



In an effort to continually improve our programs, please take a few moments to complete this form. Thank you.

Company OSU Extension Date May 14, 2004

Instructor: E.Smith, M. Borden, R. Stannard, F. Gibson Course Cost Recovery Workshop – Wooster, OH

Please check the proper column:

	Excellent	Good	Fair	Poor
1. Course content:				
a. The course expanded my knowledge of the subject	<u>9</u>	<u>12</u>	<u>    </u>	<u>    </u>
b. The course was interesting and informative	<u>11</u>	<u>10</u>	<u>    </u>	<u>    </u>
c. The course met my expectations	<u>10</u>	<u>8</u>	<u>3</u>	<u>    </u>
d. The program was valuable for my needs	<u>8</u>	<u>10</u>	<u>3</u>	<u>    </u>
e. Handouts were effective (if applicable)	<u>9</u>	<u>10</u>	<u>2</u>	<u>    </u>
f. The material presented was practical and useful for application	<u>8</u>	<u>11</u>	<u>2</u>	<u>    </u>
2. Format and Facility:				
a. Adequate time was allotted to cover subject	<u>10</u>	<u>8</u>	<u>2</u>	<u>1</u>
b. Adequate time was allotted for questions & answers	<u>13</u>	<u>7</u>	<u>    </u>	<u>1</u>
c. Rate the adequacy of the facility and room(s) (comfort, ventilation, acoustics, temperature)	<u>9</u>	<u>10</u>	<u>2</u>	<u>    </u>
3. Instructor's presentation:				
a. Ability to present material clearly	<u>15</u>	<u>6</u>	<u>    </u>	<u>    </u>
b. Presenter's appearance and attitude	<u>15</u>	<u>6</u>	<u>    </u>	<u>    </u>
c. Knowledge of subject	<u>16</u>	<u>5</u>	<u>    </u>	<u>    </u>
d. Flexibility in adjusting course to participant needs	<u>11</u>	<u>10</u>	<u>    </u>	<u>    </u>
e. Effectiveness of visual aids (if applicable) (flip charts, films, etc.)	<u>9</u>	<u>11</u>	<u>1</u>	<u>    </u>
4. Overall Program Rating	<u>12</u>	<u>9</u>	<u>    </u>	<u>    </u>

Comments Page 2.

1. "You're an impressive team/very motivating."
2. "Liked Frank's handout."
3. "I like how you operate but it is much harder for us to do that and keep our job. Too many restrictions at the Administrative level. Companies can pass the cost of your service onto the product they make or to the clientele. At present my clientele have no one to pass the cost on to. I need to change to your type of thinking and operation. Please convince our Administration that this is a good thing."
4. "Some of the information was applicable to Extension programs, however much of it did not meet our need. I understand how to budget. We are not working with business of industry wanting to train employees. Most of our education is to individual farm families."
5. "Please get to OSU Extension administration as soon as possible. Please help OSUE organize marketing."
6. "Thank you. Now we need some nitty gritty from OSU Extension."
7. "Thanks for the forward-thinking perspective and processes."
8. "Nice job!"
9. "I really appreciate your educational styles – it was refreshing to experience a workshop that actually allowed us to focus on the real issues."
10. "Quite a paradigm shift for OSUE. Loads of good ideas. We need to let go of a lot of non-productive work. The how-to very useful. Thanks for taking issues to administration."
11. "Great examples. Exercises were helpful. Answered questions clearly."

## **Cost Recovery**

### **Concerns:**

- Working with partners
- How do we find time for all the paperwork
- Jeopardizing working with existing clients
- Value
- How do we cost
- Implementing
- Having a team structure/individual strengths

### **Excites:**

- Organization is open to new ways to generate revenue
- Working with new audiences and creating new programs
- New partnerships, new money, etc.
- New programs and new partnerships

### **Questions:**

- What works best
- Where does the money go

### **One word that describes how I feel about Cost Recovery:**

- Opportunity (6)
- Challenge (6)
- Difficult (3)
- Concern (2)
- Exciting (1)
- Finally (1)
- Great (1)
- Confused (1)
- Change (1)
- Disgusted (1)

### **Parking Lot Issues:**

- Accept a variety of payment options from our clients/customers (credit card, invoice, etc.)

### **Additional Notes:**

- Skilled/experienced personnel needed for the "Future" OSU Extension – (1) Hire those with the "new" skills needed and (2) Develop the "new" skills needed of existing personnel –possibly allocate professional development dollars for each program area/individual/County.

