<div align="center">

Southern Region 4-H Program Leader Network
Conference Call
November 13, 2012
9 AM EST/8 AM CST

</div>

Present: Larry Alexander (MS), Charlene (KY), Keith Diem, Rachel, Rukeia Draw-Hood (TX), Chris Boleman (TX), Pam (SC), Arch Smith, Janet Fox (LA), Jennifer, Steve Sutton (TN),Cathy Sutphin (VA), Andy Ferrin (4H Council), Joanna McCoy (KY), Charles Cox (OK) , Mark Tassin, Amy (4H Headquarters)

Not able to make call: Lenora, Marshall, Noah

Called to order at 8:05 am

Please review updated agenda distributed via email this morning

A. **Southern Region Leader Forum – Volunteer Proposal**

   1. Model – Southern Region Teen Forum that FL participates in
   2. Budget- Emphasis on sustainability. Charles has concerns that people want to use up funds and won't have it again Informed that they can't use start-up money, but only money generated or borrowed.
   3. Voluntary- Participation of states voluntary. Steve Sutton is confused about opting in and out. According to Janet that's probably the sticking point. One argument is its like a membership fee. On the other side of the coin, states who aren't opting in but have states that are interested its can be a PR nightmare.
   4. Registration Fees- Steve is confused one set of registration fees for those that opt in and those that opt out. Charlene asks is there any other conference that does that? If you are not on the planning committee then you pay more. Not sure if that's sending the right message in Extension.
   5. Distinctives- Janet identifies the systems approach, advisory committee, educational approach, and that states can opt in and out
   6. Hosting- GA will host first conference. States put in proposals instead of rotate. More like NAE4HA.
   7. Webinars- Steve is also concerned with the website and webinars component of the proposal. Is there infrastructure in place that will support that (i.e. maintenance, development, consistency)? Have all the states have had input on it or is it a small group? Resources are limited and it may be a better idea to implement the proposal in phases. There are national webinars on volunteerism going on and there is no certainty about the level of participation in those. There should be some part of the conference that can be broadcast live to locations where volunteers are gathered with a facilitator across the state. Chris-We spoke of webinars in Orlando. It would be a support. If face to face, then we would invest in recording so we can post them online for those who cannot afford to go. Rachel states the northwest region has done a lot geared toward volunteers and online training. Louisiana has done something and Texas A & M. Chris suggests instead of one face-to-face meeting to address volunteer development, what type of different methodologies can we use in 2012? If we agree that volunteer development is so important, then it's up to us to determine how we develop volunteers that is bigger than a one day face to face conference. As Program Leaders,

we're looking at one face-to-face conference and that's a big mistake. Let's look at eXtension or LSU. Charlene agrees. The first thing to do is find out what's out there. We should charge the committee with that task. There are probably already excellent resources that aren't be utilized.

8. Regional Volunteer Development Goals/Agenda-Chris asks where do our volunteer specialists in the region want resources to go? Maybe some goals should be set about what we want or what they want. Mark suggests maybe there is a disconnect between Program Leaders and Volunteer Specialists groups. Those groups need to get together. This is systematic of a larger problem. There has been a large turnover, the group is not cohesive. The group has been splintered by some things and it's not good for the region. Volunteer Specialists have a listserve, but not a leadership team

9. Summary- Rachel states the proposal addresses most of concerns in Orlando. It's almost like they want to keep the old structure with new components. At this point it is unclear whether the group that submitted the proposal would like feedback or support. The feedback provided to Harriet will be the following: 1) For right now, the section of the proposal about expansion or doing additional stuff should take out. Expansion should be treated as a separate proposal, and 2) There is concern that the conference appears to be both a bid and rotational. Regional initiatives can fill out form and host if they choose. There will be no effort to get in the way of the conference being conducted.

10. Action Steps-The following action steps will be taken: 1) Rachel will put a brief survey out to get additional information from those who couldn't make the call, 2) Rachel will ensure that a note to the volunteer specialists is drafted that asks them to work together to address the big picture of volunteer development and where we want to be. They should set regional volunteer development goals, to identify current volunteer development resources, and to implement a regional volunteer development agenda.

B. **Southern Region Horse Show**
1. This is an update. Noah could not be here, but wanted to inform us that he is meeting with the Horse Specialist in each state.

