



CONNECTING OUR COMMUNITIES

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Action Items





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Continued Support of Health Conferences

*Family &
Consumer
Science*

Background: The Priester Extension Health Conference has been a significant source of continuing education and support for Extension professionals focusing on programs related to health.

Committee: Family and Consumer Sciences

Action Requested: We are requesting the SR Extension Directors/Administrators reaffirm their support to continue an annual or bi-annual health disparities conference.

Timeline: September 1, 2013 - August 31, 2014



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Strategic Opportunities and Measuring Excellence

Program and Staff Development

Background: Strategic Opportunities and Measuring Excellence data is critical to the southern region and 100% participation is required to do benchmarking.

Committee: Program and Staff Development

Action Requested: Directors/Administrators appoint appropriate institutional contacts for Strategic Opportunities and Measuring Excellence.

Due Date: October 1, 2013



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Information Items





4-H Brand Consistency

4-H Youth Development

Background: 2 national 4H partners have different branding taglines. We think they should be consistent.

National 4H Council: “4-H is the youth development program of our nation’s Cooperative Extension System”

USDA NIFA National 4H Headquarters: “4H is the programmatic outreach and engagement effort of the land grant cooperative extension system for USDA”

Committee: 4H

Committee Action: 4H Committee is developing correspondence to promote consistency with the tagline.

Timeline: December 2013



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2016 NAE4H-A National Meeting Proposal

*4-H Youth
Development*

Background: States have an opportunity to host the NAE4-HA national meeting.

Committee Involved: 4H

Committee Action: Louisiana and Texas have submitted a joint proposal to host the 2016 NAE4-HA national meeting

Timeline: 2016



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Southern Region 4H Resources on eXtension

4-H Youth Development

Background: SRPLN 4-H committee is evaluating resources currently available on eXtension to determine next steps to update or remove materials currently on-line.

Committee Involved: 4H

Committee Action: A task-force within the 4-H committee is being assigned to address this topic and determine next steps.

Timeline: August 2013-August 2014



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Climate Change In-service

Agriculture and Natural Resources

- **Background:** A Climate Change In-Service is recommended based on a needs assessment conducted in 2011-12
- **Committee Involved:** ANR
- **Committee Action:** ANR will offer In-Service. Each Director/Administrator is asked to fund two individuals (specialists and/or county agents) from their state to attend
- **Timeline:** Spring 2014



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Social Media Best Practices

Communications

Background: Social Media opportunities are expanding rapidly. Extension needs a repository of best practices and success stories to help guide the work.

Committees Involved: Communications, IT & PSD

Committee Action: Gather best practices, guidelines and success stories from each institution and place in a repository for system-wide access.

Time Line: December 2013



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Integrated Strategic Communications White Paper

Communications

Background: There is a need for communicators to be more directly involved in the strategic planning phases of extension programming.

Committee Involved: Communications

Committee Action: Review and finalize a position paper on the value and impact of integrated strategic communications. Plans are to submit for publishing and explore other methods of distribution.

Timeline: February 2014



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Communications Skills of Extension Educators White Paper

Communications

Background: Extension educators need to possess a communication skillset to effectively deliver programs and communicate impacts.

Committee Involved: Communications, PSD

Committee Action: The committee will continue to draft a white paper, assess pre-employment evaluation for Extension professionals and research current communications training opportunities.

Timeline: August 2014



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Smith-Lever Centennial Celebration

Communications

Background: 2014 marks the 100th celebration of the Smith-Lever Act that created the Cooperative Extension System.

Committee Involved: Communications

Committee Action: The Communications committee will help all committees promote the Centennial at the national, state and local levels. Members will share activities and tools through social media and the Web.

Timeline: Now-Dec. 2014



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CRD Indicator Data Collection & Focus on Marketing & Impacts

Community Development

Background: CRD identified 11 CRD indicators to track in the coming year.

Committees Involved: CRD, with assistance from COM and PSD liaisons

Committee Action: Begin state-level data collection this year. Begin work on impact report document and related marketing tools.

Timeline: July 2013 – June 2014 (quarterly updates)



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Community Development 101 Institute

Community Development

Background: County agents are in need of basic Community Development training regardless of content specialty.

Committee Involved: CRD

Committee Action: In-person training scheduled for Oct 7-9, 2013 (FL) with opportunities to replicate in other states in the following year.

Time Line: Oct 7-9, 2013; 2014 dates / location TBD



Working with MM to Increase CRD Visibility / Impact

Community Development

Background: 2011 – 2012 national CRD staffing and funding survey to Middle Managers noted that the Southern region lags behind in terms of staffing / funding of CRD programming.

Committees Involved: CRD, MM

Committee Action: Create a subcommittee (MM, CRD; invitations to COM, ANR, 4-H, FCS) that will identify strategies that would enhance the visibility and impact of CRD programs to meet the changing needs of Extension clientele.

