

# *PURDUE CARET*

## COMMUNICATIONS STRATEGIES

JANE SIPE, VP LEGISLATION  
PURDUE CARET

# *PURDUE CARET*

## *WHO ARE WE?*

**PURDUE CARET**

**WHO ARE WE?**

**WHERE ARE WE NOW?**

# PURDUE CARET

WHO ARE WE?

WHERE ARE WE NOW ?

WHERE ARE WE GOING?

# ***Purdue CARET Communications Agenda***

**Roles and Responsibilities**

**Purdue Extension - Indiana Code**

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**Funding Sources**

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**How can I make an impact?**

**How do I communicate with my legislator?**

**What do I say?**

**What do I ASK them for?**

# *PURDUE CARET*

## *WHO ARE WE?*

**\* VOLUNTEER GROUP OF INDIANA RESIDENTS**

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**\* BELIEVE IN THE POWER OF RESEARCH AND  
EDUCATION FROM THE COLLEGE OF  
AGRICULTURE**



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MISSION TO TRANSLATE RESEARCH INTO  
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**\* BELIEVE IN THE POWER OF RESEARCH AND EDUCATION FROM THE COLLEGE OF AGRICULTURE**

**\* BELIEVE IN THE PURDUE EXTENSION MISSION TO TRANSLATE RESEARCH INTO EFFECTIVE PROGRAMMING ACROSS THE STATE**

**\* A MIGHTY ADVOCATE**

**\* PROMOTE PURDUE AGRICULTURE 'S SIGNIFICANCE AND STRENGTH TO COUNTY OFFICIALS, STATE LEGISLATORS, MEMBERS OF CONGRESS, AND OTHER DECISION MAKERS**

# *Roles & Responsibilities of Purdue CARET*

## Purdue CARET



Advocate for Purdue Agriculture at the county and state



Review, analyze, and support legislation relevant to the College of Agriculture's missions and responsibilities



Support appropriations required for the effective functioning of the College of Agriculture



Provide input on Extension, research, and teaching programs

Meet with national legislators to relay Purdue CARET concerns



Identify members for the State Purdue CARET Committee

# *WHO CAN BE A PURDUE CARET MEMBER?*

- Agriculture community
- Health and Human Sciences stakeholders
- 4-H and Youth Development volunteers
- Community business leaders
- Extension Board members

## *Side Note....*

### **Build exposure to Purdue CARET**

- ✓ As a Purdue CARET member, it is important that you give an update to your county's Extension Board.
- ✓ Ask to be on the Extension Board meeting agenda
- ✓ Report what is happening in Purdue CARET
- ✓ Share website information – pick a topic
- ✓ Share our message to legislators
- ✓ Tell them how to get involved in area meetings

