

MINUTES OF THE HOUSE COMMITTEE ON AGRICULTURE.

The meeting was called to order by Chairperson Joann Flower at 9:00 a.m. on January 27, 1997, in Room 423-S of the Capitol.

All members were present except: Representative Freeborn - excused
Representative Henry - excused
Representative Lloyd - absent
Representative Peterson - absent
Representative Weiland - excused

Committee staff present: Raney Gilliland, Legislative Research Department
Gordon Self, Revisor of Statutes
Kay Scarlett, Committee Secretary

Conferees appearing before the committee:
Marc Johnson, Dean of Agriculture, Kansas State University
Steven Graham, Assistant to the Dean of Agriculture, Kansas State University

Others attending: See attached list

Marc Johnson, Dean of Agriculture, Kansas State University, provided a brief historical review of Kansas State University Agricultural Experiment Station and Cooperative Extension Service. He said that 80 percent of Research and Extension funding is dependent on tax dollars and, therefore, on taxpayer satisfaction. Dean Johnson reported that as the result of 1995 proposed budget cuts, K-State Research and Extension undertook a two-year review of their program and delivery structure. A copy of the K-State Research & Extension Organizational Review, reprinted from slides, is attached. (Attachment 1)

Steven Graham, Assistant to the Dean of Agriculture, Kansas State University, discussed the various avenues taken to gather information and the results obtained concerning K-State's Research and Extension programs and delivery structure. These included focus groups (31), public policy forums, telephone survey (505), and three task forces 1) organization image, 2) segment planning, and 3) cultural change.

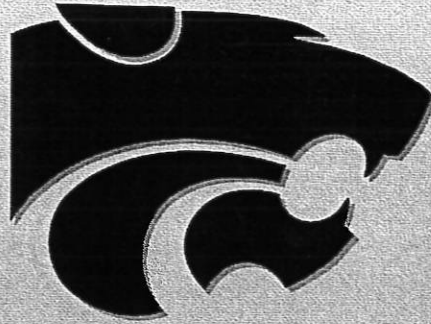
Dean Johnson reported that from their study they learned there were few negatives to overcome, however, there is opportunity for growth in non-ag areas. It was learned that K-State lends credibility to the programs, but there is a need to improve name recognition. As a result of the survey, they have brought the Agricultural Experiment Station and the Cooperative Extension Service together as one organization under one name, Kansas State University Agricultural Experiment Station and Cooperative Extension Service, using the short name K-State Research and Extension. They have established an overall program objective to create a stronger marketing orientation by developing projects and evaluation processes around four major program areas: Youth, Family and Community Development; Food, Nutrition, Health and Safety; Environmental Quality; and Agricultural Industry Competitiveness.

As a result of the survey, they have set goals to increase the percentage of Kansans who know about the program, increase the percentage of Kansans who identify K-State as the program's originator, and increase the number of program staff who can cite the program's name and mission. Dean Johnson said K-State Research and Extension's new mission statement is: "Dedicated to a safe, sustainable, competitive food and fiber system and to strong, healthy communities, families and youth through integrated research, analysis and education." He emphasized that K-State Research and Extension faculty, staff, and boards must work to include as many people as possible in their programs and to stress the K-State connection.

The meeting adjourned at 10:04 a.m. The next meeting is scheduled for January 28, 1997.

K-STATE

RESEARCH & EXTENSION



Organizational Review

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Kansas State University Agricultural Experiment Station and Cooperative Extension Service

*House Agriculture Committee
January 27, 1997
Attachment 1*

**K-STATE
RESEARCH
and
EXTENSION**



A Long, Proud History

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Kansas State University Agricultural Experiment Station and Cooperative Extension Service



K-STATE RESEARCH AND EXTENSION

A Long, Proud History

- 1862 Homestead Act passed by Congress.
- 1862 Morrill Act passed by Congress.

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K-STATE RESEARCH AND EXTENSION

A Long, Proud History

- 1863 Kansas State Agricultural College formed from Bluemont College.
- First of two land-grants colleges.
- First co-educational.

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K-STATE RESEARCH AND EXTENSION

A Long, Proud History

- Teaching and research started from day one in 1863.
- 1868 Kansas State begins state-wide extension work.
- 1887 Hatch Act passed by Congress for research.
- Agricultural Experiment Station created at K-State.

