013 – Develop a 2-4 page fact sheet and accompanying flyer that indicates how 4-H involvement develops leadership and highlights the leadership development opportunities of 4-H members. Include the Kentucky 4-H Leadership Cycle graphic. • November 2012 – Conduct one leadership activities/process In-service for Agents. • January 2013 – Develop or adopt a Junior Leader project, record book and state fair exhibit. • November 2012 – Develop at least one state level teen “board” focused around a specific topic. • June 2013 – Add at least one additional state level teen “board” focused around a specific topic. • November 2014 – Add at least one additional state level teen “board” focused around a specific topic. • Through regular Leadership information in the State 4-H Newsletter, encourage agents to incorporate leadership development in all aspects of programming, regardless of topic and delivery method.
4-H	Developing ways for youth to serve as positive role models in their communities	<ul style="list-style-type: none"> • State Level 4-H Leadership Activities/Programs & Curricula for Elementary (E), Middle (M) and High (H) School Students <ul style="list-style-type: none"> ➤ Issues Conference (H) ➤ 4-H Afterschool: Civic Engagement Curriculum (M, H) ➤ State 4-H Teen Council (H) ➤ Natural Resource Environment Science Academy (H) <ul style="list-style-type: none"> ○ Year 1 – Water & Environment ○ Year 2 – Water & Forestry ○ Year 3 – Water & Wildlife ➤ Tri-State 4-H Day of Service in October 2012 (multi-state day of service that encourages 	<ul style="list-style-type: none"> • Website, promotional materials and reporting/evaluation materials for the Tri-State 4-H Day of Service between Kentucky, Tennessee and Florida. 	<ul style="list-style-type: none"> • 2011 – Pilot the Natural Resource Science Academy to 8 Kentucky counties. • October 2012 – Conduct second class of the Natural Resource Science Academy supported by Toyota Water Grants and the Barnhart Fund for Excellence Grant. • 2012-2013 – Natural Resource Science Academy graduates will conduct an environment or water related project in their counties as part of their participation in the program. • By 2017 – Duplicate the Natural Resource Science academy statewide in Kentucky. • September 2012 – Create a promotional website for the Tri-State 4-H Day of Service.

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
		<p>youth to make a community difference)</p> <ul style="list-style-type: none"> ➤ 4-H Achievement Program • 50 Ways to Encourage Civic Engagement Series (8 Sheets covering all core curriculum areas and camp) <p><u>KSU</u> Step up to Leadership series The Power of Wind There is No New Water Environmentors E3A – Explore Energy Efficiency & Alternatives</p>		<ul style="list-style-type: none"> • August 2012 – Create promotional materials for the Tri-State 4-H Day of Service. • State 4-H Staff will promote a commitment to civic engagement by incorporating this aspect in all programs, activities and events that are youth or volunteer focused.
4-H	Creating strategies designed to retain more 4-H members through their teen years	<ul style="list-style-type: none"> • State Level 4-H Leadership Activities/Programs & Curricula for Elementary (E), Middle (M) and High (H) School Students <ul style="list-style-type: none"> ➤ Summit (M) ➤ Issues (H) ➤ Teen Conference (H) ➤ Capitol Experience (E, M, H) ➤ American Private Enterprise System ➤ Kentucky Youth Seminar ➤ State 4-H Teen Council ➤ Natural Resource Science Academy 	<ul style="list-style-type: none"> • More state or regional/district level camps and programs for middle school youth are needed to retain 4-H membership past elementary school. • More community (non-school) based 4-H opportunities are needed so that youth recognize that 4-H involvement can be independent of their school. • Written or printable materials focusing on the retention and recruitment of middle school youth. 	<ul style="list-style-type: none"> • Continue to promote the involvement of 4-H member during their middle school years. Attendance drops significantly during this time but youth, if retained, are more likely to remain with 4-H in high school. • Ongoing – Expand the Natural Resource Science Academy to 48 counties in eastern Kentucky. • By 2017 – Duplicate the Natural Resource Science academy statewide in Kentucky. • March 2013 – Create a fact sheet on retaining teens in 4-H through the middle school years. Create a complementary brochure that lists opportunities for 4-H middle school youth in 4-H.
4-H	Engaging youth in promoting and marketing the 4-H program at the local level	<ul style="list-style-type: none"> • Revolution of Responsibility campaign and marketing package available from 4h.org • State 4-H Displays available for checkout and/or download from the State 4-H Office. • National 4-H Council’s National 4-H Week Promotional Kit. • 4-H/Ag News Articles – two or more articles are created each month on a variety of topics. Agents are encouraged to personalize these template articles and submit to their local news media. • National 4-H Media Resources • Natural Resource Science Academy promotional brochure. • News Media spots on TV in the Lexington viewing area devoted to county and state level 4-H initiatives, programs and opportunities • Science, Technology, Engineering Math (STEM) – KSU (CPU Curriculum – students building their own computers) 	<ul style="list-style-type: none"> • Develop youth resources that allow youth to effectively market the 4-H program in their communities. • Develop a clear marketing plan for the Kentucky 4-H program. • Online promotional materials that are produced by University of Kentucky Agriculture Communications and volunteers/youth. • Encourage 4-H agents, youth and volunteers to harness the power of social media to expand and promote their program. 	<ul style="list-style-type: none"> • 2012-2013 - Meet with the Kentucky 4-H Marketing Committee to develop a plan of work/action for marketing efforts in Ky 4-H. • Develop a “Kentucky Revolution of Responsibility Campaign” that includes YouTube videos, Table Top displays and public brochure/handout. • Continue giving weekly updates on Twitter and Facebook about the Kentucky 4-H program to utilize social media for marketing efforts. • Youth participants in the Natural Resource Science Academy will promote their personal projects, the program and 4-H through contact with local businesses. • Youth participants in the Natural Resource Science Academy will recruit and promote the program to the next class of participants. • Youth participants in the Natural Resource Science Academy will create a promotional video about their experiences in the program.