**PURDUE CARET**

**WHO ARE WE?**

**WHERE ARE WE NOW?**

***A FUNNY THING  
HAPPENED ON  
THE WAY TO  
TALK TO A  
COUNTY  
COUNCIL  
MEMBER***



# *Indiana Code for Funding of Cooperative Extension*

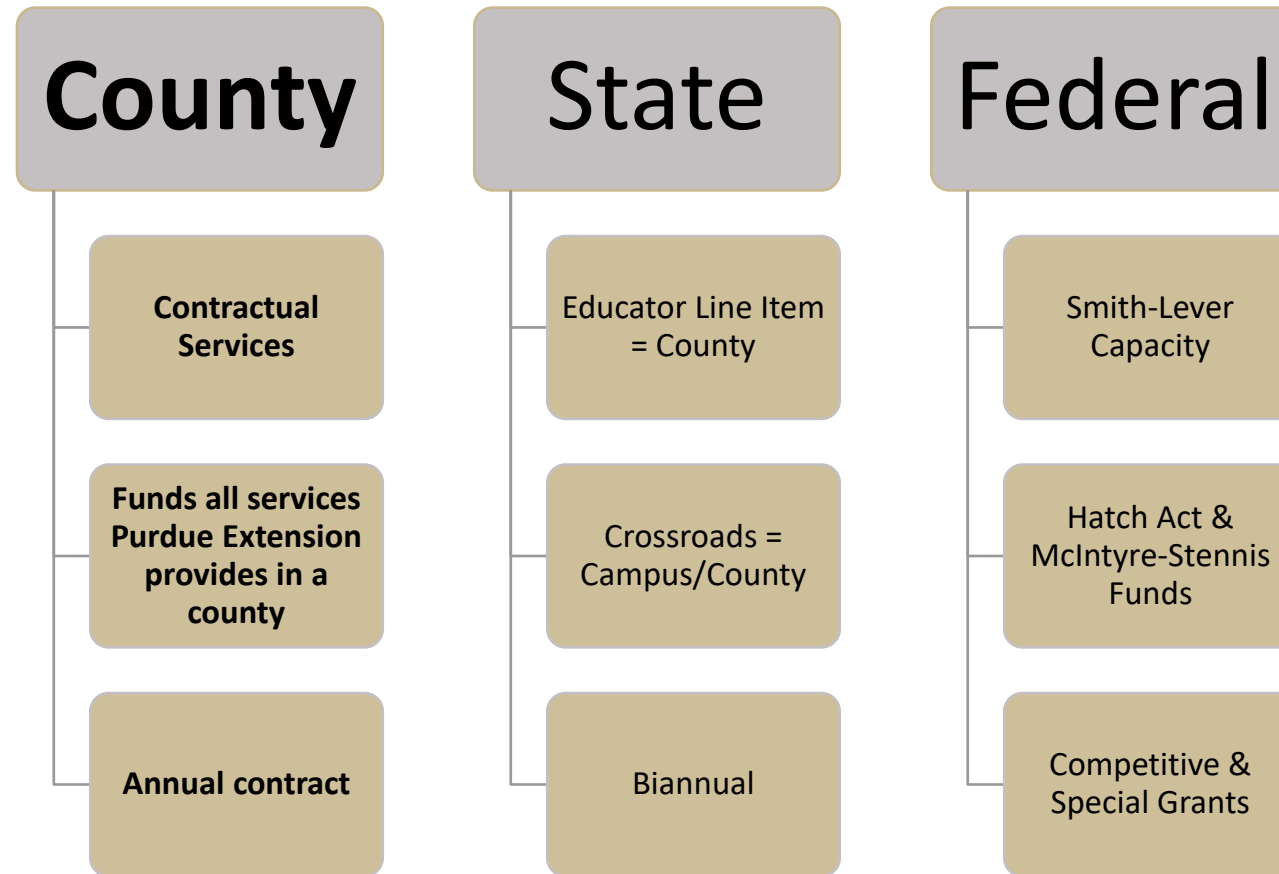
- **2023 Indiana Code**
  - Title 21. Higher Education**
  - Article 46. Agricultural Research and Education Centers**
  - Chapter 5. Purdue University: Cooperative Extension Service**
- 21-46-5-1. Cooperative Extension Service; County Office; Appropriations by County for Staff and Office Expenses
- 21-46-5-2. Cooperative Extension Administrators and Educators
- 21-46-5-3. State Cooperative Extension Service; Duties
- 21-46-5-4. Cooperative Extension Educators; Federal Matching Funds

# COUNTY FUNDING

- **21-46-5-1. Cooperative Extension Service; County Office; Appropriations by County for Staff and Office Expenses**
- Sec. 1. (a) The office of the cooperative extension service is established in each county.
- (b) Each county council shall annually appropriate the amount of money that the county council considers necessary to pay secretarial and clerical employees, travel expenses of the county cooperative extension service educators, rent, office supplies, equipment, and incidental expenses. Each county council may appropriate additional money for the salaries and other personnel costs of the county cooperative extension service educators.