C. **eXtension : Larry Lippke**
1. Online Volunteer Development Modules-Eighteen different courses were put together in CCEP days around PRKC framework by the Southern Region 4H Committee at that time. They migrated to Moodle in 2008. Jennifer and Susanna were instrumental in migrating. They were forgotten. They have been there for 4.5 years and have had little activity. Next week the platform will be upgraded and old courses will be deleted that aren't being used. Most courses had no participation at all. One had as many as 5 people that looked at it. The chief question of this group is what is the future of these things? There are a number of courses that deal with volunteerism: Managing volunteers through situational leadership, volunteer recognition, etc. They were developed for staff and faculty, but may have content relevant for a number of people. These were developed quite a while ago and the content is very heavily text based because it was developed a long time ago. Some other states have developed materials in platform. It may be best to review their content or partner with them. The purpose is to make the group aware of these things.

2. Program Leadership-Volunteers from the group are encouraged to take a leadership role to see if they have any future. Is there anyone who is willing to take over these courses? None of these have teachers to monitor, promote, update, etc.
3. Author Leadership-Janet wrote about three of the modules, is interested in whether they were able to be converted, and recommends there be an effort to touch base with original authors and offer them this opportunity. Each area had a leader (i.e. Courtney Dodd, Kenny Jones, etc). Jennifer asserts that one of the challenges is that there aren't names associated with many of them. Dale believes Jenny Jordan was volunteer development lead. It was proposed the Jeff Howard may know who the leads were. The question was posed if there are any notes or minutes of committee meetings from 2006-2007.
4. Curriculum Contact Leadership-Curriculum contacts in each state can look at them.
5. Summary-There will be an effort made by the Southern Region Program Leader Network to assess whether these modules should be saved, how they can be used or modified, and who will be assigned as the teacher for them. More about eXtension will be discussed in the future.
6. Action Steps-1) Start with the curriculum contacts in each state, 2) Rachel with send an email to Dale to see if he can remember the leadership to help identify authors, 3) Contact Larry and Jennifer for support or assistance with getting advanced rights to modify content.

D. **JC Penny Distribution of Funds**
1. Andy had to leave call, but he will follow up with written. We've gotten an email since that JCPenney distribution will be similar to Paper Clover.

E. **National 4-H Events Checklist** : **Chris Boleman and Amy McCune**
1. Review Voting History-Chris reports that during the Southern Region Program Leader Network Meeting at Orlando, FL in August 2012, the group and Director's voted not support this. This decision was taken back to Lisa and Amy. Other regions had some concerns, but not to the extent that we did.
2. Logic Models-The proposed solution is a generic logic model for the judging contests. There were other concerns about risk management, but the logic model was sticking point. Only time logic model comes in is when there is a national event wanting national designation. There will be logic model templates they can use. If they are doing that, then it goes to peer review committee, not national headquarters staff.
3. Multi-state events- Small events across state lines are also a concern. Amy says requirements for multi-state, not national, involves submitting basic information (i.e. name, location, etc.) to a web-based calendar on a website. You will also submit how you will use name and emblem. The checklist is designed as a guide. It doesn't get turned it beyond the land grant. 4H Headquarters are verifying that name and emblem is being used properly as is required. National 4-H Headquarters will make sure it follows all regulations, which they are regulated to do once it crosses state lines. You must upload how you use logo and other graphic images (i.e. flyer and marketing materials). It some cases it will require the state simply to upload a JPEG or the emblem. Chris states that the distinction between national and multi-state procedures was not clear to him when he presented the information in August to the group. Rachel asks if it would be more helpful to have Program Leader to certify they are using the

clover appropriately, than to just upload a clover. Amy indicated that there may be a drop down menu.

4. National events- According to Amy for national events, you enter basic information and upload the following: 1) logic model, 2) cover letter that will need to be signed off by state leader and extension director, and 3) registration or program form. All these items will go to the committee. Rachel inquires about the length of the review process. Amy hopes it will take no more than 2 weeks. Chris inquires about risk and liability and if there will be a requirement that states use a liability policy for their events. Amy responds that risk and liability are on the checklist. People are being asked to sign off that they have used the checklist. They will submit info for review that there are policies in place, but not copies of the policy.

F.   **National 4-H Council Update –** will be forwarded electronically by Andy