



CSU Extension Boulder County  
Advisory Board Meeting Minutes  
September 24, 2019

Meeting called to order at 5:15 PM in the Conference Room at the Natural Resources Building with the Board of County Commissioners.

**Board Members:**

Present: Hallie Adams, Rob Alexander, Jim Askew, Lanie Cavazos, Caroline Himes, Mary Mulry and Nadejda Sena. Absent: Joshua Coffie, Matt Hess, and Jay Ruggeri. Quorum present? Yes

**Other Attendees:**

Extension staff members in attendance were Sharon Bokan, Audra Harders, Brenda Kwang, Laura Larson, Amy Lippold, Carol O'Meara, Dena Theis, Lisa Wallace and Anne Zander.

Board of County Commissioners present were Deb Gardner and Elise Jones. Also present was Robin Valdez.

**Approval of Minutes:**

The August 28, 2019 were presented to the Advisory Board.

**2018 Annual Report for CSU Extension:**

Laura presented the Annual Report for 2018 and a handout of the report was provided.

Our mission is to empower Coloradoans to address important and emerging community issues using dynamic, science-based educational resources.

We have several diverse volunteer opportunities to citizens of Boulder County, with Extension being the largest contributor representing 30% of all Boulder County volunteer services. By reaching hundreds of people through diverse programming, Extension has a large impact on our community.

The staff who were in attendance gave brief updates on each of their programs and answered many questions that the commissioners had regarding their programs throughout the meeting.

CSU Extension ties into three of the Board of County Commissioners Strategic Priorities: Climate Action, Equity & Justice, and Land & Water Stewardship.

**Extension Strategic Planning Goals:**

Laura presented Extension Strategic Planning Goals working with Parks and Open Space framework (not finalized). Some of these goals are already in process in Extension.

A handout of the goals was provided.

- To provide the best in public service, high quality volunteer opportunities, and maintain excellence in programming
- To increase services for diverse and marginalized populations in Boulder County
  - Conduct outreach to and expand programming for the Latino Community
  - Build and strengthen community partnerships and collaborations to better reach underserved populations
  - Provide professional development/training for staff to improve skills in serving diverse audiences
- Increase the visibility of Extension's programs through a comprehensive marketing approach
  - Provide face to face outreach and education about Extension
  - Use technology to increase awareness of Extension resources
- Assess community needs on an annual basis, work with community partners to respond to emerging needs/interests, and maintain nimbleness for responding to emergencies
  - Work with Stakeholders to identify emerging issues
  - Develop innovative programming for community-identified interests and needs

CSU Extension continues to be engaged with Parks and Open Space. There has been an increase of interaction, involvement and collaboration between Extension and POS over the last year.

### **Advisory Board going forward:**

Caroline presented exploring new ways of going forward with the Advisory Board. How does the board work with the staff in a way that is more supportive and engaging? Working with the staff to reach out and bring in the community more broadly. Where are the board members connected, in what community groups? Where in the county do we live and where do we have representation? What kind of message can the board take back to the community groups that they are engaged with?

Introductions of each Advisory Board member were made. Discussions were held on what communities they are connected to, how they envision being able to promote Extension in the community and the feedback they can bring back to staff.

### **Board of County Commissioners:**

Discussions were held on items such as their input to where they think Extension can add value, priorities to further engage with Advisory Board and Extension.

- CSU Extension is the best kept secret, how do we let departments and citizens know who we are? How to bridge the next generation to learn and understand what is Extension?
  - Post items on InBC webpage
  - Social media – Facebook, Twitter, Insta-gram, podcasts, NextDoor
  - Potential space for volunteers or interns to assist with social media avenues
- Use Extension as a resource of education to other Boulder County departments
  - building relationships over time
  - mutual sharing of best practices, lessons learned
  - commissioners can help make those connections
- Other Boulder County departments could reach out to citizens involved with Extension
  - how might we share that more broadly
- The Advisory Board are ambassadors for Extension and a feedback mechanism. Both roles are important.

- The resources and the expertise within Extension are amazing, the board needs to tell that story back to the community better and to tell it to more people.
  - What is the need out in the community that the board wants to bring back to Extension?
  - How do we respond to people around the climate issue because that is an important issue to county residents?
- The board should recruit more Latinx or other categories of people to be a part of the Advisory Board.
- Continue outreach to the Latinx community.
- Meeting tonight was very informative to the commissioners.
- Some things important to commissioners that Extension can expand upon, we are already doing.
- The biggest takeaway, Extension is the best kept secret and how do we break that cycle so we can touch the rest of the community in a bigger way to where Extension becomes everyone's go to.
- Marketing campaign – internal and external

The BOCC strategic priorities: Affordable Living, Climate Action, Equity & Justice, Land & Water Stewardship and Organizational & Financial Stewardship.

Please review the 2019-2023 Board of County Commissioners Strategic Priorities <https://inbc.boco.co.boulder.co.us/sites/bocc/Pages/Strategic-Priorities.aspx> for more detail.

**The meeting adjourned at 7:05 PM**

Minutes prepared by Dena Theis