# Funding and Budgets

Funding comes from three sources



# COUNTY FUNDING

## 3 COUNTY COMMISSIONERS

- **Maintaining county property**  
County commissioners are responsible for the maintenance and supervision of county property, including the courthouse, jails, and public offices (this includes the Purdue Extension office!)
- **Managing finances**  
County commissioners manage the county's budget and finances
- 4 year term

# COUNTY FUNDING

## COUNTY COUNCIL - # varies

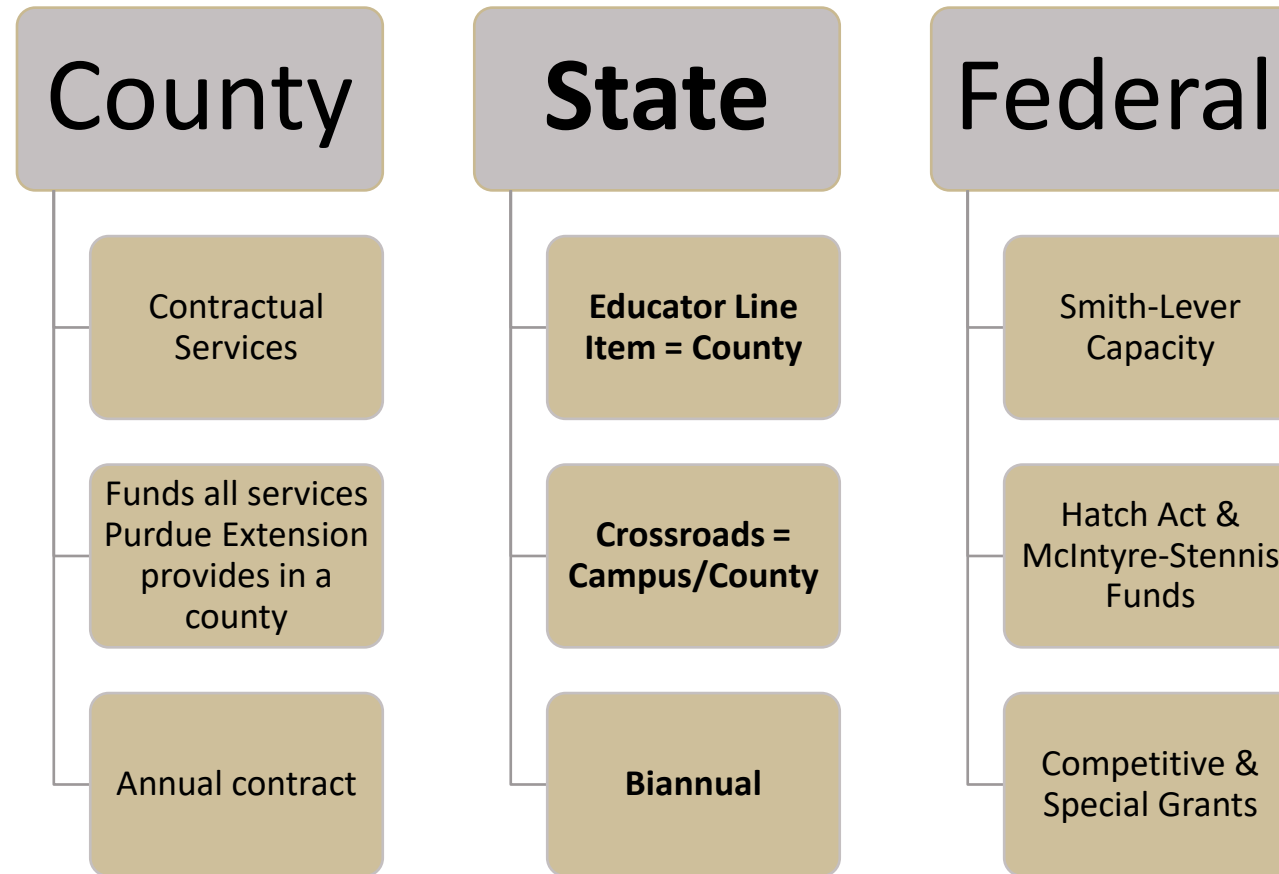
- **Budgeting:** Adopting the annual budget for county government offices and agencies
- **Salaries:** Fixing salaries for county officials and employees
- **Appropriations:** Authorizing the expenditure of county funds for specific purposes
- 4 year term

# STATE FUNDING

- **21-46-5-2. Cooperative Extension Administrators and Educators**
- Sec. 2. (a) Each county cooperative extension service must have one (1) administrator and may have other staff members in agriculture, home economics, youth, and other subject matter specialties.
- (b) The director of the state cooperative extension service of Purdue University, with the approval of the president and board of trustees of Purdue University, shall appoint all county cooperative extension service personnel. These appointees are members of the Purdue University staff. When the county cooperative extension service personnel appointments are made, the state shall pay Purdue University for the state cooperative extension service the sums appropriated in the biennial budget to maintain staff in each county. The state cooperative extension service shall pay to the county cooperative extension service educators, as a part of their salaries, at least the sum paid by the state to Purdue University for cooperative extension service educator salaries.

