

OSU CARES Cost Recovery Thinking Workshop Summary

Zanesville – April 14, 2004 & Washington Court House – April 15, 2004

*The Center For Corporate and Community Education
And
The Alber Enterprise Center
The Ohio State University at Marion & Mansfield*

“Cost Recovery Workshop”

April 14, 2004

End of Workshop Evaluation Summary

Below you will find the actual tally of the end-of-session evaluations and stated comments on the reverse side. Six evaluations were returned. Ratings range from: Excellent, Good, Fair and Poor.

| | Excellent | Good | Fair | Poor |
|--|-----------|-------|-------|-------|
| 1. Course content: | | | | |
| a. The course expanded my knowledge of the subject | _ 5 _ | _ 1 _ | _ _ _ | _ _ _ |
| b. The course was interesting and informative | _ 5 _ | _ 1 _ | _ _ _ | _ _ _ |
| c. The course met my expectations | _ 4 _ | _ 2 _ | _ _ _ | _ _ _ |
| d. The program was valuable for my needs | _ 4 _ | _ 1 _ | _ 1 _ | _ _ _ |
| e. Handouts were effective (if applicable) | _ 4 _ | _ 2 _ | _ _ _ | _ _ _ |
| f. The material presented was practical and useful for application | _ 4 _ | _ 2 _ | _ _ _ | _ _ _ |
| 2. Format and Facility: | | | | |
| a. Adequate time was allotted to cover subject | _ 3 _ | _ 2 _ | _ 1 _ | _ _ _ |
| b. Adequate time was allotted for questions & answers | _ 5 _ | _ 1 _ | _ _ _ | _ _ _ |
| c. Rate the adequacy of the facility and room(s) (comfort, ventilation, acoustics, temperature) | _ 4 _ | _ 2 _ | _ _ _ | _ _ _ |
| 3. Instructor's presentation: | | | | |
| a. Ability to present material clearly | _ 5 _ | _ 1 _ | _ _ _ | _ _ _ |
| b. Presenter's appearance and attitude | _ 6 _ | _ _ _ | _ _ _ | _ _ _ |
| c. Knowledge of subject | _ 6 _ | _ _ _ | _ _ _ | _ _ _ |
| d. Flexibility in adjusting course to participant needs | _ 5 _ | _ 1 _ | _ _ _ | _ _ _ |
| e. Effectiveness of visual aids (if applicable) (flip charts, films, etc.) | _ 3 _ | _ 3 _ | _ _ _ | _ _ _ |
| 4. Overall Program Rating | _ 4 _ | _ 2 _ | _ _ _ | _ _ _ |

Comments:

1. “Need a lot more time as information is great and very much needed”
2. “Everyone in OSU Extension needs this – even more in depth”
3. “Good conference! All employees need to have a better understanding of this”
4. “Meeting needed to be presented in one location so agents and administration could be privy to comments of each other”

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“Cost Recovery Workshop”

April 15, 2004

End of Workshop Evaluation Summary

Below you will find the actual tally of the end-of-session evaluations and stated comments on the reverse side. **Fourteen** evaluations were returned. Ratings range from: Excellent, Good, Fair and Poor.

| | Excellent | Good | Fair | Poor |
|--|-----------|------|-------|-------|
| 1. Course content: | | | | |
| a. The course expanded my knowledge of the subject | _10_ | _4_ | _____ | _____ |
| b. The course was interesting and informative | _11_ | _3_ | _____ | _____ |
| c. The course met my expectations | _9_ | _5_ | _____ | _____ |
| d. The program was valuable for my needs | _7_ | _7_ | _____ | _____ |
| e. Handouts were effective (if applicable) | _5_ | _9_ | _____ | _____ |
| f. The material presented was practical and useful for application | _8_ | _6_ | _____ | _____ |
| 2. Format and Facility: | | | | |
| a. Adequate time was allotted to cover subject | _7_ | _7_ | _____ | _____ |
| b. Adequate time was allotted for questions & answers | _11_ | _3_ | _____ | _____ |
| c. Rate the adequacy of the facility and room(s) (comfort, ventilation, acoustics, temperature) | _12_ | _2_ | _____ | _____ |
| 3. Instructor's presentation: | | | | |
| a. Ability to present material clearly | _11_ | _3_ | _____ | _____ |
| b. Presenter's appearance and attitude | _12_ | _2_ | _____ | _____ |
| c. Knowledge of subject | _11_ | _3_ | _____ | _____ |
| d. Flexibility in adjusting course to participant needs | _10_ | _4_ | _____ | _____ |
| e. Effectiveness of visual aids (if applicable) (flip charts, films, etc.) | _6_ | _8_ | _____ | _____ |
| 4. Overall Program Rating | _10_ | _4_ | _____ | _____ |

