

SOUTHERN REGION PROGRAM LEADERSHIP NETWORK COMMUNICATIONS COMMITTEE

CONFERENCE CALL MINUTES JULY 18, 2012 - 3:00 P.M. (EST)

Attending: Debbie Archer, Bobby Crockett, Betty Davis, Suzanne Deatherage, Frankie Gould, Freda Lawrence, Ayanna McPhail, Gloria Mosby, Garvin Quinn, Bob Ratliff, Bob Reynolds, Dee Shore, Carol Whatley

Ayanna McPhail, presiding.

Minutes of June 18, 2012, meeting: Approved with the addition of Dr. Freda Lawrence's name to the list of those attending.

Ayanna requested that someone volunteer to serve as the 1862 communications committee representative to the Program Leadership Committee. Carol Whatley indicated that she would be retiring in December and so could not take the position, but she recommended that we ask Lorna Norwood if she would be willing to serve. (Lorna was not on the call.)

Ayanna then requested that committee members consider changing their PLN breakout session registration so that we would have representatives at each of the sessions. Bob Ratliff agreed to switch to food systems; Dee Shore, obesity; Ayanna, job skills training and education; and Carol, military families. Ayanna said she will pass the changes along to Lorna. The question came up as to whether anyone needed to be notified of the switches, Ayanna indicated she would check with Lorna and someone would follow up with the committee to let them know if anyone needed to be notified.

Frankie indicated that she didn't have an update on the strategic communications white paper or social media best practices initiative. Ayanna said that we could work on the two initiatives in August at the meeting and wrap them up.

Frankie also commented that she had signed up for the budgeting committee, but her name was not on the list.

Garvin Quinn announced that, after 41 years of service to Extension, he is retiring in August and so won't be attending the PLN conference. However, he said that Lyndall Stout would represent Oklahoma State.

Suzanne Deatherage announced that the Extension Service in Texas is undergoing a name change, pending board approval. The new name would be Texas A&M AgriLife Extension Service.

Respectfully Submitted,

Dee Shore