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
4-H	Scheduling at least one citizenship component in each 4-H Club's calendar of activities	<ul style="list-style-type: none"> • State 4-H Teen Council youth will implement the National Youth Science Day experiment in their communities as a civic engagement effort. • 50 Ways to Encourage Civic Engagement Series (8 Sheets covering all core curriculum areas and camp) • 	<ul style="list-style-type: none"> • Encourage agents to see civic engagement as a regular and necessary part of 4-H involvement. • Information on the importance of 4-H civic engagement as part of the standard club experience is necessary. This can be communicated through written information as well as verbally. 	<ul style="list-style-type: none"> • 2012-2013 Offer a monthly, club based, civic engagement idea for each month in the State 4-H Newsletter. • During 4-H Club in-service held annually for new agents, emphasize that at least one civic engagement project should be completed by each club each year.

4-H Youth Development (Enhance the Development of Life Skills of Youth and Adults Involved in Kentucky)

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
4-H	Introducing a communication component in all 4-H projects	<ul style="list-style-type: none"> • Silly Speech Lesson Plan – (Club Menu of Options) • Team Demonstration Lesson Plan – (Club Menu of Options) • National 4H Curriculum: <ul style="list-style-type: none"> - Picking up the Pieces - Putting it Together - The Perfect Fit 		<ul style="list-style-type: none"> • Create a fact sheet on – How to incorporate communications into all delivery modes and projects. • In –Service Training on new National Communication Curriculum
4-H	Including consumer education activities in all 4-H projects	<ul style="list-style-type: none"> • National 4H Curriculum: <ul style="list-style-type: none"> - The Consumer in Me - Consumer Wise - Consumer Roadmap - Consumer Savvy Helper’s Guide - Cyber Savvy Arcade • Reality Store • KSU - The Consumer in Me 	<ul style="list-style-type: none"> • Encourage agents to teach the importance of consumerism in citizenship programs • Highlight the positives in the Consumer Education Program division through the state fair and Attorney General’s Office. 	<ul style="list-style-type: none"> • Revise the 4H Reality Store Curriculum with current updates and new activities • Promotion of the Consumer Education Program, as well as state fair division
4-H	Teaching 4-H members to make sound financial decisions, based upon their projects/activities	<ul style="list-style-type: none"> • High School Financial Planning Resource Guide <ul style="list-style-type: none"> • High School Financial Planning Student Workbook • High School Financial Planning Instructor • High School Financial Planning Web Site • Financial Champions Helper’s Guide • 4H Build A Million <ul style="list-style-type: none"> • This project is made up of Units: 1-6 the youth guides are on-line activities. The leader guides are downloadable from the website. Topics include: Do you have what it takes, Learning the Basics, Investments, Putting it all together. • KSU can serve as a resource • Entrepreneurship <ul style="list-style-type: none"> • Be the E • 4H Means Business • Kentucky Saves • Small Steps to Health & Wealth (youth) 	<ul style="list-style-type: none"> • A clear comprehensive curriculum and guidelines focused on youth entrepreneurship and the project guidelines. 	<ul style="list-style-type: none"> • Develop a more extensive 4H Means Business curriculum or search for a National Curriculum for a Comprehensive Entrepreneurship Program • Hold In-service trainings in January for the 4H Build A Million Curriculum which is located on E-Extension • Trainings for youth will be provided (MITT) • MITT will provide in-service training to 4-H agents on MITT resources, (beginning in November 2012) showcasing “Building Healthy, Wealthy Future” • New members have joined the MITT interdisciplinary team (Kim Foster, new 4-H specialist; agents representing 4-H youth development) <p>Resources are available in various forms:</p> <ul style="list-style-type: none"> • MITT Monthly Newsletter provides information relevant to youth and parents

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
		<p>MITT (Managing in Tough Times) Resources for Youth:</p> <ul style="list-style-type: none"> • Kentucky Saves Piggy Bank Contest for Youth • Building a Healthy, Wealthy Future for Youth • Where Does Your Money Go? For use with older high school students • MoneyWi\$e Website offers additional resources for youth programming: http://www2.ca.uky.edu/moneywise/ <p>MITT facebook may be accessed at: www.facebook.com/moneywise</p>		<ul style="list-style-type: none"> • MITT Facebook daily posts are available to agents, parents and youth. • MITT “Bits and Tips” contains youth activities and is located on the MoneyWi\$e website • MoneyWi\$e Website-“Youthwise Tab • MoneyWi\$e Website—Agent resource tab

4-H (Promote Volunteer Development and Education as an Integral Component of 4-H Program Delivery)