Comments:

1. “Extension administration needs to hear what is being said by the people at ‘all’ levels of the organization.”
2. “A template for brochures that all counties to use is excellent. A marketing plan needs to be developed for the whole state and grant writing done on state level to supplement counties.”
3. “Ask state to provide us a template for brochures. We need more communication between state and counties and between agents to share what they are doing and how we can work together.”

Comments Continued:

4. "Excellent job, held my attention. Gained some workable ideas!"
5. "Thought provoking. Good content, different perspective. Great job. Need to re-think grants and central processing with OSU."
6. "Our reporting system is in great need of help!"
7. "Our website (Ohio Line) is also in need of repair if we are to market Extension in a positive manner."
8. "We need to have improved technology if we are to move ahead with cost recovery."
9. "Very good. Will get in contact with you regarding potential program ideas."
10. "Thank you, good job."
11. "Prompted an excellent discussion of ideas among agents in attendance."
12. "Introduced us to the practical aspects of contracts among OSU and private business."
13. "Great ideas gained from in-service."
14. "Very thought provoking."
15. "Good ideas shared."
16. "This workshop should definitely be shared with Extension administration. We are not the decision makers in many instances."
17. "Our resources are limited and our clientele have limited resources as well."
18. "Extension must focus on marketing organization as a whole. We are not capitalizing on OSU as our major resource and strength."
19. "Taking comments and thoughts to administration is important."
20. "This was excellent."
21. "I believe Extension needs to focus more on leadership development. This is a 'value added' subject."
22. "Please speak with OSU Extension administration about our desperate need for statewide marketing assistance. They need to hear your presentation. We at the county level have been asking for a Marketing/PR specialist for years."

FEEDBACK FROM ACTIVITIES:

Choose one of the three statements below. Prepare a one-sentence answer.

- 1. The one thing that concerns me about cost recovery is:**
 - Charging vs. not charging for programs (especially to low income clients/customers)
 - I work almost exclusively with social agencies and they don't have money either
 - Where to find dollars to do cost recovery
 - Definitive structure
 - Job security
 - Systems to keep us viable
- 2. The one thing that excites me the most about cost recovery is:**
 - I am excited about "Partners Across Campus"
 - The opportunity to focus
 - The opportunity
 - The opportunity to collaborate and bring new dollars to Extension
 - The legitimate way to generate dollars
- 3. The one question that I'd really like to get answered about cost recovery is?**
 - How to effectively do cost recovery
 - How will it be implemented
 - How will those that excel be recognized
 - How will those that do not excel be handled
 - How it affects my job

Read the following statement.

Write one word on your post-it note from the list below that best characterizes your feelings about cost recovery.

| | | | |
|------------|-------------|-----------|-----------|
| Excitement | Fear | Anger | Suspicion |
| Concern | Relief | Finally! | Failure |
| Danger | Opportunity | Challenge | Difficult |
| Easy | Better | Change | Upset |
| Great! | Wonderful | Exciting | Painful |

Results were as follows:

Challenge (4 or more)
Opportunity (4 or more)
Concern (3)
Change (2)
Finally (1)
Better (1)

Change Means There Will Be Opportunity and Risk.

