

## ANR PLN 2013 Meeting Minutes

**8/20 and 8/21 2013 – Suite 4 – Sheraton Downtown, Nashville, TN**

### Attending:

Paul Mask	Auburn University
Cal Sawyer	Clemson University
Rick Cartwright	University of Arkansas
Jennifer Hubbard-Sanchez	Kentucky State University
Jim Trapp	Oklahoma State University
Bobby Grisso	Virginia Tech
Uma Karki	Tuskegee University
Ross Love	Oklahoma State University
Pete Gibbs	Texas A & M
Edoe Agbodjan	South Carolina
Roy Bullock	Tennessee State University
Sarah Workman	Southern Region Extension Forestry
Bill Hubbard	Southern Region Extension Forestry
Leslie Boby	Southern Region Extension Forestry
Dawn Mellini Patton	Southern University
Melissa Stewart	West Virginia State University
Billy Lawton	Prairie University AMU
Steve Brown	University of Georgia Athens
Joan Dusky	University of Florida
Rogers Leonard	Louisiana State University Ag Center
Joe Street	Mississippi State University
Steve Martin	Mississippi State University
Robert Burns	University of Tennessee

**Call to Order** - The meeting called to order at 3:30 pm on 8/20 by ANR-PLN Committee Chair Paul Mask

All committee members in attendance introduced themselves and identified their position and university.

**Administrative Update** – Dr. Jim Trapp provided an administrative update from an ASRED perspective.

Dr. Trapp gave a brief update on happenings at the federal level, and also shared the following information items:

- There has been a large turnover in state directors over the past year. He noted that in the last year five Extension Directors have turned over.
- Dr. Tim Cross is candidate to serve as Extension representative on the Organizational Policy Board of Directors and the ASRED Chair-elect.
- Formula funding still a concern at the national level

- Capacity funding is a priority.
- Southern Region has continued to focus on water quality and eXtension funding.
- Cornerstone working to consolidate funding lines.
- eXtension continues to be a controversial issue especially as it comes up for renewal in a year. With the economic climate, LGs are questioning the return on investment
- Impact data has become a higher profile issue under current NIFA leadership.

Dr. Trapp noted that the current ASRED officers are:

Beverly Sparks Chair

Tim Cross – Incoming Chair

Jimmy Henning – Past Chair

**Climate Change and Variability discussion** – Joan Dusky led a discussion about the exploring the feasibility of holding a climate change and variability professional development opportunity for agents and specialist in the Southeast. Dr. Dusky provided a copy of a proposal developed by the Southern Region Southeast Climate Consortium and Extension Forestry team for such an in-service. The committee also reviewed the Agri-climate – decision making tools for farmers website.

*Handout – Proposal for the Development of a Regional Climate Extension Program in the Southeast US To Support Extension Professionals*

Each Extension Director will be asked to send (and pay for travel) for two people to attend a Southeast Climate In-Service Training to be fashioned more like an ‘Academy’ to be held in Tifton, GA. Conference has not been scheduled yet. ANR Program Leaders are asked to discuss with directors. Likely conference will be spring 2014.

Ross Love – how does this effort relate to the new Climate Hubs? Joan – when this was planned last year the RFP about hubs had not been distributed, so this has not been a joint effort. Bill Hubbard – Hubs are still conceptual right now.

Uma Karki requested that formal letters be sent to each university requesting a commitment to send two people to this In-Service. Dusky will ask the committee to draft the letter and proposed agenda to be sent to the ANR Program Leaders.

### **Discussion of Extension Consulting Policy**

Alabama – Has unevenly enforced this policy over the years. Now a new policy has been developed and there is interest in enforcing policy. No in-state consulting in Alabama if you have any Extension appointment. All of the department heads have a 25% Extension appointment and many have a history of consulting. If you are cooperating in another state, you may not consult in that state either. University policy says you may consult up to 2 days per week with your department heads approval – in faculty handbook.

Ross Love – Are we just talking about a narrow concept of consulting, or are we talking about professional services for pay? COI is broader than just consulting – Paul - We will talk about the broader concept. The following states reported as follows;

Florida – Outside activities for compensation. No in-state consulting.

Tennessee – No in-state consulting.

Georgia – at the discretion of the Dean.

Mississippi – Similar as Tennessee.

Oklahoma – State specialists - cannot consult in-state, but have made some exceptions. May allow consulting in-state if not a conflict of interest.

### **ANR Plan of Work Update**

Coordinate training for Farm Bill informational workshop with Joe Outlaw. Ross Love – until Farm Bill is finalized, we do not know enough to train people on issues. Committee agreed to carry this item over in the POW. October 2014 possible target date at this point.

Climate and weather webinar – Joan – originally going to explore webinar – now planning a face to face in-service – see notes above.

Form a Task Force to develop a white paper to discuss shared specialist model. Dusky and Burns - No progress has been made on this task. Committee agreed to carry this item forward – Dusky and Burns to assemble Task Force to develop white paper.

Seek input from cross committee group relative to conducting a system wide analysis assessing local food system's needs. No Cross Committee action has taken place. Issue is still important, but effort on this topic varies by state. Virginia, Georgia and Florida all have work going on in this area. Florida has a significant grant funded effort on a "Farm to School" that concentrates on school gardens, farmers markets and community gardens as well as urban agriculture. Florida has found that local food distribution systems are a challenge. Marketing assistance has been noted as a need in North Carolina.

Paul Mask has suggested we modify this item to reflect building a connection with the Extension people working as multi-state teams on this issue.

Bobby Grisso – Virginia has volunteered to provide leadership on this item. Bobby suggests that we look at what the multi-state Extension groups are doing and coordinate with them.

