

Approved: 1-29-97
Date

MINUTES OF THE SENATE COMMITTEE ON AGRICULTURE

The meeting was called to order by Chairperson David Corbin at 10:00 a.m. on January 27, 1997 in Room 423-S of the Capitol.

All members were present.

Committee staff present: Raney Gilliland, Legislative Research Department
Jill Wolters, Revisor of Statutes
Lila McClafin, Committee Secretary

Conferees appearing before the committee:
Dr. Marc Johnson, Dean and Director of Agriculture, Kansas State University (KSU)
Steven Graham, Assistant to the Dean and Director of Agriculture, Kansas State University (KSU)

Others attending: See attached list

Chairperson Corbin asked for action on the minutes of January 21, 22 and 23. Senator Clark moved that the minutes be adopted. Senator Morris seconded the motion. The motion carried.

Dr. Johnson was called on to present an organizational review of KSU Agricultural Experiment Station and Cooperative Extension Service. He distributed a handout of a slide program they have developed called "Knowledge for Life". The handout gives a brief history of KSU Research and Extension Programs. It contains information regarding funding, five policy forums that were held and a Kansas telephone survey they conducted. They reviewed the objectives and mission of the overall program, and concluded with their marketing plan implementation (Attachment 1) Steven Graham assisted Dr. Johnson with the presentation.

Dr Johnson said their conclusion is that as long as they maintain close contact with their taxpayers, that they stay customer focused and issue focused then KSU research and extension can be a dynamic flexible organization and can continue to support the taxpayers needs. Dr. Johnson responded to questions.

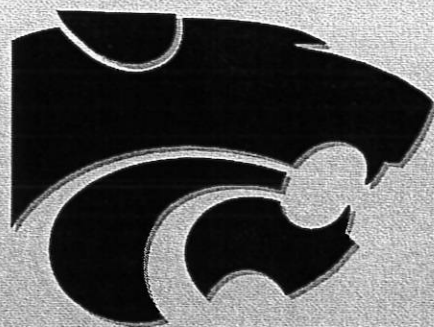
In responding to a question regarding urban interest in agriculture, Dr. Johnson said urbanites should have a tremendous interest in agriculture research and extension. If you look at the impact of agriculture on clean water then all Kansas citizens have an interest, and would want us to do work for this very huge industry of agriculture. Therefore, we rationalize all citizens would want us to do research in this area.

The meeting adjourned at 11:00 a.m.

The next meeting is scheduled for January 28, 1997.

K-STATE

RESEARCH & EXTENSION



Organizational Review

Knowledge
for LIFE

Kansas State University Agricultural Experiment Station and Cooperative Extension Service

1-27-97
*Senate Agriculture
attachment 1*

**K-STATE
RESEARCH
and
EXTENSION**



A Long, Proud History

*Knowledge
for LIFE*

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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K-STATE RESEARCH AND EXTENSION

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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K-STATE RESEARCH AND EXTENSION

Kansas Telephone Survey

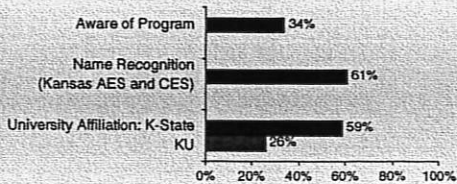
- 505 respondents
- Random digit dialing
- Representative sample
- Sampling error +/- 4% at 95% confidence

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K-STATE RESEARCH AND EXTENSION

Awareness N=505

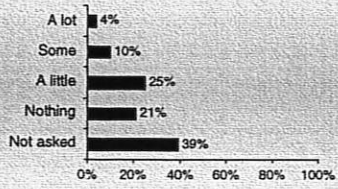


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K-STATE RESEARCH AND EXTENSION

Knowledge N=505

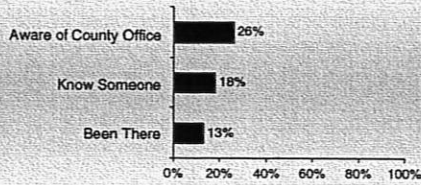


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K-STATE RESEARCH AND EXTENSION

County Connection N=505

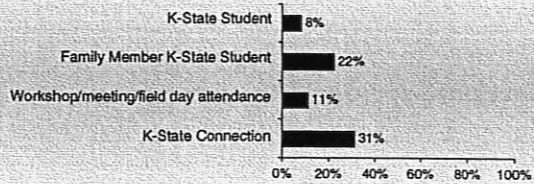


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K-State Connection N=505

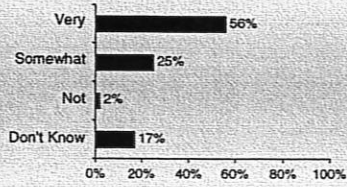


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K-STATE RESEARCH AND EXTENSION

Credibility N=505

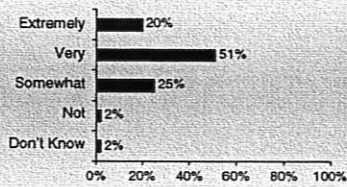


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K-STATE RESEARCH AND EXTENSION

Importance N=505

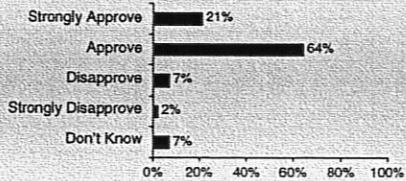


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K-STATE RESEARCH AND EXTENSION

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

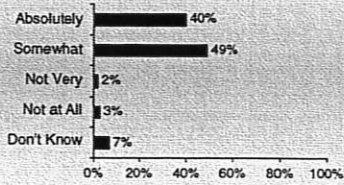


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K-STATE RESEARCH AND EXTENSION

Necessity of Agricultural Research N=122

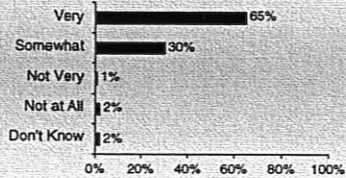


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K-STATE RESEARCH AND EXTENSION

Necessity of Experiment Stations, Extension N=122

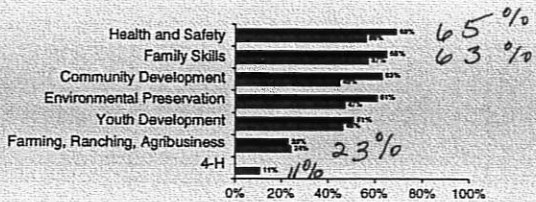


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K-STATE RESEARCH AND EXTENSION

Interest/Involvement N=505

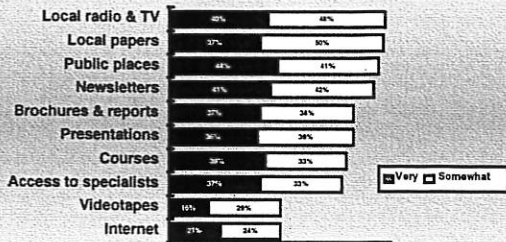


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K-STATE RESEARCH AND EXTENSION

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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K-STATE RESEARCH AND EXTENSION

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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K-STATE RESEARCH AND EXTENSION

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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K-STATE RESEARCH AND EXTENSION

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

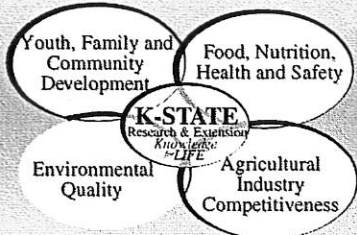
- Create a stronger marketing orientation by developing projects and evaluation processes around four major program areas.

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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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K-STATE RESEARCH AND EXTENSION

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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