

SRPLN Communications Committee
April 16, 2014 Conference Call

Call started at 3:00 p.m.

Eight people on the call: Ruth Borger, Florida; Frankie Gould, LSU Ag Center; Natalie Hampton, NC State; Lori Greiner, VA Tech; Bobbie Hancock, U Arkansas, Pine Bluff; Lyndall Stout, Ok State; Hayley Pierce, UK; Debbie Dalhouse, Clemson; Elizabeth Gregory North, Mississippi State;

Ruth Borger prepared minutes and led the call on Maria Bowie's behalf (THANKS, Ruth!!) as she was traveling without cell reception at time of call.

AGENDA:

May 8 Convocation

Centennial Updates

Update of Plan

May 8 Convocation:

Frankie Gould provided an extensive report on the activities planned for the May 7-8 convocation.

The PILD conference was just held in Washington, D.C. with many Extension personnel attending and meeting with their federal representatives.

Steven Stark prepared a mural of the history of Extension which will be used at the convocation; Seamann, Knapp and Hoke life-sized cutouts will be there; convocation will be held at Reagan Building National on May 8 with main event in auditorium.

Event will include a parade of states with representatives from each state; opening song; there is still time to register; the convocation will be video streamed. Frankie Gould will share the link so we can follow along; can watch particular sections.

Lowell Catlip futurist from New Mexico State will be speaking; welcome from Jimmy Henning and Peter MacPherson from APLU; secretary Vilsack will speak. Morning programs is about extending knowledge and changing lives; afternoon program will focus on next 100 years and the promise of the future in the next 100 years. MOU signing in afternoon working on programming on youth development programs. Sonny Ramaswamy speaks then capstone address from Kellogg Foundation CEO followed by an external stakeholder response panel of heavy hitters. There should be no worries about transportation as it will be provided.

Smith Lever act will also be on display at National Archives.

All of Extension is encouraged to participate in on Social media /Twitter #coopextension on May 8 continue this throughout the year. Additional activities planned for APLU in November and ongoing articles in JOE.

Mississippi State : MSU is a big sponsor—excited about the national celebration entire administrative team a large delegation. The South is very well represented

Centennial Updates

Mississippi State: reception on campus; encouraging all counties to have a public event week of May 8; during the summer an Extension family reunion on campus – bbq, cake and ice cream (developing a special flavor); gala dinner at annual conference; publishing a book “ History of Extension in Mississippi”; working on a Morgan Freeman psa , doing oral history.

Oklahoma State: knocking it out of the park. Just celebrated with its Centennial train and demonstration event. Counties are doing their events. Great media coverage . Showed documentary in production; impacts video, centennial cookies etc. had an old fashioned county fair; historic demonstrations, and current demos; 40 exhibits total; entertainment; 1200 people great coverage

NC State: May celebration with employees and partners , bbq dinner and program; legislative engagement; make appointments with reps thank them for cooperative extension; partnering with public TV

UGA: High end exhibit opening reception held May 15 at University archive library rotunda. 350 attendees, top shelf, streamed video to all extension, used Carter footage, produced centennial medallion given to all attendees along with a timeline brochure, video and multimedia website: 100years.extension.uga.edu. Exhibit will be open through June then dismantled and moved around the state at high profile events. Centennial components integrated with annual professional development conference in January. All agents received training on use of customized centennial templates, social media tools etc.

LSU: Fall celebration; Documentary will have invitational viewing next week; May 21 video on Public Television

VA Tech: professional development conference emphasizing volunteers; event on May 8 luncheon speakers talking about past, present, and future. Campus-wide Extension showcase . VSU also holding event on May 7 and local offices holding events in May; declare May 8 as VA Cooperative Extension day 4-H congress in June will have a birthday party ; exhibit at library

UK: UK had a similar program with agents specialist – looking forward through a lot of videos to meet demands of our stakeholders; some offices participating in May

Clemson: Clemson; met with grandson on Frank Lever , will unearth a time capsule; May is Clemson Day at state house

Florida: Big celebration on campus April 17; county celebrations going on all spring; big exhibit at February State Fair; doing oral history; will be focus at August professional development conference.

Update of Plan

Please see notes on attached document. Discussion of next PLN meeting. It will be held:

August 18-22 2014
Fort Worth, TX

Hilton Fort Worth
815 Main Street
Fort Worth, TX 76102

Additional comments:

Elizabeth : involved in an effort to evaluate impact evaluation on efforts for local food want to broaden to all Southern Region; communications support multi-state. Working title: Local foods initiative.

Call ended at 4:00 p.m.