# Funding and Budgets

Funding comes from three sources



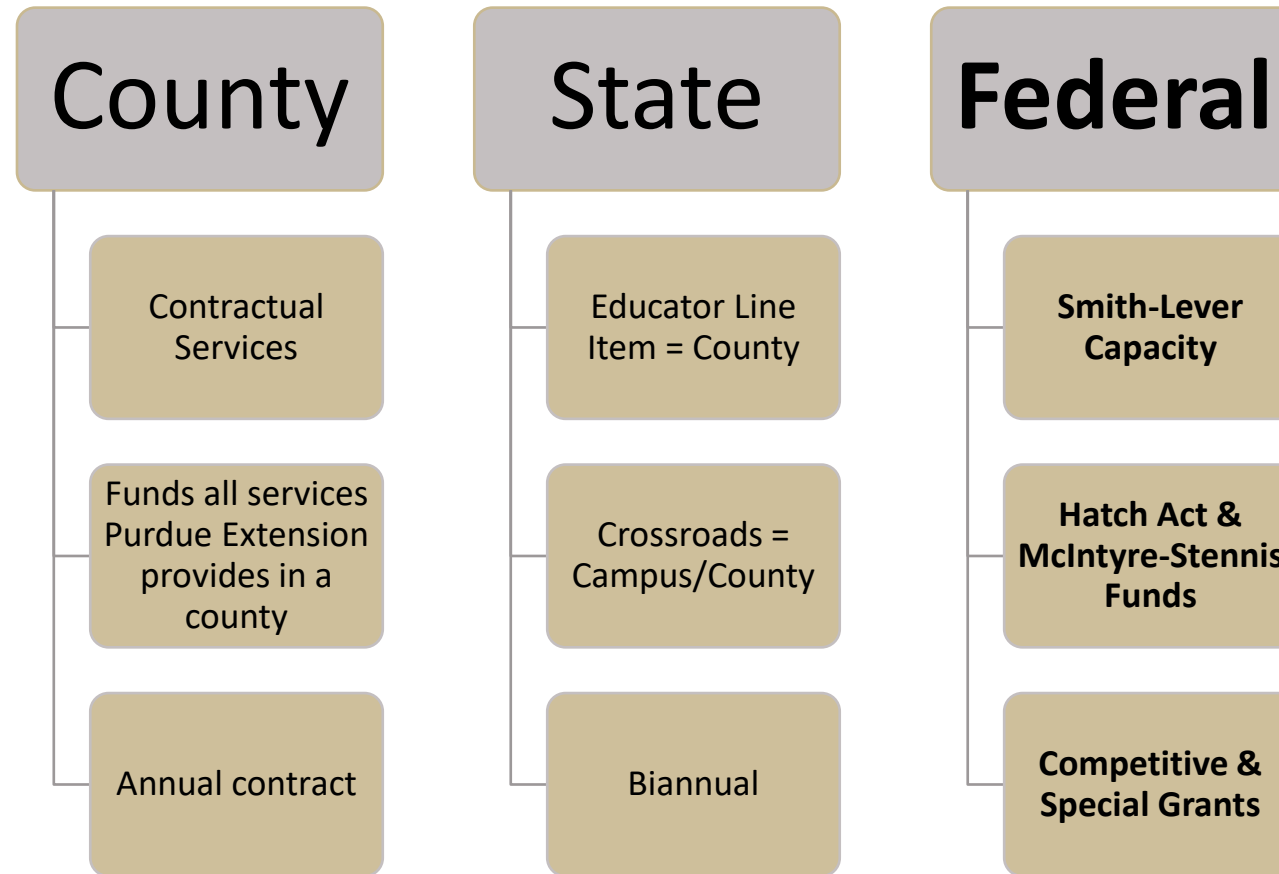
# Matching Federal Funds

- **21-46-5-4. Cooperative Extension Educators; Federal Matching Funds**
- **Universal Citation:** IN Code § 21-46-5-4 (2023)
- Sec. 4. (a) All claims covering the salaries and travel expenses of county cooperative extension service educators that are payable from county funds must be submitted monthly to the state cooperative extension service of Purdue University for approval for matching federal funds. The county cooperative extension service educators may file any approved claims with the county auditor. The county auditor shall draw a warrant on the county treasury for the payment of approved claims.
- (b) All claims covering other expenses of the county cooperative extension service office must be filed directly with the county auditor. The county auditor shall draw a warrant on the county treasury for payment.
- (c) The county auditor shall provide an annual summary of the county's expenditures for the county cooperative extension service office to the state cooperative extension service of Purdue University.



# Funding and Budgets

Funding comes from three sources



# PURDUE CARET

WHO ARE WE?

WHERE ARE WE NOW?

# ***THIS IS WHERE WE ARE***

- Since 2002, the Extension line items have only had one increase in funding....last budget year of 2023
- This is a fact
- This is not sustainable

# PURDUE CARET

WHO ARE WE?

WHERE ARE WE NOW ?

WHERE ARE WE GOING?

