



# “NORTHEAST AGENDA” STRATEGIC SESSION AGENDA

NERA: Northeastern Regional Association of State Agricultural Experiment Station Directors  
NEED: Association of Northeast Extension Directors



## Joint 2022 ESS CES-NEDA Fall Meeting

September 28, 2022

Baltimore, Maryland

### Participants:

#### NEED

Chris Watkins, Cornell University  
Brent Hales, Pennsylvania State University  
Katherine Cason, Pennsylvania State University  
Mike O'Neill, University of Connecticut  
Michelle Rodgers, University of Delaware  
Hannah Carter, University of Maine Coop Ext.  
Dennis Harrington University of Maine Coop Ext.  
Jinhee Kim, University of Maryland  
Jim Hanson, University of Maryland  
Bill Miller, University of Massachusetts Amherst  
Ken La Valley, University of New Hampshire  
Amy Loader, University of New Hampshire  
James McKane, University of New Hampshire  
Lisa Townson, University of Rhode Island  
Roy Beckford, University of Vermont Ext.  
Dan Lerner, University of Vermont Extension  
Jorge Atilas, West Virginia University  
Jennifer Williams, West Virginia University  
Ami Smith, West Virginia State University  
Rose Ozbay, Delaware State University  
Enrique "Nelson" Escobar, University of Maryland  
Eastern Shore

#### NERA

Anton Bekkerman, University of New Hampshire  
Wendie Cohick, Rutgers University  
Jane Kolodinsky, University of Vermont  
Kumar Venkitanarayanan, University of Connecticut  
David Leibovitz (NERA)  
Anna Katherine Mansfield, Cornell AgriTech  
Matt Wilson, University of West Virginia  
Jan Nyrop, Cornell AgriTech  
Lisa Townson, University of Rhode Island  
Diane Rowland, University of Maine  
Blair Siegfried (Penn State)  
Margaret Smith, Cornell University  
Puneet Srivastava, University of Maryland

#### PIVOT Creative & Consulting

Erica Mirich, Principal

# NORTHEAST AGENDA STRATEGIC SESSION

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## EXPECTED OUTCOMES:

- Define the purpose of "The Northeast Agenda"
- Settle on the mission of the "Northeast Agenda"
- Develop a vision for the "Northeast Agenda" including shared programmatic/organizational strengths
- Identify critical obstacles and opportunities facing the Northeast
- Identify and prioritize key strategic opportunities and areas of focus within the "Northeast Agenda"

8:05am – 8:10am	<b><i>Rick &amp; Ali – Overview</i></b> Welcome and introductions
8:10am – 8:15am	<b><i>Erica – Overview</i></b> Warm up, outcomes, expectations, process, agenda, ground rules, assumptions
8:15am – 8:35am	<b><i>Erica – Survey Responses: What you think about your work, its impact and the future</i></b> Who are you now, and who do you want to be?  <b>Small Group Break Out Session 1:</b> <ul style="list-style-type: none"> <li>○ What are NEED's and NERA's purpose/reason for being?</li> <li>○ How are you stronger together?</li> </ul>
8:35am – 8:50am	<b><i>Erica – Critical Characteristics Affecting the Northeast</i></b> What makes NEED & NERA's collective work so critical to the region's sustainable future?  <b>Small Group Break Out Session 2:</b> Define the Northeast's unique obstacles, opportunities and greatest areas of need?
8:50am – 9:10am	<b><i>Erica – Picking Up Where We Left Off: Mission &amp; Vision for the Northeast Agenda</i></b> <b>MISSION:</b> A mission statement describes what an organization does and for whom. <b>VISION:</b> A vision statement describes what an organization aspires be. <b>CORE VALUES:</b> Core values are deeply ingrained principles that guide the Northeast Agenda's actions. <i>Examples are transparent, intelligent, bold, brave, authentic, compassionate, responsible, creative, collaborative, impactful, human-centered, diverse, inclusive, trustworthy, tenacious, innovative.</i> <b>WHAT WE DO:</b> In your own words, what value do NEED and NERA offer? What do you do?  <b>Small Group Break Out Session 3a:</b> <ul style="list-style-type: none"> <li>○ Define mission and vision based on previous work</li> </ul> <b>Small Group Break Out Session 3b:</b> <ul style="list-style-type: none"> <li>○ Define the Northeast Agenda's core values and "What We Do"</li> </ul>
9:10am – 9:30am	<b><i>Erica – Defining the Northeast Agenda</i></b>  <b>Small Group Break Out Session 4:</b> <ul style="list-style-type: none"> <li>○ Define the key areas where the Northeast can lead the region into the 22<sup>nd</sup> century</li> <li>○ Identify and rank priorities</li> </ul>
9:30am – 9:35am	<b><i>Erica, Rick &amp; Ali – Wrap &amp; Next Steps</i></b>

## NEXT STEPS

- PIVOT to Collect all session materials and curate into a discussion guide to be shared out to all NEED and NERA members
- Additional session with key stakeholders to be scheduled for follow-up discussion and clarification
- Definition of the Northeast Agenda based on session discovery.
- Determine the outline to final Agenda document: *(see below for suggestion)*
  - Part 1: The Northeastern Position and Perspective
    - Organizational Foundation: Historically Distinct yet Building the Future Together
    - Unique Attributes of the Northeast
    - Critical Needs/Obstacles and Opportunities of the Northeast Region
  - Part 2: The Northeast Agenda defined
    - Areas of greatest priority
  - Part 3: The Northeast: Now and for the Future
- Finalize document and produce print-ready graphically engaging version of the Northeast Agenda and other supporting collateral as needed.
- Expectation that NEED and NERA leadership and members will work on and be responsible for the plan implementation
- NEED and NERA leadership will use the Northeast Agenda document as a roadmap or guidepost for future strategic planning, fundraising, program development and research implementation

## PLANNING ASSUMPTIONS

- NEED and NERA members have read and participated in the following:
  - [Draft Northeast Agenda](#)
  - [Draft Mission and Vision work](#)
  - [NEED & NERA Survey](#)
- NEED and NERA leadership and members will work on and be responsible for assignments needed for further discovery and clarification the plan implementation
- Supporting materials needed for finalization of the Northeast Agenda will be provided to PIVOT Creative & Consulting
- Ongoing draft review of the Northeast Agenda will be provided by NEED and NERA members as needed.
- NEED and NERA leadership will use the Northeast Agenda document as a roadmap or guidepost for future strategic planning, fundraising, program development and research implementation
- Expectation that NEED and NERA leadership and members will work on and be responsible for agenda implementation

## EXPECTED RESULTS

Upon successful completion and implementation of PIVOT's consulting and facilitation services, NERA and NEED can expect to receive the following results and products:

- Clearly defined regional collective Mission, Vision, Values, and Purpose statements.
- A Northeast Agenda including 1- and 3-year strategic opportunities, a set of shared programmatic/organizational strengths, and collective regional branding materials.
- A graphically engaging print-ready "Agenda" that can be shared with stakeholders, supporters, funders, and community partners.
- If desired, a web presence for the information presented above. This is to be completed via a separate contract.



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