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
4-H	Conducting volunteer development webinars or on-line workshops	<ul style="list-style-type: none"> • Everyone Ready! ® on the Energize, Inc. website www.energizeinc.com presents one webinar every other month on a variety of topics in volunteerism. Topics are active for two months, and are then archived. 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Continue to promote the webinars throughout the CES system. Agents should relay the information to volunteers.
4-H	Scheduling in-service offerings on engaging multi-generational volunteers	<ul style="list-style-type: none"> • The in-service workshop: <i>“Engaging Multi-Generational Volunteers in Extension Programs”</i> is available for presentation to Extension groups and District staff meetings. It has been scheduled as an in-service but was not presented due to low registration. • KELD Fact Sheet and Facilitator’s Guides. 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Continue to offer throughout the system. • Has been widely presented to FCS and Homemaker audiences.
4-H	Providing educational opportunities for volunteers	<ul style="list-style-type: none"> • Kentucky Volunteer Forum • Southern Region Volunteer Forum • KELD (Kentucky Extension Leadership Development) • Livestock/Horse Volunteer Certification • Shooting Sports Volunteer Certification • Master Clothing Volunteer Certification • Volunteer Position Descriptions • GEMS Toolbox (Agent Resource Guide) • UK CES in-service catalog • Councils 101; Councils 102 • Camp Orientation • Event orientation • International Host Family Orientation • Leader Guides 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Continue to promote these opportunities throughout the system. • Agents should schedule workshops and/or relay the information to volunteers. • KELD consists of three categories. Beginning in 2013 and ending in 2015, a KELD category of Fact Sheets and Lesson Plans will be introduced at the fall 4-H In-Service Series.
4-H	Empowering volunteers to recruit other volunteers	<ul style="list-style-type: none"> • GEMS Toolbox (Agent Resource Guide) • Councils 101; Councils 102 • Livestock/Horse Volunteer Certification • Shooting Sports Volunteer Certification • Master Clothing Volunteer Certification 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Make GEMS Toolbox accessible to volunteers and “the world” without being password protected.

4-H	Equipping volunteers with the resources to market 4-H in their county and communities	<ul style="list-style-type: none"> • Description of KY 4-H in One Page • Description of 4-H in a single paragraph • Description 	<ul style="list-style-type: none"> • A brief, general description of 4-H. • Description of 4-H in a single paragraph. • Descriptions of 4-H using the message statement "4-H is a community of young people across America who are learning leadership, citizenship and life skills." • Description showing the connection between 4k-H, ANR & FCS. 	<ul style="list-style-type: none"> • Meet with 4-H Marketing Committee to discuss the marketing direction of KY 4-H. • Developing a KY Revolution of Responsibility campaign • Utilize social media for marketing through Twitter and Facebook.
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4-H Youth Development (Strengthen the Health and Nutrition Components of Kentucky 4-H)

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
4-H	Combating childhood obesity through increased physical activity and nutrition education	<ul style="list-style-type: none"> • SPARK Curriculum • WIN Curriculum • Jump Into Foods & Fitness • Media Smart Youth • Specialists (UK) • Dr. Kristopher Grimes (KSU) <p>MyHealth KY Discovering MyPlate: Good Ole Grains Discovering MyPlate: Valuable Veggies Discovering MyPlate: Fabulous Fruits Discovering MyPlate: Powerful Proteins Discovering MyPlate: Dynamite Dairy (All of above are in process)</p>	<ul style="list-style-type: none"> • Encourage agents to include physical activity breaks into club and school enrichment programs. • Increase Kentucky 4-H Health Day participation 	<ul style="list-style-type: none"> • Physical Fitness In-service offered for agents • Sample program agendas for multiple delivery modes • Create 50 ways to incorporate Physical Activity into your 4-H Program
4-H	Offering new curricula including “Acres of Adventure,” “Super Star Chef series” and “Farm to Table”	<ul style="list-style-type: none"> • Super Star Chef Food Preparation- in-service scheduled for May 2013 • Super Star Chef Goes to the Farmer’s Market—in-service scheduled for May 2013 • Super Star Chef Kneads a Little Dough • Farm to School Curriculum—in-service scheduled for October 2012 	<ul style="list-style-type: none"> • Learning opportunities for new agents regarding these programs. • Update Super Star Chef Series. 	<ul style="list-style-type: none"> • Update Super Star Chef Series and complete in-service training on Super Star Chef in May 2013 • Complete in-service training on Farm to School curriculum in Fall 2012.
4-H	Reducing substance abuse through increased education and awareness	<ul style="list-style-type: none"> • Health Rocks Curriculum • Dr. LeChrista Finn (KSU) • Substance Abuse Conference • Different Faces (website) 	<ul style="list-style-type: none"> • Increase 4-H agent awareness of Substance Abuse Conference 	<ul style="list-style-type: none"> • Share implementation ideas with Agents • Market Substance Abuse Conference to 4-H agents • 4-H agents present Health Rocks at Substance Abuse Conference • Partner with FCS on statewide projects • Form a team of specialists to identify additional resources that are suitable for a broader age group

4-H Youth Development (Engage all 4-H Members in Improving their Personal Development)

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
4-H	Building self-esteem and a positive self-image	<ul style="list-style-type: none"> • “True You” curriculum developed by 2011-12 State Teen Council (http://www2.ca.uky.edu/4-H/STC) • Fashion Magic curriculum (available http://dept.ca.uky.edu/agc/pub_dept.asp?dept=4-H+Programs) • Weight: the Reality Series factsheets (FCS factsheets on-line http://www.ca.uky.edu/hes/index.php?p=207 and http://www.ca.uky.edu/hes/index.php?p=170) 	<ul style="list-style-type: none"> • Concepts in Fashion Magic and Weight: the Reality Series will be combined into a series of lesson plans for youth audiences. 	<ul style="list-style-type: none"> • Link “True You” curriculum to Resource Guide. • Encourage agents to begin using currently available resources now. • M. Baker & M. Welch have begun work on this project; will involve other FCS specialists as needed; complete by PY 2013-14.
4-H	Developing awareness on dealing with and combating bullying	<ul style="list-style-type: none"> • Safe and Caring Schools Resource Guide (one copy given to counties in 12/2011) • CYFAR Library (http://www.ca.uky.edu/hes/internal/CYFAR_Library.pdf) • State Teen Council’s Bullying Guide • List of lessons and curricula by grade to download --in 4-H Agent Resource Guide under “Bullying” • Bullying resources for camp (4-H Agent Resource Guide: http://www2.ca.uky.edu/4hcamp-files/Vol_Study_Unit_10_Bullying_.pdf) 		Develop additional resources such as ideas for school assemblies.
4-H	Recognizing and responding to peer pressure	<ul style="list-style-type: none"> • Health Rocks! curriculum (Activities entitled: “Counting Heads” & “Circle of Friends”) • Intermediate Health Rocks! curriculum (Activities entitled: “Which Way Do I Go?”; “Circles of Influence”, “What Do I Believe?”, and “That’s How I Feel”) 		<ul style="list-style-type: none"> • Remind agents of resources that are available.
4-H	Learning to use social media safely and appropriately	<ul style="list-style-type: none"> • 4-H Agent Resource Guide: “Social Media” • “Sexting: What Every Caring Adult Should Know (4-H Agent Resource Guide:” 	<ul style="list-style-type: none"> • Create fact sheet on common websites/social sites used by teens 	<ul style="list-style-type: none"> • Complete factsheet. • Demonstrate methods of utilizing social media (Facebook & Twitter) appropriately for work and socialization. • Continue social media updates in Kentucky 4-H Agent newsletters (6-8 per year) • Conduct Youth Trends in-service for 4-H agents during Series of In-services 11/2012.