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K-STATE RESEARCH AND EXTENSION

A Long, Proud History

- 1914 Smith-Lever Act passed by Congress
- Cooperative Agricultural Extension Service created
- 1959 name changed to Kansas State University of Agriculture and Applied Science

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K-STATE RESEARCH AND EXTENSION

System Review

FY97 AES Funding Sources

Appropriated state	49.5%
Appropriated federal	6.5%
Sale of products	11.6%
Industry grants	5.4%
Other federal grants	15.3%
Other non-federal grants	11.7%

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K-STATE RESEARCH AND EXTENSION

System Review

FY97 CES Funding Sources

CSREES	17%
State	40%
County	33%
Non-tax	10%

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K-STATE RESEARCH AND EXTENSION

System Review

80% percent of Research and Extension
funding is dependent on tax dollars...
and therefore dependent on
taxpayer satisfaction

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K-STATE RESEARCH AND EXTENSION

**Two-year review of program
and delivery structure**

- Focus groups (31)
- Public Policy Forums
- Telephone survey (505)
- Task forces
 - ▼ Organizational Image
 - ▼ Segment Planning
 - ▼ Cultural Change

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K-STATE RESEARCH AND EXTENSION

AES/CES System Review

- Public perception of the relevance and importance of our research and extension programs?
- How does the public desire to receive our information and education programs?

80% of AES/CES funding is dependent on tax dollars...and therefore dependent on taxpayer satisfaction.

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K-STATE RESEARCH AND EXTENSION

Focus Groups

- "Extension" means information, K-State, and core programs
- Image comes from experiences with specific programs or staff
- Suggested an ongoing program of evaluation/elimination

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Focus Groups continued

- Channels include media, personal contact, technology, and partners
- Retain basic concepts but find new ways to plug into society

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K-STATE RESEARCH AND EXTENSION

Policy Forums

- Five input meetings: Hoxie, Hutchinson, Chanute, Garden City, Manhattan
- Assumption: Flat budget
- Structural Changes
- Results
 - ▼ Definitely retain county structure
 - ▼ Consider multi-county specialist positions
 - ▼ Direct access to specialists helpful to some

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Kansas Telephone Survey

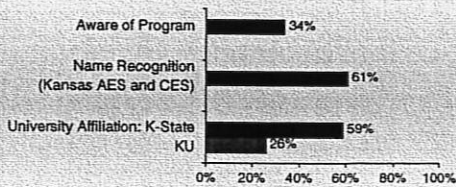
- 505 respondents
- Random digit dialing
- Representative sample
- Sampling error +/- 4% at 95% confidence

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Awareness N=505

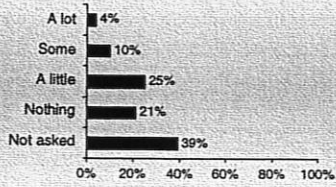


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K-STATE RESEARCH AND EXTENSION

Knowledge N=505

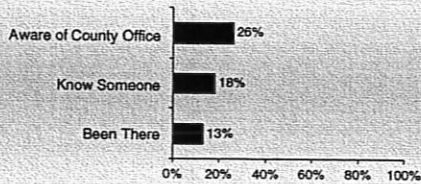


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County Connection N=505

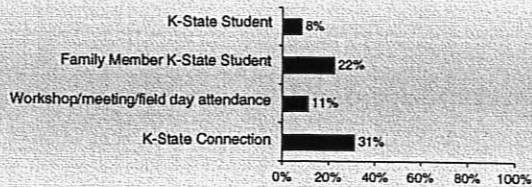


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K-State Connection N=505

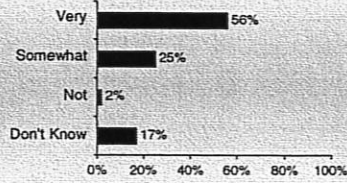


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Credibility N=505

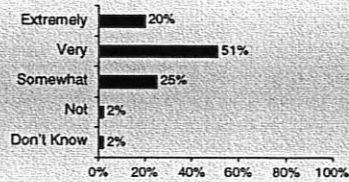


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Importance N=505

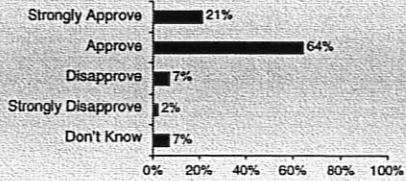


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Approve of Spending Public Funds for AES/CES N=505

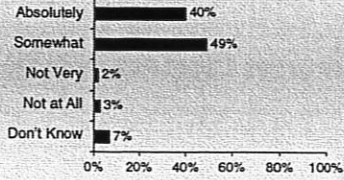


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K-STATE RESEARCH AND EXTENSION