# *WHERE ARE WE GOING?*

**NOW, MORE THAN EVER, IS THE TIME  
FOR ALL PURDUE CARET MEMBERS TO  
CONNECT TO OUR LOCAL AND STATE  
OFFICIALS**

# *HOW CAN PURDUE CARET MAKE AN IMPACT?*

- Know WHO your legislators are
  - Know HOW to contact them
    - Know WHAT to say
  - ASK for their support

# *Who is YOUR Legislator?*

- We each have ONE State Representative and ONE State Senator
- Find them at <https://iga.in.gov>
- What is the best way to contact them?
- What areas of legislation are important to them?
- What committees are they on?

# Who is YOUR state legislator?

- and Contact the IGA
- s and Updates
- ntinuing Legal Education
- n and Maps
- iana State Capitol
- Bill Becomes a Law
- ur Legislator
- District Map
- District Map
- ents of Economic Interest
- Register to Vote
- ibility Statement
- t Support

## Find Your Legislator

Enter your home address to get your legislator information.

\* = required

Street Address \*

Please enter a complete address (Ex: 1111 E County Road 111S)

City \*

State

Zip \*

Please enter numbers only (Ex: 46140)

Senate House Congress

[Download Senate District Map](#)



# Who is YOUR state legislator?

- About and Contact the IGA
- Notices and Updates
- LSA Continuing Legal Education
- Location and Maps
- The Indiana State Capitol
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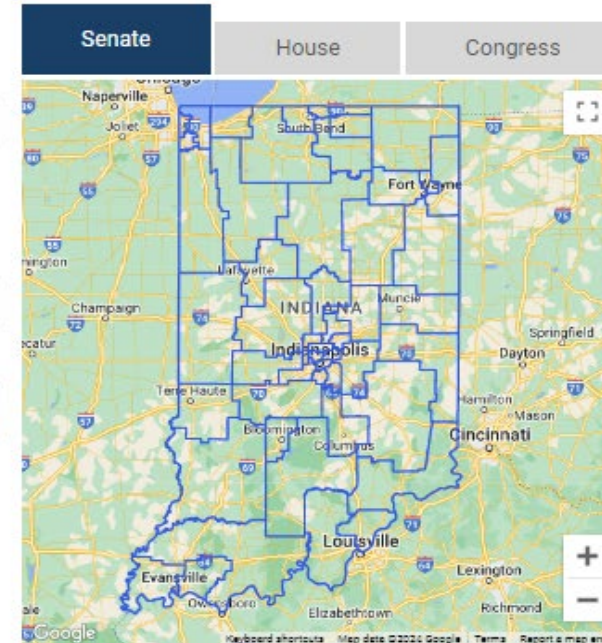
State

Indiana

Zip \*

Please enter numbers only  
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Search



[Download Senate District Map](#)