Agriculture & Natural Resources

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
ANR	Increase Extension Marketing of current and future programs	Ag Communications	More marketing opportunities and resources	Work with Ag Com to market programs; A college-wide committee has been formed;
ANR	Increasing statewide classes via Lync or Adobe Connect	Lync & Adobe Connect training opportunities	More widespread adoption by faculty and agents	Continue to promote the use of the technologies for agent training and for grower programs; Work on buy-in from specialists; offer statewide training for producers
ANR	Help with local marketing through the promotion of "Buying Local"	State has KY Proud	Wider acceptance and use	Continue to help promote
ANR	Target small/backyard gardeners (containers, raised beds)	ID-128, Master Gardening Program	Workshops	More local programs at county level
ANR	Distribution of Retail/Wholesale Price Discoveries			Undecided; Controversial due to the perception that this activity sets price
ANR	Accessibility of Programs	Office of Diversity, Quentin Tyler	Training from diversity office	Explore opportunities to include underserved audiences

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
ANR	Using horticulture destinations for agritourism	Upcoming Agritourism Sessions, Sept 17 & 26		TBD
ANR	All in one website		Ag agents would like a site that is user friendly to use with farmers	TBD – will gather more specific details
ANR	Markets, tours	KSU - Southern SAWG (Sustainable Ag Working Group) Conference - KSU bus tour, Contact Dr. Marion Simon or Mr. Louie Rivers, Jr.		TBD – will seek out more details
ANR	Tying horticulture into KY farm business management program	KY Farm Business Analysis Program	Affordability & Expertise of staff in horticulture related enterprises, Database is not sufficient to make analysis meaningful	Most Horticulture producers are small and may not justify the expense to develop expert management help or be cost effective to the producer (Some current producers have horticultural crops that are included in a larger farm analysis)
ANR	Water quality plans (Work to understand updates/programs available)	Kentucky Agricultural Water Quality Planning Tool (online)	Increased Awareness	Support by Agents
ANR	Increase awareness of new government regulations and compliance policy	Various		This encompasses many areas and is a difficult endeavor due to ever changing regulation and scale.

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
ANR	Animal mortality (work with counties to find a location to compost)	Publications	Increased Awareness	Continue to promote Higgins Method
ANR	Cover crops	Extension Associates in Horticulture, Soil specialist, Grain specialist		Will seek out more details
ANR	Keep up team work efforts with other agencies on communication	Kentucky Ag Council participation by University	General economy has reduced staff at many of the other agencies reducing services once available	Continue to be involved in Kentucky Ag Council planning and implementation
ANR	Make people aware of programs that are available to new farm owners	KYFarmStart KSU - Beginning Farmer Program; Farming for Cash - focus on enterprises that generate cash income in a relative short period. Contacts: Dr. Sid Dasgupta, Dr. Marion Simon, Mr. Louie Rivers, Jr.	Awareness	A new KYFarmStart is set to begin this fall
ANR	Need more farmer friendly policies to help with the destruction of farm property due to wildlife	Wildlife Specialist, KY Fish & Wildlife	More interaction with Fish and Wildlife	Continue to represent farmer viewpoint
ANR	Education on composting (i.e. Value of compost-market potential or compost)	Sustainable Ag program	Publications	Emphasize need to Sustainable Ag Group

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
ANR	Keeping pastures established (drought tolerant varieties; loss of orchardgrass/timothy)	Grazing School, Pasture Management program	None	Continue with Programs
ANR	More emphasis on economic returns of savings on hay/pasture fertilization	Kenny Burdine Gregg Halich publications	None	Agents are promoting this locally
ANR	Struggle for new, young farmers (Farm Start Program good for new farmers)	KY FarmStart KBN and KY Beef IRM KSU - Beginning Farmer Program; Farming for Cash - focus on enterprises that generate cash income in a relative short period. Contacts: Dr. Sid Dasgupta, Dr. Marion Simon, Mr. Louie Rivers, Jr.	KY FarmStart; Farmer buy-in	A new KY FarmStart will begin fall 2012; Beef program proposed by Beef IRM Group, Similar action by KAC
ANR	Cover crops (primarily wheat on grain crops; what are comparisons of rye to wheat? Benefits?)	Extension Associates in Horticulture; Soil specialist; Grain specialist	none	TBD- will seek more details
ANR	Ground is being placed in corn that never should be grain	Farm management program & soil specialist	None	May be self-correcting as yield and prices fluctuate, Can't legislate good management practices. Grain base yields may be contributing
ANR	Forages/Productive varieties – (Spray vs. bush hogging-which is most economical? With high fuel costs, use of tractor/bush hog may be higher than chemicals; Continue to look for new and better varieties such as orchardgrass persistence)	Forage weed management specialist and chemical use research	None	Agent training on this subject

