

Memo

To: MiTT Core Team
From: Holley Tucker
Re: September 28, 2009 MiTT conference call

Present: Jane Schuchardt, Lyla Houglum, Terry Meisenbach, Dan Cotton, Mary Hightower, Karen Ballard, Rich Poling, Nancy Porter, Bo Beaulieu, Robert Craven, Tom Coon, Holley Tucker

Follow-up from ECOP Webinar

Lyla reported that the ECOP Webinar went well. They had about 85 participants, and most participants stayed throughout the entire call. The participants asked good questions as well. There were a number of questions about evaluation. Through the questions and some calls from NPR and other media, there seemed to be some confusion as to the aim of MiTTNet. Many did not understand that MiTTNet is not a public resource. Terry drafted a message to send out via Linda, to directors and administrators to remind them of the use and purpose of MiTTNet. This is just another opportunity to remind the directors and administrators to encourage their staff to get involved with MiTTNet, to use the resources and to stay in touch by joining the Managing in Tough Times Community.

Expanding Terms of Use Statement

Jane shared that there were two issues to be discussed related to the MiTTNet Terms of Use. The first issue is related to the ownership of materials on MiTTNet, and the second is to include a way to identify the 1890 and 1994 institutions in addition to the county offices associated with the 1862 institutions. We clarified that the individual institutions and authors retain the rights to material posted on MiTTNet. The materials are not owned by MiTTNet or by extension. The second issue, which surfaced during the ECOP Webinar, is that there should be a way to point to not only the 1862 institutions' county offices, but also to be sure that there is a way for MiTTNet users to get to information about the locations and contact information for the 1890 and 1994 institutions' offices.

Dan drafted a paragraph that could be added to the Terms of Use Statement. It was emailed to members of the Core Team. Lyla reminded us that there were some authors who were hesitant to put their materials on MiTTNet because they were concerned about receiving proper acknowledgements and how the materials might be used. Lyla felt that Dan's addition to the Terms of Use statement addressed this issue and provided a statement that lets people know that the materials are owned by the authors and their institutions. MiTTNet is only the place where these resources are housed, and that users need to contact the individual institutions or authors for further information about use and acknowledgement. Nancy agreed that the statement would be a step in the right direction for those authors who were hesitant to share resources.

Dan also included in the statement, a link to the partner institutions, to be included on the MiTTNet site. The link will provide direct connection to the 1890, 1994 and 1862 institutions.

It was suggested that the words “Cooperative” and “Service” be removed from the Terms of Use statement and replaced with “Extension” instead. This would cover all of the Extension programs at the different institutions. This will help address the issue of being inclusive of all partners.

Rich also suggested that we skip over agenda item number 5, Using MiTTNet as a partnership-building tool, for this meeting and remove it from upcoming agendas because it had been handled through this expanded Terms of Use statement. Lyla reminded us that the original purpose of that agenda item was to be pro-active in encouraging non-Extension users to collaborate with Extension educators in using MiTTNet resources. So we may want to revisit the item in the future from that perspective.

DELIVERABLES:

Dan and Terry will edit this addition to the Terms of Use Statement.

Dan will contact the programmer to find out when they can work on getting this content added to the MiTTNet site, within the next few weeks.

MiTT Evaluation

Jane stated there were many questions during the ECOP Webinar about evaluation. They responded to the question by saying the primary use of evaluation, at this point, was to look at how the directory is being used by the Extension System nationwide.

Karen reported that the evaluation team has completed all of their Target Audience interviews. Over the next month they would be reviewing the notes and completing a qualitative analysis of their findings. Rich has been working with Google Analytics to collect data about MiTTNet usage. They are going to be looking at the following types of information from Google Analytics: number of visits, unique visitors, page visits, etc. They are also going to use the map overlay feature to identify trend lines, pockets of use, content that’s getting more use, etc. Once the evaluation team identifies locations where MiTTNet is being used the most, they can possibly use those areas, and Extension educators in those locations, as a target sample for a follow-up survey about how educators are using MiTTNet resources. Rich and Holley both have accounts set up in Google Analytics and will be tracking this information.

Rich reported that Google Analytics can show referring sites, and that over the past two weeks the biggest spike came from traffic coming from a National Public Radio URL.

Lyla wondered if it would be good idea to develop and distribute a statement that would make it clear to directors and administrators what is to be expected in terms of evaluation. Mary volunteered to work with Karen and Rich on developing this statement. Jane stated the actual purpose of the evaluation is to communicate how this system works as a delivery tool. So we need to remind directors and administrators of exactly what the initiative is about.

Terry emailed the group with a screenshot of the Google Analytics, which showed a spike in usage after the Webinar and the mention of MiTTNet on NPR. It is beginning to level out at this point, to about 20 visits a day. There is no precedent to determine if this good or bad. Karen agreed that we should not attempt to over-interpret at this point before we get more detailed evaluation information.

DELIVERABLES:

Rich, Karen, and Mary will work on the statement about evaluation indicators and protocols for directors and administrators this week. They will have a draft complete in 2 weeks.

Marketing

Terry reported that there is a template now for the bi-weekly email messages. Topic area leaders will be able to use the template and get the messages to Terry, Mary, or Faith Peppers, who will edit and get them out to the group. The bi-weekly messages will be supplemented with a message encouraging recipients to become involved with the MiTT Community and how to sign up. The Marketing team has developed a schedule of which topic areas will present the emails for the rest of the year. The first will be the farm and ranch group on Sept 30th, then individuals and families, then communities, then youth, then they will repeat in the same order.

The bi-weekly emails will continue going out to a variety of lists, until we build up the MiTT Community. The goal is to transition to the MiTT Community as the primary source of communication by January 1, 2010.

Target Audience Team Reports

Bo indicated that the Communities section of MiTTNet had six new entries. Jane felt it would be appropriate to let people know when new resources have been added, because this is what will keep people interested in coming back to the MiTTNet site.

Nancy reported that she has been presenting information about MiTTNet at a number of different professional organization national meetings.

Other Items

Lyla wanted to know if we felt that the core team should spend any more time discussing the issue of professional development or if that was going to be left up to the Team Leaders. Jane said it was decided that Team Leaders would be responsible for professional development activities.

Karen shared that the Farm & Ranch group is working on developing strategies on capacity building for state faculty in terms of dealing with and delivering this type of content. Lyla stressed that in addition to training on how to use MiTTNet, it was important now to provide professional development on the educational materials in MiTTNet. This might include how to identify the most important issues people are facing, and helping faculty become familiar with MiTTNet resources based on those needs.

Future Meeting Schedule

Jane asked the group how long the core team would like to meet and how often we would like to meet. Jane feels that ECOP would be interested in having a one year report from the time MiTTNet was approved. Jane felt a weekly meeting was not necessary and a bi-weekly might be too often. As a group the only issues we have are the bi-weekly emails, evaluation, and possibly any professional development activities. Jane suggested that we formally end the Core Team at the time of the ECOP meeting in March, 2010. The group decided to continue to meet by phone conference on a monthly

basis. The dates for future calls for the upcoming months are: October 26, November 23, and December 14. Lyla will draft the agenda for the next meeting.

Meeting Adjourned.