

Administrative Council for Extension and Experiment Station Research Minutes

Administrative Council for Extension and Experiment Station Research Meeting
Friday, September 7, 2012, 1:00PM-2:30PM
325 Burruss Hall Conference Room

Attendance: Mark McNamee, Ed Jones, Saied Mostaghimi, Paul Winistorfer, Alan Grant, Gerhardt Schurig, Steve Kleiber, Jerry Niles, Jody Jellison, Larry Hincker (guest), Bill Knocke, Bob Smith, Randy Collins (guest), Tim Hodge, Ralph Byers, Lorie Grainer, Ken Smith

1. Welcome and Introductions (Mark McNamee)
2. Discussion Items
 - a. Director Recommendation on \$500,000 State Appropriation Increase (Ed Jones & Saied Mostaghimi)
 - i. Ed Jones shared that his recommendations for the application of the funds were consistent with the legislative conversations that led to the funding. Staff conversations highlighted agriculture and 4-H programs.
 - b. New Virginia Cooperative Extension logo (Larry Hincker)
 - i. Larry Hincker provided background of the VCE logos as representational identity and the linkages of brands between Virginia Tech, Cooperative Extension, & VSU. There was an extended discussion of the pros and cons of an independent brand versus a collaborative brand, having VCE as an extension of the larger VT brand, and the importance of a visual identity for AES.
 - c. Status Report on Faculty Time Allocation (Ken Smith)
 - i. Ken Smith spoke to the group about faculty time allocation and that salary splits for all positions with 229 funding components should reflect the best estimate of actual time allocation based on reviews conducted over the spring/summer.
 - d. Virginia Magazine Advertising Gerhardt Schurig)
 - i. Advertising in the Virginia Agriculture Magazine was discussed including options for collaborative content versus an independent ad and cost measures. The Council decided to take no action for this budget cycle however, this issue may be reconsidered at a future meeting.
 - e. Annual 229 Impact Publication (Alan Grant)
 - i. A draft of the new Annual 229 Impact Publication was reviewed with suggestions such as reinforcing college identities within partnerships and utilizing a map as a visual for describing distribution of resources across the state.
 - f. Edits to By-Laws (Mark McNamee)
 - i. Minor modifications to the by-laws including a new name for the council were approved by voice vote. New Name: Administrative Council for Extension and Experiment Station Research
3. Updates
 - a. Virginia Cooperative Extension
 - i. The search for Agriculture and Natural Resources director did not result in a hire. Bobby Grisso from Biological Systems Engineering will assume the position.

- b. Agricultural Experiment Station
 - i. Agricultural Experiment Station directors will be meeting later this month.
 - ii. A tour of the Southern Piedmont, Hampton Roads, and Tidewater ARECs is scheduled for October 29-30.
 - c. Deans
 - i. College of Agriculture and Life Sciences (CALs)
 - ii. College of Natural Resources and Environment (CNRE)
 - iii. College of Veterinary Medicine (CVM)
4. Other Business