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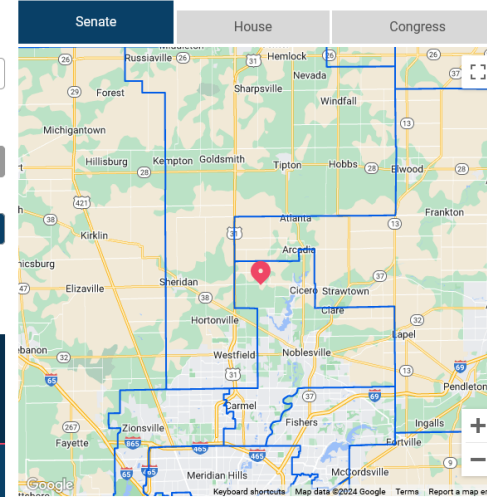
City \* State

Select your city... Indiana

Zip \*

 Search

Please enter numbers only (Ex: 46140)



[Download Senate District Map](#)

### State Senator



Senator  
**Scott Baldwin**  
Senate District 20

200 W. Washington St. 800-382-9467  
Indianapolis, IN 46204 Republican Party

### State Representative



Representative  
**Todd Huston**  
House District 37

200 W. Washington St. 800-382-9841  
Indianapolis, IN 46204 Republican Party

### Congressional Legislators



Representative  
**Victoria Spartz**  
House District 5

216 W. Main Street 317-848-0201  
Carmel, Indiana, 46032 Republican Party



Senator  
**Todd Young**

251 North Illinois Street 317-226-6700  
Suite 120 Republican Party  
Indianapolis, Indiana, 46204



- Legislation
- Committees
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# Senator Scott Baldwin

Republican, District 20

### Address

200 W. Washington Street  
Indianapolis, IN 46204

### Phone

800-382-9467



Search:

Name ^	Short Description	Author   Sponsor ^	Legislation T
SB 7	Use of fabricated media in elections.	Authored	Bill
SB 10	Community cares initiative grant pilot program.	Authored	Bill
SB 21	Extension of lemon law protection to RVs.	Authored	Bill

# Senators



## Scott Baldwin

State Senator - District 20

### TAX CUTS FOR HOOSIERS

- ✓ 20 tax cuts in 10 years
- ✓ \$2 billion income-tax cut
- ✓ Fighting rising property taxes

[Click here to learn more about Indiana's recent tax cuts.](#)

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### Contact Information

#### REQUEST ASSISTANCE

Need help navigating an issue with a state government agency?

Elected

2020

Have thoughts or concerns about issues affecting our community or state?

[Click here to contact me.](#)

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## CALL MY OFFICE

Phone: 800-382-9467

or 317-232-9400

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## WRITE MY OFFICE

200 W. Washington St.

Indianapolis, IN 46204

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## CONSTITUENT RESOURCES

## VETERANS RESOURCES

## PAGE PROGRAM

## Standing Committees

Insurance and Financial Institutions, Chair

Tax and Fiscal Policy, Ranking Member

Environmental Affairs

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## Education

Madison Heights High School

Law Enforcement Education/Training Highlights:

- Basic Law Enforcement Academy Training (Indianapolis, IN, 1992)
- Emergency Medical Technician (Indianapolis, IN, 1992)
- Interview/Interrogation (Indianapolis, IN, 1993)
- Detective School (Indianapolis, IN, 1994)
- Practical Homicide Investigations (Indianapolis, IN, 1997)
- Advanced Interview & Interrogation (Indianapolis, IN, 1997)
- Advanced Homicide Investigations (New York, NY, 1998)
- Instructor Development School (Plainfield, IN, 1998)
- Evidence Technician Course for Detectives (Marion County Forensic Services, 1999)
- Counterdrug Special Reaction Team Course (U.S. Army, Ft. Leonardwood, MO, 2001)
- Ecstasy/Club Drug Investigations (DEA, Chicago, IL, 2002)

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## PRESS REQUESTS

Members of the media should click here  
for more information or to make an inquiry.