## North District Workshop Results (Future Thinking Activity)

Using the “marketing” issue, explore the following issues

### Collective priorities [determined by team process]

- Marketing
- Full commitment and participation
- Local marketing expertise
- Skilled personnel
- Staffing
- A support structure that is also flexible

### General themes (not prioritized)

- A County-wide resource center for expert interventions (individuals/families in crisis; housing, jobs, etc.); set up a Parent Lab – opportunities for parents to learn skills and interact with their children; have a mobile “Reality Store” program to go to schools (teaching money management skills to youth) with an educational component that has great printing and “attention getting” features for youth; a County-wide (supported) Marriage Program – teach in churches/youth programs – materials, retreats ... go to a hotel and learn “couple skills”
- Train office staff and Agents in the positive aspects of Cost Recovery for our office
- Have a yearly/annual function that highlights to our customers/city/community the positives, \$\$\$, and impacts
- Chair does administrative work only ... or a larger % of time for Chair functions
- Hire a person to do all of the Cost Recovery paperwork
- Help with getting started
- Finding someone who can help you accomplish your vision
- More training for me so I can adequately explain the process very well to support staff in other program areas
- Qualified training staff
- Changing county structure
- Better subject matter
- Common “products” to market in all 88 counties with additional “side board” programs for niche markets
- Program planning and development completed by teams rather than individuals
- The process for development is meaningful instead of configured around reporting to the state
- Metropolitan Approach to program delivery instead of county-by-county
- More accountability per project and per month
- Marketing assistance so that I don’t have to “drum up” business
- Accessible centers for resources
- Have the right people on the bus and the wrong people off the bus; people operate from their strengths
- Establish a “center “ to connect Agent/Specialist training skills with potential clients
- No competition within Extension professional for available \$\$\$
- Have experts hired for: Marketing; Resource Development; Technology; Communications; Teaching; Delivery; Grant Writer; Manager; Instructor; Marketer; Web Expert (to sell and market products); marketing skills to effectively promote programs/services; skilled personnel at implementing programs in each county
- Programs reach a diverse audience that represents society and society’s needs
- Standardized pricing structure
- For those Extension professionals that cannot deal with change themselves, but are change agents by profession ... learn from your own teachings
- All 4-H programs are “pay-to-play”
- The best technology and equipment; up-to-date technology
- Have someone do an up-to-date and specific county needs assessment

- Identify or hire a sales/marketing person
- Catalogue the training skills of Extension personnel in the surrounding counties
- All programs and services delivered bring in a user fee
- All Extension professionals would be valued for their expertise and used for their expertise throughout the state
- Issue-based teams address issues and then move on
- All Ag College departments and Extension employees are fully committed to Extension programs, new opportunities, and participating (including on the cost recovery process)
- Broad knowledge of clientele needs to develop great educational programs
- Focus on a priority need and develop the necessary expertise
- Easy, user-friendly, streamlined accounting that can be easily done by almost everyone
- Receive new concepts, ideas, and plans for future Extension programs
- Marketing materials available
- OSU Extension recognized as a quality education provider
- Flexibility in assignments (programs, geographic)
- Someone else would generate the \$\$\$ - I would teach
- Redefine role as an Extension professional by eliminating long titles; become an Extension Educator instead of an Extension Agent
- Solicit the willingness of agents to train in return for cost recovery to offset their salary
- Less administration, more coordination – results in a fully integrated, flattened organization
- Skilled personnel for marketing programs locally
- Teams built on skills rather than unit definitions – can be dissolved quickly and easily when the work is accomplished
- We value what we are offering and feel it is worth the money we are charging
- People will want and need our product/education
- People will have a very positive image of Extension/OSU
- Outstanding support staff
- People/other organizations want to work with us due to our success and quality
- The freedom to focus on programming development
- Taxpayers (clientele) understand being charged, support it, and are willing to pay big \$\$\$ for our work, especially when they are just learning information and not making money from it; client acceptance of paying
- Getting organized
- “Just do it!” attitude
- “Spread the love” by implementing merit pay to provide incentive to locate new resources
- At the county level, we would have autonomy to sign contracts and agreements and make expenditures with less red tape; cooperation from Columbus; no red tape from Columbus (more decisions made at the local level); the ability to purchase what’s needed to make the dream a reality
- Get rid of whining
- No competition providing similar service
- Connect to colleagues with network expertise
- Ability to apply my skills throughout the state without geographical and academic unit/program area restrictions
- We will have well-trained and highly-desired teachers/educators
- Focus on the "funder" with same priorities
- Extension will be a household word - - great marketing
- Direct contact with Administration in order to present ideas about new structure of programs

**1. Compare now with that idealized/perfect future. What exists that you will need in that future?**

Good people  
Networking/collaboration  
Adequate resources  
Website, word-of-mouth, newsletter  
Publications  
Communication/technical support  
Appreciation of the need for marketing  
Skilled/experienced personnel

**2. What do you lack now that you will need to obtain, get, or create in order to be successful in that ideal future?**

\$\$\$  
Team-based programming  
Cutting edge technology  
Tolerance for risk  
Reallocate the resources  
Streamlined processes  
Flashy printed materials  
Improved two-way communication  
Stated, clear expectations  
Allocate the appropriate amount of time to incorporate these ideas  
A positive, professional self-image ... public image

**NOTE: The following (bold) items were generated for another issue [supportive infrastructure]**

An outreach focus group  
Leadership is fully and visibly committed to sustainable excellence, not just to “change for change’s sake”

**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?**

Cumbersome processes/policies  
The Business Office  
Being supportive of non-productive time  
Tenure  
Lose the High-Maintenance/Low-Impact audiences  
Ineffective communications  
“Crisis funding” thinking/problems  
Geographic borders  
Programming boundaries  
Being everything to everybody  
An antiquated and dysfunctional support structure  
Bureaucratic red tape