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
ANR	Grain Crop Information (Continue to update grain publications-corn production is much different than it was 20 years ago-chemical usage is different; Majority of corn info is from Princeton; keep good grain specialists in Lexington and Princeton)	Considerable efforts are ongoing in this area	Eventual replacement of Grain Specialist position at Princeton	Continue with current efforts
ANR	Weed Management (Round up resistance weeds becoming more of a problem. With \$6.00 corn more emphasis being placed on grain crop weeds; More emphasis on educational programs on timing of chemical applications on weeds)	Weed specialist and publication as well as assessment of resistance and control options	More research	Continue to assess problem and explore options
ANR	Hay & Pasture Soil Fertility (UK soil tests save farmers money; Difference in speed of getting soil test results back from Princeton compared to Lexington)	Kenny Burdine Gregg Halich Publications	None	Agents are promoting this locally
ANR	New Grain Enterprises (educating new grain farmers; Sod fields being placed in corn/beans-create problems with moles, crows, ; some ground good for beef cattle but not suitable for grain crops)	Grain management programs and specialist	More grain programs in Eastern part of state	Explore contributing factors such as yield base for establish producers
ANR	Marketing (Tools to id markets; Lobby to change restrictions; Marketing for locally grown products; partnerships with Schools/prisons)	MarketMaker	Ease of use	Explore ways to improve user interface in MarketMaker
ANR	Sustainable ag profitability (clearly define "sustainable." Is it profitable, or does it refer to sustaining a garden?)	Sustainable Ag Program and research at South Farm	Apparently education/increased awareness	Continue with efforts to promote and clearly define sustainability (i.e., Sustainability is a process, focus on profitability, etc.)

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
ANR	Beginning Farmers - Estate planning (helping Young farmer with no background in ag start farming)	KYFarmStart KSU - Beginning Farmer Program; Farming for Cash - focus on enterprises that generate cash income in a relative short period. Contacts: Dr. Sid Dasgupta, Dr. Marion Simon, Mr. Louie Rivers, Jr.	Awareness	A new KYFarmStart is set to begin this fall
ANR	Alternative ownership arrangements (Database needed to link retiring farmers with potential farmers for a leasing type situation; Training on how a retiring farmer can lease a farm; Are we pricing ourselves too cheaply, and does this lead to an under-appreciation by the public?)	None known	Specialist support	Topic discussed in detail at the Beef IRM retreat and by Ky Ag Council (discussions will continue); will work with CED on this topic
ANR	Cash Rent (Need a more efficient way to connect landowners with ones who want to rent; cover topics on liability and responsibility)	None known	A resource similar to MarketMaker	Explore ways to get producers connected
ANR	Farm financing and business management (education on new tax forms, laws)	Farm Business Analysis	Resources outside of FBA	TBD
ANR	Help farmers become visible players in the green revolution (carbon sequestration, etc.; Convince the public that we're not the bad guys)	Some specialist and research in this area	Marketing of current programs	Gauge farmer awareness and interest
ANR	Marketing (Identifying the markets; Need more focused market price information; Regional price database for commodities; Find direct marketing link between end consumers and farmers; need tools/technology for new marketing strategies; Expand MarketMaker into other product areas)	MarketMaker	More user friendly interface	Training on MarketMaker use for agents

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
ANR	Beginning and Young Farmers – (KY Farm Start; Transfer of land is a high priority; We have lots of budgeting resources, but how do we educate young farmers in effective budgeting?)	KYFarmStart KSU - Beginning Farmer Program; Farming for Cash - focus on enterprises that generate cash income in a relative short period. Contacts: Dr. Sid Dasgupta, Dr. Marion Simon, Mr. Louie Rivers, Jr.	Awareness	A new KYFarmStart is set to begin this fall
ANR	Grain Input Costs (Land suitability; Educate on using ground for the best crops and the ramifications of using land for inappropriate use)	Cory Walter and Edwin Ritchey plus several publications		Continue to emphasize input cost Land use may be self-correcting
ANR	Farm Business Management (Proper tax form preparation; proper tax forms for H2A workers)	Farm Business Analysis	Resources outside of Farm Business Analysis	TBD
ANR	Public Education on Food Production (Agents need a broad base of understanding for agriculture related issues; Youth education on agriculture issues; Farm to Table program; basic media training for farmers)	Some of this is being done in ANR but most in FCS and 4-H	none	Will work with 4-H and FCS on programming needs
ANR	Urban Rural Interface (4-H activities: Ag day, farm trips to expose kids to agriculture; Give consideration to location, don't put it in the public eye; Extension can be a liaison between rural and urban interface; Educating consumers on how to prepare raw products)	Some of this is being done in ANR but most in FCS and 4-H	none	Will work with CED, 4-H on programming needs
ANR	Labor Shortage (Extension can work on awareness of issues and Regulations and share information on proposed regulations/ legislation; Discussion on proposed legislation dealing with youth labor on the farm; The H2A Program needs consistency, not changed through administration; We have illegal immigrants working in agriculture, we need a process to keep	Some labor issue support is available; most resources are informational	Legal issues and highly political	Will determine what issues are within the scope of College of Ag