### District 20

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## Activities

### *Current Activities:*

Our Lady of Grace Catholic Church, Finance Council  
Indiana Managing Broker License  
Indiana Private Investigators License  
The American Legion, Lifetime Member  
Veterans of Foreign Wars, Lifetime Member  
National Rifle Association, Lifetime Member

### *Past Activities:*

Youth Football Coach (CYO)  
Crime Stoppers of Central Indiana, Board of Directors  
Riverview Hospital, Board of Trustees Member  
Hamilton County Health Department, Health Board Member  
Hamilton County Redevelopment Commission, Commissioner  
Food Rescue, Board of Directors

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## Military

United States Marine Corp, H&S Co., 3d Bn 5th Marines, 1st Marine Division  
United States Army Reserve, 8th Battalion, 229th Aviation Regiment

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## Honors

# Senators



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Elected  
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SB 7	Use of fabricated media in elections.	Authored	Bill
SB 10	Community cares initiative grant pilot program.	Authored	Bill
SB 21	Extension of lemon law protection to RVs.	Authored	Bill
SB 39	Hunting season for qualified disabled veterans.	Authored	Bill
SB 54	Marion County fire consolidation.	Authored	Bill
SB 61	Tourism improvement districts.	Authored	Bill
<b>SB 180</b>	Central bank digital currency.	Authored	Bill
<b>SB 188</b>	Actions on deposit accounts.	Authored	Bill
<b>SB 189</b>	Locating and recovering wild game.	Authored	Bill
<b>SB 228</b>	Various tax matters.	Authored	Bill



# Legislation

<b>SB 240</b>	Public safety.	Co Authored	Bill
<b>SB 246</b>	Assessment of wetlands classified as wildlands.	Co Authored	Bill
<b>SB 297</b>	Administrative rules.	Co Authored	Bill
<b>SCR 2</b>	Recognizing the USS Indianapolis (LCS 17) and its crew.	Co Authored	Resolution
<b>SCR 7</b>	Urging INDOT to rename the bridge over I-70 and North College Avenue the "John Leslie 'Wes' Montgomery Memorial Bridge".	Co Authored	Resolution
<b>SCR 12</b>	Honoring Judge Martha Blood Wentworth.	Co Authored	Resolution
<b>SCR 21</b>	Recognizing the National FFA Organization and the Indiana FFA Association.	Co Authored	Resolution
<b>SCR 22</b>	To support the work of the Indiana Semiquincentennial Commission.	Co Authored	Resolution
<b>SCR 23</b>	Memorializing George McGinnis.	Co Authored	Resolution
<b>SR 2</b>	Honoring Senator Eddie Melton upon his retirement from the Indiana Senate.	Co Authored	Resolution
<b>SR 3</b>	Memorializing Senator Jack Sandlin.	Co Authored	Resolution
<b>SR 7</b>	Honoring Senator Jon Ford.	Co Authored	Resolution
<b>SR 8</b>	Honoring Senator Chip Perfect.	Co Authored	Resolution
<b>SR 9</b>	Honoring Indiana 4-H.	Co Authored	Resolution

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# STATE SENATOR SCOTT BALDWIN

SENATE DISTRICT 20

## BIOGRAPHY

Elected in 2020, State Sen. Scott Baldwin serves Senate District 20, which includes portions of Hamilton County.

Baldwin serves the Senate with more than 25 years of military and law enforcement experience. After serving in the U.S. Marine Corps during Operation Desert Storm, Baldwin returned to serve with the Indiana Department of Correction and later the Indianapolis Metropolitan Police Department, where he earned two Medals of Bravery and a Medal of Valor.

Baldwin serves as chair of the Senate Committee on Insurance and Financial Institutions and as a ranking member of the Senate Committee on Tax and Fiscal Policy. He is also a member of the Senate Committee on Environmental Affairs.

CONTACT  
MY OFFICE



Visit & Contact my virtual office:  
[www.IndianaSenateRepublicans.com/Baldwin](http://www.IndianaSenateRepublicans.com/Baldwin)

Call my office:  
800-382-9467

Write my office:  
200 W. Washington St.  
Indianapolis, IN 46204



INDIANA SENATE  
REPUBLICANS

SOCIAL MEDIA



INSenateGOP

Baldwin is a successful entrepreneur and business owner who has owned or helped grow several companies in the IT, real estate, construction and security sectors. He is the chief executive officer of Envoy, Inc., a construction and real estate development firm.

He and his wife live in Noblesville with their three children.