Timeline: August 2014



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Centennial Celebration

Family & Consumer Science

Background: The FCS Committee can benefit from interacting with the IT, Communications, eXtension and the ECOP Centennial Celebration Committee.

Committee: Family and Consumer Sciences

Committee Action: Contribute to the 100 Year celebration for the Smith-Lever Act by developing Tweet banks.

Time Line: December 31, 2013



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eXtension: Strengthening the FCS Partnership

*Family &
Consumer
Science*

Background: There are FCS modules and core competencies that did not get transferred to eXtension. Further, the eXtension reporting system and registration system have complexities.

Committee: Family and Consumer Sciences

Committee Action: Explore opportunities to expand existing core competency materials while considering ways to reduce related complexities that inhibit use of eXtension.

Time Line: December 31, 2013



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Continued Support of Health Conferences

Family & Consumer Science

Background: The Priester Extension Health Conference has been a significant event to provide continuing education and support for Extension professionals focusing on programs related to health.

Committee: Family and Consumer Sciences

Committee Action: The FCS Committee would like to continue the legacy of the Priester Conference, by continuously partnering it with a larger Extension conference.

Timeline: September 1, 2013 - August 31, 2014



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Middle Managers Conference

Middle Management

Background: Middle Managers continue to find the dedicated Middle Managers Conference valuable.

Committee Involved: Middle Managers

Committee Action: Middle Managers are planning the next conference for Charleston, SC

Timeline : April 2014



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Middle Managers' Newsletter

Middle Management

Background: Middle Managers have recently begun to contribute to and distribute a Middle Managers' electronic newsletter which has been valued.

Committee Involved: Middle Managers

Committee Action: The newsletter will continue on a quarterly basis

Timeline : November 2013, next issue



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Professional Association Continues to Grow

Program and Staff Development

Background: SR-PSD initiated the development of the National Association of Extension Program and Staff Development Professionals. There are currently 82 members from the four regions. Approximately 25 are from the southern region.

Committee Involved: PSD

Committee Action: Members of SR-PSD continue to hold leadership roles in NAEPSDP. Recruitment continues for more members across regions and program areas.

Timeline: August 2014



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Accomplishments





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Accomplishments

4-H Youth Development

- Conducted Regional Biennial 4-H Specialist Conference with 87 specialists from 15 LGUs representing 11 states.
- Conducted Regional Teen Leadership conference engaging 170 teens from 10 states.
- Submitted a proposal to reorganize the Southern Region Leader Forum to be a self-sustaining conference
- Took leadership to ensure that Southern Region 4-H events were approved through National 4-H Headquarters



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Accomplishments

Agriculture and Natural Resources

- Continued to monitor Farm Bill Progress
- Explored the feasibility of a Climate Change webinar, and decided on a face to face regional professional improvement in-service being planned for Spring 2014.



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Accomplishments

Communications

- Began work on Communications Skills White Paper
 - Completed first draft of literature review
 - Identified vendor for pre-employment communications skills assessment
 - Began review of testing instruments
 - Drafted survey to research current communications training opportunities
- Completed and reviewed first draft of the Integrated Strategic Communications white paper.
- Created Communication Committee Facebook group to strengthen relationships and collaboration.



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Accomplishments

Community Development

- Identified list of CRD indicators to track in 2013-14
- Fostered regional economic development through Stronger Economies Together - 11 Southern states have participated in some phase of SET since 2009.
- Collaborated to expand ReadyCommunity to additional sites, including dedicated efforts to partner with 1890 Institutions in 2013-14.
- Requested appointment of a CRD National Program leader in NIFA: Brent Elrod recently appointed.
- Compiled a regional database of high profile CRD programs (7 states participating; 20 programs identified)



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Accomplishments

Family & Consumer Science

- Facilitated FCS Spring meeting in D.C. during the Board of Human Sciences Conference
- Met with NEAFCS during annual meeting with FCS National Administration to discuss collaborations
- Selected states shared economic indicators on the value of FCS



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Accomplishments

Information Technology

- Provided Communication Committee links in support of aggregating Social Media materials into a database that will likely be housed on the PLN website.
- Continued communicating and promoting eXtension activities and eXtension professional development opportunities to our state constituents.
- Provided Communications team links to successful application of Social Media in Extension and the recent eXtension hosted panel discussion regarding successful Extension Social Media application.



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Accomplishments

Middle Management

- Established a Middle Managers Newsletter to broadcast issues pertinent to MMs
- Hosted a MM Conf. in Lexington, KY
- Continued to heighten urban Extension through our Urban Network of Extension Workers



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Accomplishments

Program and Staff Development

- **Program and Staff Development and Communication committees collaborated on the development of and the delivery of two break out sessions during PLN 2013. There were a total of 10 learning stations covering topics related to measuring and reporting impact.**
- **Three PSD members presented additional sessions.**