Paul Mask – Committee must submit a PPT by 3:00 pm that includes Action and Information Items, as well as an accomplishments.

**eXtension Update** – Larry Lippke and Dan Cotton.

Asked to meet with each committee to have a general discussion about eXtension. Larry Lippke began by showing some of the available eXtension tools online. Totally new eXtension public website has been launched. It contains content from all 75 COPs that have been developed under eXtension. Website has a brand new look and feel and better connectivity with social media. Resource areas listed down left side of page. Ask an Expert system has also been updated.

eXtension is a non-profit foundation that can accept gifts and levy fees.

Discussion on how the Ask an Expert widget works.

Review of eXtension Online Campus. Some courses are free and some are fee-based. Some courses are open to the public (EDEN for example, and some horse courses). Some courses are free, but with constrained enrollment (4-H camp counselor course in Ohio). Texas has fee-based courses and enrollment key is provided when fee is paid. All of these courses are conducted on the Moodle platform.

LEARN site. [Learn.extension.org](http://Learn.extension.org). LEARN can be used to advertise webinars. Many of the webinars are archived as well. Anyone with an eXtension ID can create an event on the site.

[Search.extension.org](http://Search.extension.org) is a Google search but that filters results to come only from registered Cooperative Extension sites. This site is linked at the top of all eXtension websites under the search tab. Use the cooperative Extension Search URL Manager to determine if your websites are included in this search engine.

Dan Cotton – eXtension recently received a \$150,000 gift from the CHS Foundation to develop materials on Women in Agriculture. If you are interested in this network, please let Dan Cotton know.

Next national eXtension conference will be held March 24-27, 2014 in Sacramento, CA

Steve Brown – has there been any discussion about using eXtension to target an international audience? Yes, a group is currently working to establish an international COP. There is currently a high level of international use of eXtension already. Australia is interested in creating an eXtension type system.

### **Regional Extension Forestry Update-** Bill Hubbard

Dr. Hubbard provided a description of current team, now at 8 members, and provided a review of

Leslie Boby – working on Climate Science and Bioenergy projects.

Sarah Workman – supporting Regional Forestry Extension projects.

NIFA Projects – PINEMAP in 11 of southern states. IBESS covers 6 southern states.

Offering many webinars and working very closely with the NRCS

Moving ahead with updating the Service Forester's Handbook . Also developing an iPhone app for this.

National Wildfire Cohesive Strategy

#### **How to measure Impacts in ANR – Dean McCorkle**

Provided a PowerPoint presentation – Dean to send to Burns and Burns will distribute to ANR PLN Committee.

#### **1890 Update - L. Washington Lyons**

Farm Bill update – amendment put in from Ohio to create a new 1890 Land Grant. Language is broad and could possibly make Land Grant funding available to other institutions.

Developing a yearlong professional development experience. Will begin with a three day meeting and then move into an electronic environment. Plan to conduct this in October.

In 2015 will celebrate 100 years since the passage of the second Morrill Act.

4% administration cost to be included in all budget lines – the 1890 Extension programs are already paying a 4% administrative cost and 1890 Research is currently paying 3%.

#### **406 Program Update – Tom Obreza**

The 406 program has been eliminated by NIFA. Any remaining 406 funds must be spent by August 31<sup>st</sup>, 2013.

Over the last two years ASRED has discussed the need to address regional water quantity issues. ASRED created a committee, but no consensus was reached.

It was suggested that a Water Resources SERA be formed that would build on the 406 network and emphasize work on water quantity.

SERA proposal was submitted to Experiment Station Directors group in March, 2013. Directors voted to establish SERA for one year and requested that the plan be developed with more detail and depth. Proposal still requires ASRED approval.

NIFA has added a Water Challenge area for 2014.

### **Discussion on Industry Changes in Funding Applied Research – Steve Brown**

Some states are treating funding that used to come as gift money that now has expectations as Fees and Services funding. Discussion of how different states categorized and managed these funds followed.

### **Discussion in how states are Managing reductions in Pesticide Safety Training – Ross Love**

EPA has stopped providing funding for pesticide safety training. All states are facing similar issues with insufficient funding to cover this training. Most states charge some type of fee, but in most cases the fee does not cover the costs of the program. Fees range from free in West Virginia to \$100 in Florida. Florida also charges additional fees for required CEUs to maintain certification.

### **Mindset Changes Required for Embracing Social Media in Extension Programming – Anne Adrian**

Issues – We do not have the number of people needed to produce a valuable product.

Types of social media - Twitter, Facebook and MySpace. Suggest we do not use Facebook.

Social media can get institutions in trouble in terms of liability issues. Social media requires a constant learning curve. Agents and Specialists need to learn how to write for social media.

**Nominating Committee Report** – Nominating committee recommends Billy Lawton from Prairie View A&M Cooperative as in-coming Secretary.

### **2013 – 2014 ANR PLN Committee Conference call dates -**

Calls are scheduled for an hour and are to begin at 2:00 PM Central / 3:00 PM Eastern on the following dates:

- November 12, 2013
- February 11, 2014
- May 13, 2014

### **State Reports**

If you wish to send in state reports, forward to Paul Mask and he will have them posted.

Verbal state reports were given by Florida, Georgia, Mississippi, Louisiana, South Carolina, Arkansas, Virginia, Oklahoma, Alabama and Tennessee.

Steve Brown requested copies of organizational charts for Extension in each state.

**Meeting Adjourned at 11:00 AM on 8/21**

Minutes submitted by Robert Burns – 2012-2013 ANR PLN Secretary