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
	them working in agriculture)			
ANR	Farm Safety (GAP Training; Emphasizing safety to producers and consumers)	Specialist and resources such as ROPS	More Awareness	Continue to promote using KDA, Farm Bureau resources and others
ANR	Energy Costs (Engineering work on solar energy systems for use on the farm; Energy Storage is an issue for solar; Using manure for energy using waste products (methane) as an energy source; How could alternative energies (Solar, wind, thermal) be cost effective on the farm?)	New energy grant administered out of Biosystems & Ag Engineering (Beverley Miller)	More specialist support	Continue to explore options; A LYNC training was held and an archived video of the meeting is available; will look into all programs working on this issue as an interdisciplinary workgroup
ANR	Waste management	New specialist on board	Research and nutrient availability	Convey county needs to new specialist; programs to address the issue are forthcoming
ANR	Alternatives (feed sources?) due to high feed/input cost	New publications released by specialist	Agents should extend recent information to producers	Held LYNC session to inform agents; Recording available to all agents
ANR	Loss of forage land availability due to increased grain production/ prices	Cory Walter Edwin Ritchey Several Publications		Continue to emphasize input cost Land use may be self-correcting

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
ANR	Understanding nutrient availability in feeds containing lower end commodities	New publications released by specialist	Agents should extend recent information to producers	Held LYNC session to inform agents; Recording available to all agents
ANR	Research showing performance using feed by-products (i.e. DDG and wet distillers)	New publications released by specialist	Agents should extend recent information to producers	Held LYNC session to inform agents; Recording available to all agents
ANR	Cost and availability of purchasing replacement females (retention open cows vs. culling)	Kenny Burdine (Ag Econ)	None	This issue is being addressed
ANR	Making available a program similar to Master Cattlemen for beginning producers	Offered by Roy Burris	Identifying those that need a beginning course	Identify and encourage those in need to take this instead of Master Cattlemen
ANR	Help identifying and locating custom slaughter facilities	This is available as public record	Easy access for agents	Locate web resources and post on agent resource page
ANR	Programs about vaccination and castration	Michelle Arnold	None	Schedule a LYNC training

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
ANR	Making cow college and other state programs more available locally	District 1 is currently offering a wide range of programs such as Horse College remotely	Wider acceptance of distance learning	Continue to encourage more districts to follow District 1's example
ANR	Reverting back to old ways if not approved for CAIP funds	Agent advisory group for GOAP	Agents should convey needs to District representative	Advisory Group has meeting with GOAP on Agenda
ANR	Learning to make better use of Niche markets	New Crops Opportunity resources	Specialist support for Niche products	Training on Niche products, production requirements and potential markets
ANR	Small flock management	Specialist Jacquie Jacob and KSU	None	More Awareness of support provided by UK and KSU
ANR	Limited resources	KSU - Beginning Farmer Program; Farming for Cash - focus on enterprises that generate cash income in a relative short period. Contacts: Dr. Sid Dasgupta, Dr. Marion Simon, Mr. Louie Rivers, Jr.	More resources to be determined	Continue utilizing KSU as a resources; Will investigate to determine additional needs
ANR	What are food safety regulations for eggs/meat, etc.	Jacquie Jacob & Gregg Rentfrow FCS	None	Training on Food safety regulations Interdisciplinary with FCS

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
ANR	Marketing eggs, meat, etc.	Jacque Jacob & Gregg Rentfrow	None	Training on Egg and Meat marketing
ANR	Consumer education on differences in free range, organic, naturally grown, certified/non certified	This is market driven KAC is addressing KSU – Dr. Michael Bomford & Dr. Marion Simon	-	Use other opportunities to educate public about these issues
ANR	Honey bees (availability of pollinator hives to producers; state apiarist position?)	A State Apiarist has been hired and support is also available at KSU KSU –Dr. Tom Webster	Someone that will support needs of Agents	Assess level of new resources
ANR	Educate general public on importance of bees in food production	KSU –Dr. Tom Webster		Promotion of Resources at KSU
ANR	Pesticide safety and use related to bees (insecticides on crops and home fruit)	UK Entomology specialist KSU –Dr. Tom Webster	none	Continue to emphasize effects of insecticides on beneficial insects and those with less impact
ANR	CAIP program for bee keepers (many don't know about it)	GOAP List of available programs KSU –Dr. Tom Webster	None	Agents should make producers aware of all CAIP programs

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
ANR	Pinkeye control	Michelle Arnold	None	Training that includes Pinkeye control
ANR	Ovis management	Ken Andries, KSU Goat and small ruminant production educational programs: upon request in counties, Third Thursday of March and October 10 am - 3 pm, Eastern Time, KSU Research and Demonstration Farm - Dr. Kenneth Andries GHIP Goat Herd Improvement Program (computerized) with hands-on weighing and evaluation - upon request - Dr. Kenneth Andries Goat economics, marketing, business management programs - upon request, Drs. Marion Simon and Kenneth Andries	None	Sheep/Goat training including disease management
ANR	Mineral and vaccines (vaccinating vs. not vaccinating)	Michelle Arnold for Large Ruminants Ken Andries (KSU) for Small Ruminants	None	Beef and Sheep/Goat trainings including disease management
ANR	Clipping pastures	Various specialist and forage management workshops, field days and tours	None	Continue forage management programs
ANR	General management	Risk Management Education - upon request - Dr. Marion Simon Risk Management Education based on pastured poultry and alternative enterprises - upon request - Dr. Marion Simon, Ms. Victoria Burke, Mr. Steven Skelton - special focus of central KY (Hart County) Risk Management Education - producer education - Drs. Marion Simon and Buddha	TBD	TBD- will gather more specific details