Necessity of Agricultural Research N=122

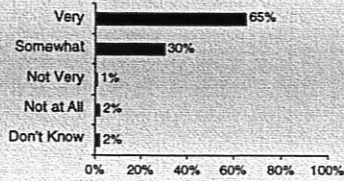


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Necessity of Experiment Stations, Extension N=122

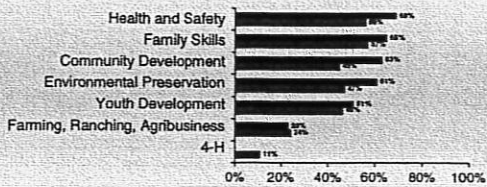


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Interest/Involvement N=505

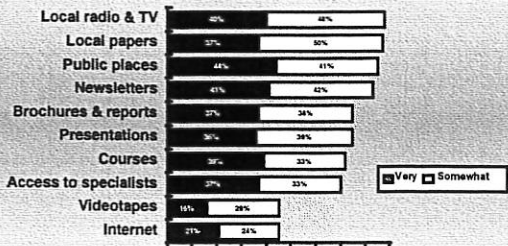


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Effective Communications Tool N=505



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K-STATE RESEARCH AND EXTENSION

Key Findings

- Most have heard name; many have not
- Low involvement
- High credibility
- High level of support for concept

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Key Findings continued

- Reasonable interest in key areas, less for agribusiness; involvement follows interest
- Reminder that agribusiness is not the only activity of Kansans
- Wide range of media appropriate to reach our customers

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Implications

- Few negatives to overcome
- Opportunity for growth in non-ag areas
- K-State lends credibility to program
- Research seen as essential by those in agribusiness
- Survey helps set priorities, seek support for program
- Need to improve name recognition

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Recommendations

- Bring AES and CES together as...
K-State Research and Extension
- Set specific goals
- Embrace four program areas for our research and extension focus

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K-STATE RESEARCH AND EXTENSION

Overall Goals

- Increase the percentage of Kansans who know about the program from 14% in 1996 to 20% by 1998 and to 40% by 2000.
- Increase the percentage of Kansans who identify K-State as the program's originator from 59% in 1996 to 75% in 1998 and to 90% by 2000.
- By the fall 1997 staff conference, increase the number of program staff who can cite the program's name and mission to at least 80%.

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K-STATE RESEARCH AND EXTENSION

Overall Program Objectives

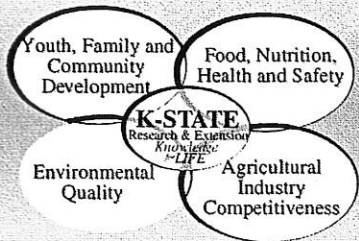
- Create a stronger marketing orientation by developing projects and evaluation processes around four major program areas.

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K-STATE RESEARCH AND EXTENSION

Program Areas



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K-STATE RESEARCH AND EXTENSION

System Review

Needs in society are enormous.

Dollars are there when taxpayers see high value.

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Recent new funding has been based on a need or problem.

- Poor needing nutrition information
- Water quality concerns
- Pollution control issues
- Marketing of value-added meat products

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K-STATE RESEARCH AND EXTENSION

Our Mission

Dedicated to a safe, sustainable, competitive food and fiber system and to strong, healthy communities, families and youth through integrated research, analysis and education.

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K-STATE RESEARCH AND EXTENSION

Marketing Plan Implementation

One Organizational Name:
Kansas State University
Agricultural Experiment Station
and Cooperative Extension Service

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K-STATE RESEARCH AND EXTENSION

Marketing Plan Implementation

External

Phones are being answered using our short name. "K-State Research and Extension"

Internal

All staff receive the same newsletters to facilitate communication.

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K-STATE RESEARCH AND EXTENSION

Marketing Plan Implementation

Projects in Program Areas

Several Projects will be conducted this year using a combination of research and extension staff working with customers to design the projects' goals.

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K-STATE RESEARCH AND EXTENSION

Marketing Plan Implementation

Presently Underway

- Publications Committee
- Communications Implementation Committee
- World Wide Web site redesign

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K-STATE RESEARCH AND EXTENSION

Marketing Plan Implementation

K-State Research and Extension faculty, staff and boards must work to include as many people as possible in our programs and to stress the K-State connection.

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K-STATE RESEARCH AND EXTENSION

Marketing Plan Implementation

By working together and focusing on program areas and customer needs, K-State Research and Extension can be successful in carrying out its mission.

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