”Parking Lot” Issues (concerns that may need discussed/answered by State Extension)

- Program Evaluation
- Talk – learn what others are doing
- Tenure question
- Define market
- For Credit vs. Non Credit
- Professional marketing materials
 - Media access (package)
 - Assistance from State Extension
- Internal procedures that interfere with doing business (financial, agreements, etc.)
- Barriers/Restrictions

Query: If you could wave your magic wand and do one thing to create the ideal future for your area (and you had unlimited resources, you couldn't fail, and nobody could tell you no) what would that one thing be?

Collective priorities (priorities determined by team discussion)

- Everyone has cutting edge technology and the skills to use it effectively
- Resources are adequate and we have an updated curriculum
- Everybody does their 110%, follows through, works as a team (but independently and with some degree of autonomy)
- Marketing, driven by the top, consistency across program areas
- A unified structure – not fragmented entities throughout the state
- Let us develop unique offerings, then market us/them in a consistent manner from higher in the organization
- More effective communication – timely, relevant, meaningful and ask/listen, don't just tell
- More clarity about the big picture; about larger goals (state) and guidelines into which we can fit our local goals and guidelines; don't keep us guessing about what you want and where we're going
- Allow programs to be carried out in a way that those most involved see fit (more autonomy)
- OSU Extension is the premier educational organization for the citizens of Ohio

Some general themes that came out of this activity (not prioritized; not complete list)

- Recognize and reward the people and efforts that support your goals; don't penalize risk-taking; encourage/support/recognize innovation
- Local needs assessment groups to define program needs
- Install a regional creative arts center
- Develop a regional Life Sciences center
- Encourage continuous learning and staff development (and allocate dollars to support that)
- More coordination across the state
- Establish corporate partnerships; multi-agency partnerships; improve coordination with other groups and agencies
- Additional staff; change staffing patterns; availability of skilled staff (contract)
- Expand clientele
- Eliminate county borders; better collaboration across institutional boundaries (use emissaries, ombudsmen)
- Improve intra-university cooperation/communication
- Contract (contingency) with grant writer (make available to different regions)
- Increase revenue
- Coordinated, statewide, multimedia marketing campaign to advertise and promote Extension and its programs; full-time marketing staff available to assist regions
- Availability of contract, support, or state-sponsored staff to handle system requirements (grant-writing, record-keeping, etc.) so I could do what I do best
- Reorganize Extension into a broad-based issues configuration
- Cross-training (pay or exchange) across agencies
- Have a "menu" of programs with minimum pricing/cost of implementation
- Help people make more informed decisions
- Each county office has broadband IP videoconferencing capability
- Remove limits and structural barriers (real or artificial) to delivering our expertise
- A more meaningful reward/recognition system (for those who become profitable)
- A Harvard MBA running the business office
- Provide leadership training to youth/adult volunteers

Themes Continued:

- Changed mindsets in support of a changed organization
- Change our image
- Available website/improved website
- Use training and process re-design to raise the level of productivity
- Provide an equal playing field for everyone
- Eliminate the internal politics
- Everyone would be motivated and self-directed
- Other agencies, groups, and companies would know that I am available and can help them
- Develop new, more marketable skills
- Conduct systematic needs assessments with clients
- Create awareness; awareness of all Extension programs in the state; aware of available expertise in different areas

Using the “greater emphasis on marketing/promotion” issue, explore the following issues.

- 1. Compare now with that idealized/perfect future. What exists that you will need in that future?**
 - A name, an identity
 - A highly educated workforce (but they must be the right skills)
 - Substantial local support, combined with strong state support
- 2. What do you lack now that you will need to obtain, get, or create in order to be successful in that ideal future?**
 - Change in staffing pattern (more technologically-savvy, more marketing skills)
 - We need to be rewarding/recognizing the right things
 - Statewide marketing support
 - Statewide grant-writing support
- 3. What exists in your current world that would have to be unlearned, deleted, gotten rid of in order to be successful in your idealized future?**
 - Tenure system, as it is currently configured
 - The existing fiscal/financial process
 - The existing record-keeping process
 - The existing reporting process