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
		<p>Gawali, Ms. Victoria Burke, Mr. Louie Rivers - upon request</p> <p>The Third Thursday Thing Workshops at the KSU Research and Demonstration Farm - monthly, 10 am - 3 pm, January - November: Topic summary: Jan – Equipment maintenance Feb - Organics and hoop house production March - Goats & small ruminants April - Soil conservation, USDA-NRCS, hoop house production, rain barrel building May - pastured poultry and caged culture of fish June - Horticulture and organic systems July - Overview of KSU Research and Demonstration Farm August - "Market Ready" Program September - Horticulture, sweet sorghum, energy October - Goats and small ruminants November - AgrAbility, winter livestock care, and sweet sorghum</p> <p>Contacts: Dr. Marion Simon, Mr. Louie Rivers</p>		
ANR	Fly management	Entomology specialist and publications	None	LYNC Training

Family & Consumer Sciences

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
FCS	Need to focus on using technology effectively to reach broad audiences	<p>Specialists are using these technologies and other sources (Jennifer Hunter, Bob Flashman)</p> <p>Facebook posts Blog posts Twitter posts Pinterest Ideas</p>	<p>System infrastructure to support the ability to be proactive and timely in these areas.</p> <p>Greater use of social media</p>	<p>Continue to work toward innovation in use of technology</p> <p>Hire curriculum specialist who will engage FCS counties and state staff to use multiple educational methods</p> <p>Build infrastructure support for use of innovative methods</p> <p>Need interdisciplinary team to move forward in utilizing technology from a programmatic perspective</p>
FCS	Continually focusing our efforts to promote individual and family self-sufficiency while promoting relationships within the community	Some of our materials focus on one aspect or the other but reviewing our program resources to include a community “how-to” if appropriate could be done as specialists develop/review their materials.	<p>This is a critical piece that needs to be included for especially new agents as they frame their work; Assisting specialists who are learning what Extension is and providing help on how to frame resources in the context of the county/community; Need to cross train at county and state levels to understand this Extension in various contexts</p> <p>Revision of Workforce Preparation materials</p>	Discussion with State Staff and Agents on best practices to integrate these concepts at training and through resources
FCS	Changing demographics (decreased birthrates, increased longevity, increased number of Hispanic, Asian, and African-American citizens, etc.) point to the need to plan programs across the lifespan from various cultural and ethnic perspectives	<p>Spanish resources for NEP program have been a priority this year and can be accessed via NEP resource list.</p> <p>Programs targeting many audiences and age ranges/points in the life course have been developed (military families, older adults, young families, etc.); these are available on the internal resource page</p>	<ol style="list-style-type: none"> Continue to add to the resource base/ broad range of materials and resources Need training for agents and specialists on ways to include diversity into resources as developed and implemented 	<p>Invite Quentin Tyler to FCS State Staff meeting to discuss strategies for this issue</p> <p>Train volunteers to understand/value diversity</p> <p>Seek out professionals in counties that have different backgrounds (who can provide exposure to changing demographics)</p> <p>A Kentucky Extension Diversity/civil rights committee is being formed</p> <p>KSU is working on:</p> <ul style="list-style-type: none"> Diversity Workshop on Cultural Competency Language Access Information on working with interpreters & translators
FCS	Simplify our approach to teaching healthy lifestyle choices	This suggestion in the context it was made was to focus on measuring small steps for healthy lifestyle choices in order to know if we have made substantial differences. We have curriculum that have specific evaluation tools designed to do this (Weight the reality series, Diabetes, Small Steps to Health and Wealth,	<p>Program evaluation development aligned with indicators needs to be accomplished.</p> <p>Additional resources on healthy lifestyles; choices addressing health concerns</p>	Specialists will continue to develop programs that teach concepts in targeted “manageable pieces” and develop an appropriate evaluation plan.

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
		etc.); Agents need to use the tools and report for us to show collective impact on healthy lifestyle choices.		
FCS	Emphasize youth financial skill building and design low literacy programs to teach basic money management skills	New curriculum for youth developed by Jennifer Hunter has been developed and rolled out since this discussion More Bang for Your Buck! (Joanne Bankston, KSU)	The low literacy money management materials from KSU are not easily accessible to agents. The materials developed by Joanne Bankston are excellent but need to be web ready for easy access. Other materials related to money management, paying bills, what to do in a crisis, and recordkeeping	Trainings for youth will be provided Develop or search for more extensive curricula Trainings for agents are in the planning process
FCS	Basic food preparation skills (focus on programs to teach next generation how to maximize local food resources, promote food safety & nutritious eating)	NEP is planning a social marketing campaign to teach these skills and incorporate resources (Plate it up, Champion Food Volunteer, Super Star Chef, etc.) in a total package. Dr. Kristopher Grimes (KSU resource)	We have many materials but now we need to package them effectively for agents to use – including twitter, facebook posts, etc.	Development of this campaign will be the focus of a one year project beginning November 1, 2012 MyHealth KY Discovering MyPlate: Good Ole Grains Discovering MyPlate: Valuable Veggies Discovering MyPlate: Fabulous Fruits Discovering MyPlate: Powerful Proteins Discovering MyPlate: Dynamite Dairy (All of the above are in process)
FCS	Expand FCS leadership development programs to promote diverse involvement in programs as demographics within Kentucky change	The KELD (Kentucky Extension Leadership Development) curriculum if used broadly could help in this concern	Time to train agents effectively	KELD: Section 1 complete, Section 2 is in production and Section 3 is in development
FCS	Increase community and statewide partnerships to meet local needs and keep up to date with current concerns and opportunities	Progress has been made to build statewide partnerships that will leverage resources, potential outreach opportunities, and agent training programs to support our FCS strategic plan KSU video- Health Equity and What Communities Can Do – Dr. LeChrista Finn KSU - Ready 101 emergency information sheets in English and Spanish – Dr. LeChrista Finn	Travel funds/ web-link infrastructure with outside university system capabilities/Specialists with skills and time to build and maintain the partnerships Agent buy-in to the potential partnerships	Continue to build partnerships that strengthen our ability to be effective at state and local levels.