- Legislation
- Committees
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# Representative Todd Huston

## Republican, District 37

### Address

200 W. Washington Street  
Indianapolis, IN 46204

### Phone

800-382-9841



Search:

Name ^	Short Description	Author   Sponsor ^	Legislation Type ^
<a href="#">HCR 1</a>	To allow the House of Representatives and the Senate of the 123rd Indiana General Assembly to adjourn and recess separately throughout the Second Regular Session.	Authored	Resolution
<a href="#">HCR 6</a>	To convene a Joint Session of the 123rd General Assembly of the State of Indiana.	Authored	Resolution
<a href="#">HCR 7</a>	To convene a Joint Session of the 123rd General Assembly of the State of Indiana.	Authored	Resolution
<a href="#">HCR 18</a>	Congratulating the Hamilton Southeastern High School "We the People" team on winning the 2023 "We the People" state championship.	Authored	Resolution
<a href="#">HB 1001</a>	Education and higher education matters.	Co Authored	Bill

# Committees

Bills Resolutions **By Legislator**

By Subject

Session Year: 2024 (Current) | v

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200 W. Washington Street  
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Committee Name	Committee Type	Position
<a href="#">Committee on Joint Rules</a>	Standing	Chair
<a href="#">Legislative Council</a>	Interim	House Chair
<a href="#">Legislative Council, Personnel Subcommittee</a>	Interim	House Chair

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Representative Todd Huston  
Republican, District 37  
Speaker of the House



Senator Scott Baldwin  
Republican, District 20

# *HOW CAN WE MAKE AN IMPACT?*

- Know WHO your legislators are
- Know HOW to contact them
  - Know WHAT to say
- ASK for their support



# ***KNOW WHAT TO SAY***

- **How do you address a representative?**
- **Start with personalization and respect.**
- Start the conversation accordingly- for instance, addressing the individual with a Mr./Ms./Mrs/Dr. followed by their last name
- In the middle of the call, it's also okay to address the representative by their position- for example, representative, senator, congresswoman, congressman.

Source: Call Hub

# *KNOW WHAT TO SAY*

- 1. Introduce yourself*
- 2. Your involvement or professional expertise to establish credibility.*
- 3. The issue and the impact*
- 4. Expected action from the representative.*
- 5. Thanking the representative with a persuasive ending note.*

Source: Call Hub

# KNOW WHAT TO SAY

## Example Script:

Introduce your self as a Purdue CARET member (“Purdue Council on Agriculture Research, Extension, and Teaching”)

A volunteer that supports the Purdue College of Agriculture and Purdue Extension

Your involvement in the community and/or Extension and how it has impacted you and/or your family

Importance of Purdue Extension in your community for others and at the state level, funding has been flat for the last 20 years, with the exception of one increase in 2023 (thank you)

Purdue Extension is at a crossroads.....these programs need continued funding to provide university based research to our communities

Speaking of crossroads...I am asking for your continued support of the Extension Educator Line Item and the Crossroads Line Item in the Purdue budget.

# *PURDUE CARET*

*LET'S WORK TOGETHER*

*LET'S MAKE THIS HAPPEN*

*LET'S ASK FOR SUPPORT*

# *Review Time*

How is Purdue Extension funded?

- A. State funding
- B. Federal funding
- C. County funding
- D. All of the above

# Review Time

Where can you find your state legislators?

- A. [IndianaGeneralAssembly.gov](http://IndianaGeneralAssembly.gov)
- B. [Helpmefindmylegislator.com](http://Helpmefindmylegislator.com)
- C. [Statelegislators.com](http://Statelegislators.com)
- D. <https://iga.in.gov>

# Review Time

Why should a Purdue CARET member be on the agenda at their county Extension Board meeting?

- A. Build exposure to Purdue CARET
- B. Update Board members on Purdue CARET's message to legislators
- C. Recruit new members to PCARET
- D. Gain input from community leaders
- E. All of the above

# Review Time

What is the MOST important thing we can do in our conversation with our legislators?

- A. Be respectful and address them appropriately
- B. Introduce our self and tell them our involvement and story of Extension's impact
- C. Tell them the issue of state funding for Extension programming
- D. ASK for their continued support of the Extension Educator Line Item and the Crossroads Line Item



# QUESTIONS