

2012
Joint
Meeting



#cesvalue:

Advancing Cooperative
Extension's Mission

PLN, AEA and ASRED
Orlando, Florida
August 20-24, 2012

Monday, August 20

- 1:30 p.m. Registration Opens
- 1:30-4:30 Urban Task Force Pre-Conference Tour
Water Quality: People, Perceptions, Politics, Programming
- 3:30 Program Leadership Committee Meeting with Program Committee Chairs and Vice-Chairs
- 5:00 Newcomer Orientation
- 6:00 Program Leadership Network Executive Committee Meeting
- Evening Dinner on Your Own

Tuesday, August 21

- 7:00 a.m. Continental Breakfast
- 8:00 General Session
- Welcome
- Scott Cummings, PLC Chair
Associate Professor and Program Leader, Organizational Development, Texas AgriLife Extension Service
- Tom Obreza
Interim Dean for Extension, FL Cooperative Extension Director, University of Florida
- Robert W. Taylor, Ph.D
Dean, College of Agriculture & Food Sciences, Director, Land Grants Programs, Florida A&M University
- 8:30
- Key Note
- Ron Cates, Constant Contact
Development Director, Southwest Region
- 9:00
- Success Stories
- #CESValue: Social Media Adoption in the LSU AgCenter
Frankie Gould, LSU AgCenter
- Backyard Wisdom: Traditional Media Transitions to Social Outlets
Carol Whatley and Margaret Lawrence, Alabama Cooperative Extension System
- 10:00 Break
- 10:30 Social Media Break-Out Sessions
- Administrator Support **(FULL)**
 - Content Development **(FULL)**
 - Education **(FULL)**
 - Ethics
 - Impact & Evaluation **(FULL)**
 - Internal Networking
 - Marketing **(FULL)**
 - Social Media 101 **(FULL)**
- Noon Lunch — 2012 Farm Bill: House and Senate Approaches
Joe Outlaw, Texas A&M University, Co-Director Agricultural and Food Policy Center
- 1:30 p.m. Program Committee Meetings *(Includes Administrative Advisors)*
- 3:00 Break
- 3:30 Cross-Committee Meetings *(Includes Administrative Advisors)*
- Budget in Cooperative Extension Services (CES) **(FULL)**
 - Cooperative Extension Agent Recruitment, Training, and Retention **(FULL)**
 - Climate Variability
 - Food Systems
 - Job Skills Training and Education **(FULL)**
 - Measuring and Reporting Impacts, Relevance, and Value **(FULL)**
 - Military Families
 - Obesity **(FULL)**
- Evening State Night Out *(Optional)*

Wednesday, August 22

- 7:00 a.m. Continental Breakfast
- 8:00 Association of Extension Administrators Meeting
- Association of Southern Region Extension Directors Meeting

Wednesday, August 22 (continued)

- 8:00 a.m. Program Committee Meetings *(Without Administrative Advisors)*
- Agriculture & Natural Resources
 - Communications
 - Community Development
 - Family & Consumer Sciences
 - 4-H Youth Development
 - Information Technology
 - Middle Management
 - Program & Staff Development
- 10:00 Break
- 10:30 Association of Extension Administrators Meeting
- Association of Southern Region Extension Directors Meeting
- Program Committee Meetings *(Without Administrative Advisors)*
- Noon Lunch
- 1:30 p.m. Program Committee Meetings *(Includes Administrative Advisors)*
- 3:00 Info and Action Items Due
- 3:15 Break
- 3:30 Program Committee Meetings *(Includes Administrative Advisors)*
- Evening Program Committee Night Out

Thursday, August 23

- 6:30 a.m. Continental Breakfast
- 6:45 Program Leadership Committee (PLC) Meeting
(Includes Current, Incoming, and Outgoing PLC Committee Members)
- 8:00 First Joint General Session of AEA and ASRED
- Program Committee Meetings *(Without Administrative Advisors)*
- Agriculture & Natural Resources
 - Communications
 - Community Development
 - Family & Consumer Sciences
 - 4-H Youth Development
 - Information Technology
 - Middle Management
 - Program & Staff Development
- 10:00 Break
- 10:30 Second Joint Session of AEA and ASRED *(Includes Program Leadership Committee)*
- Program Committee Meetings *(Without Administrative Advisors)*
- Program Leadership Network Adjourns
- Noon Lunch AEA and ASRED
- 1:00 p.m. Association of Extension Administrators Meeting
- Association of Southern Region Extension Directors Meeting
- 2:45 Break
- 3:15 Association of Extension Administrators Meeting
- Association of Southern Region Extension Directors Meeting
- Evening Dinner on Your Own

Friday, August 24

- 7:00 a.m. Breakfast AEA and ASRED
- 8:00 Association of Extension Administrators Meeting
- Association of Southern Region Extension Directors Meeting
- 9:45 Break
- 10:15 Association of Extension Administrators Meeting
- Association of Southern Region Extension Directors Meeting
- Noon Adjourn