Community & Economic Development

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
CED	Small & home based business development	Rick Maurer; Development of Resource list on CEDIK page; Development of leveled professional development sessions for CES Agents	State Collaborators; Nationally juried curricula; hospitality & mgmt specialist; home based business materials	In Progress of developing Logic Model/Resources (i.e., Small Business Development, Home Based Business Development, Tourism, and Assessment)
CED	Agritourism education & development	Lori Garkovich, Development of Resource list on CEDIK page; Development of leveled professional development sessions for CES Agents	State Collaborators; Nationally juried curricula	In Progress of developing Logic Model/Resources (i.e., Personal Assessment, Site Preparedness, Marketing, and Business Planning); In-service trainings being conducted for agents)
CED	Entrepreneurship	Alison Davis; Development of Resource list on CEDIK page; Development of leveled professional development sessions for CES Agents KSU - Youth Entrepreneurship – Warren Moore	State Collaborators; Nationally juried curricula	In Progress of developing Logic Model/Resources (i.e., Youth Entrepreneurship, Small Business Development, and Home Based Business Development)
CED	Leadership development & civic engagement	Kris Ricketts; Development of Resource list on CEDIK page; Development of leveled professional development KSU – Leadership Plenty – Gae Broadwater	Completion of KELD (Kentucky Extension Leadership Development) Curricula; Leadership Development Academy for CES Agents and Specialists	Complete and initiate KELD; Develop and initiate Leadership Development Academy for CES Agents and Specialists
CED	Extension fine arts programming	Chuck Stamper Marty Henton	Curriculum for all Program Areas	Continue to develop role with CFA Faculty and Admin; Develop curricula for all CES program areas
CED	Rural-urban interface	CEDIK Faculty	Up-to-date laws and regulations; Support materials for CES Agents	Develop resource listing of up-to-date laws and regulations; Develop support materials for CES Agents

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
CED	Agriculture land use	CEDIK Faculty	Up-to-date laws and regulations; Support materials for CES Agents	Develop resource listing of up-to-date laws and regulations; Develop support materials for CES Agents

Organizational Issues (to be addressed by ALL Program Areas)

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
All	Diversity/Changing Demographics/ Accessibility of Programs	College of Agriculture Office of Diversity Spanish resources Programs targeting specific audiences	Trainings (for agents and specialists on ways to include diversity into resource materials Continue adding to the resource base	Invite Quentin Tyler to staff meetings to discuss strategies; work with diverse audiences in counties (who can help Extension reach diverse audiences); Explore opportunities to included underserved audiences; A Kentucky Extension diversity committee is being formed
All	Marketing	<ul style="list-style-type: none"> • College Marketing Committee • UKAgStore http://www.ukagstore.com/ • Marketing Website and Resources: http://ces.ca.uky.edu/marketing/ • Training through Agricultural Communications (Contact Laura Skillman) • Agricultural Communications Services: http://www.ca.uky.edu/agcomm/index.asp <p>KELD Publications and Facilitation Guides in progress relating to marketing and associated areas: http://www.ca.uky.edu/kcci/keld.php</p> <p>Strengthening Extension Advisory Leaders (SEAL)</p>	Comprehensive plan of action; Trainings, guidelines for Extension; More marketing opportunities and resources Focus on Public Value (statements, reports)	<p>Utilize KELD materials that include marketing tips (to be completed/used for training agents, faculty & staff in 2013)</p> <p>College marketing committee is conducting statewide surveys and facilitating focus groups to gather data Committee will work to:</p> <ul style="list-style-type: none"> -define corporate identity with subgroups -work with external marketing consultant -review current resources and use of resources -determine priorities with limited resources -establish coordinated marketing efforts based on college strategic plan -simplify customer access and increase impact of brand by standardizing and consolidating marketing communication -update marketing resources page -provide employee toolkits with ads, brochure, promotional materials -promote ongoing evaluation & the revamping of tools & resources

Program Area	Issue	Resources Available (Curriculum, Specialist Expertise, etc.)	Resources Needed (e.g., Where are the Gaps)	Next Steps/Course of Action
All	Use of Technology	Facebook posts; blogs; twitter; Pinterest ideas (all are being used by specialists)	System infrastructure to support the ability to be proactive and timely in these areas	Identify new innovations in using technology; Work with college to move forward in adapting/adopting programmatic uses of technology
All	Enhancement of Websites	Ag Communication specialists	Innovation in use of technology; improvement of access to information	Identify potential work groups
All	Energy Costs – Engineering work on solar energy systems for use on the farm; Energy storage is an issue for solar; using manure for energy using waste products (methane) as an energy source; How could alternative energies (solar, wind, thermal) be cost effective on the farm	New energy grant administered out of Biosystems & Ag Engineering (Beverly Miller)	Need more specialists support	Continue exploring options (including forming an interdisciplinary workgroup to address this issue)
All	eXtension	Jimmy Henning serving as chair; UK personnel working with eXtension (e.g., Craig Wood)	Methods of engaging staff and clientele	Identify resources in eXtension and determine ways to maximize its use among staff and clientele
ALL	Safety	Varies across program areas <ul style="list-style-type: none"> • Food Safety Regulations (ANR) • Food Safety Precautions (FCS) • ATV Safety (4-H) 	Not enough information on specific needs	Identify resources and further discussions with a team of specialists on how to address specific needs