

CD PLN Meeting Minutes
August 26 – 28, 2008

Alan Barefield – Southern Rural Development Center
James Barnes – Louisiana State University
Bo Beaulieu – Southern Rural Development Center
Gae Broadwater – Kentucky State University
Hank Cothran – University of Florida
Henry Findley – Tuskegee University
David Hughes – Clemson University
Steve Issacs – University of Kentucky
Notie Lansford – Oklahoma State University
Ruth Lebron – University of Puerto Rico
Cheryl Lloyd – North Carolina State University
Joe Summers – Auburn University
Greg Taylor – Texas AgriLife Extension
Sandra Thompson – Florida A&M
Deborah Tootle – University of Arkansas
Rachel Welborn – Southern Rural Development Center
Louis Whitesides – South Carolina State University
Michael Wilcox – University of Tennessee

Tuesday PM, August 26:

Introductions

- Community Development committee members and guests introduced themselves to other attendees

Review of Agenda; Addition of items to the agenda

- The following additional items were added to the agenda

Updating of listservs and member information

- Current list handed out, corrections and additions added

Create nomination Committee: Michael Wilcox moving to Chair. Need a vice-chair and secretary. Committee was created and members are:

- Deborah Tootle
- Gae Broadwater
- Greg Taylor

State update of activities

- See attached reports
- The following states will provide a written state report post-conference
 - FL (1862), GA, VA, TX, WV (1890)
- PLN committee members went over highlights of each report
- The following states did not provide an update:
 - GA, VA

Federal Level Report – Jon Ort – NC Cooperative Extension Service

- Farm Bill implementation
 - NIFA to replace CSREES by 10/09
 - Looking for director
 - FCS and 4-H not currently represented
 - A concern for ECOP and others
- 2009 Federal Budget
 - Budget is not yet resolved
 - May rely on a continuing resolution well into January or February depending on November election
- 2010 Budget Planning
 - Transition time for establishing budget priorities
 - Focus will move from line items to an integrated programmatic one that addresses issues and tries to then identify funding lines

Bo Beaulieu noted that rural development activities are not receiving as much of the emphasis that it is due. How do we help decision makers understand that the communities are seeking more community-based programming?

Jon Ort mentioned that often indirect costs, maintaining them and increasing them, often diverts attention on programs that are less indirect cost driven. Developing an understanding of community development and a voice that can convey the importance of our programming at the grass roots level is needed.

Discussion of the future state report process

- Wiki has been set up to assist the reporting process
- Relevancy of the report has been questioned
- Some see a value through the networking and understanding of what each state is doing
- Could base the reporting on specific items (key questions) and form it into a survey type construct and aggregate first by question and then by state
- Outcomes from the committee reported through the Accomplishments report to help the Directors understand the value of PLN
- Bo Beaulieu pointed out that the SRDC strategic planning roundtables took place with all of our input and the three priorities could serve as an issues base framework upon which we could design the questions on the Wiki
- Joe Zublena discussed the difference between meeting face to face versus the conference calls
- Report should help develop regional synergies across topics.
- A program logic model could be a goal
- Aligning metrics for impacts and outcomes could be another goal
- Working drafts of the logic models have been developed for the SRDC's priorities
- Report isn't necessarily comprehensive. Perhaps it needs to have focus.

SRDC update of activities (with LGU and other partners)

- Bo Beaulieu gave presentation on SRDC's activities – see attached slides – organized around three priorities
 - Foster Civic-Minded Communities
 - Expand Opportunities for Distressed and Low-Wealth Communities
 - Build Economically Vibrant Communities
- SERA-37 has been very active in civic oriented activities with “The New Hispanic South”
 - Training of Extension Educators at Raleigh, NC in October 2008
 - Domestic Immersion Program in 2009
 - Should read Robert Putnam's work “E Pluribus Unum: Diversity and Community in the Twenty-first Century” – bonding is taking place but not bridging
- Public Deliberation is being promoted through a partnership with Kettering, Kellogg and Everyday Democracy
 - Meeting ATL in late September
- Mid-South Delta Data Library is being developed and should be available in December 2008
- Targeting high poverty areas in the south – Delta Poverty Conference
- SERA-37 Rural Health
- Enhancing community capacity for long term rebuilding after disasters
 - Pilot efforts in 5 states – To be determined
 - U of AR CES Smith Lever Funding initiative to work with EDEN to launch an eXtension disaster oriented initiative that is integrated with research and Extension
- SRDC RIDGE Program (in partnership with the ERS)
- Vibrant Communities is based on Business Retention and Expansion (training so far in SC, TX and LA), e-Commerce (webinar series), Sustainable Community Development (SSARE-SRDC Community Innovation Grants) and Building Entrepreneur-friendly Communities (largest Community of Practice on eXtension)
- Rural Entrepreneurship and Enterprise Development (REED) program
 - See: <http://www.nera.umd.edu/ESCOP/ESCOPJuly2008Meeting/REED.pdf>

Proposed 2008-09 CD Program Leaders conference calls

- Committee selected the last Wednesday at 10am EST (9am CST) which corresponds to the following dates:
 - October 29, 2008
 - January 28, 2009
 - March 25, 2009
 - May 27, 2009
 - July 29, 2009

Exploration of web-based conference capacity of CD Program Leaders

- Would be web-based and cost covered by SRDC

Wednesday AM, August 27th:

“Identifying Key Educational Resources and Training Opportunities”

Identifying Community Development faculty and areas of expertise (including research and Extension) from the region.

- Rachel Welborn passed out state-specific sheets of community development contacts based on the consortium list
- An electronic version will be sent out and the updated list needs to be returned to Rachel by September 15
- Please include email addresses when possible

Review and Refine the Proposed Multi-State, Multi-Year Training Plan of the SRDC

- Bo Beaulieu handed out two sheets covering past trainings, topics for additional training and a schedule for 2008 – 2010
- Continuing Education credit for agents should be investigated. There is a national standard that can be followed and the CEU’s may be converted to academic credit in some cases.
- Community Development Institute
 - Could couple the four day “Community Development Institute” with additional web-based training
 - Demand may be high enough to warrant a yearly offering for the next three years and then could re-visit. During the course of the three years could graduate up to more advanced classes
 - Need to keep face to face classes to roughly 35 people per class
 - May need to offer in sub-regions within the South to cover. As such, may involve different faculty teach in the different sub-regions.
 - Given the desire for certification and the possibility of having several faculty teaching the same class, some standardization may be necessary
 - Those states that do not have Community Development agents, may only want to partake in the first year course and then ‘cherry pick’ from a menu of advanced offerings
 - There is potential to partner with West Virginia University through their CDI: <http://www.ext.wvu.edu/cdi-east/curriculum.htm>
 - Foundations of Practice should guide the development of the course
- Civic-minded Communities
 - Everyday Democracy is an organization that is willing to partner (<http://www.everyday-democracy.org/en/index.aspx>). They are working with SRDC on poverty-related issues. Could couple with Kettering and Kellogg offerings. Another source to consider is National Issues Forums (www.nifi.org). SRDC has developed a webpage for Public Deliberation (http://srdc.msstate.edu/civic/public_deliberation.htm).
 - Need to move the process to action. Kettering is interested helping foster the process
 - Leadership training is another potential avenue; Leadership Plenty (<http://www.pew-partnership.org/lpinstitute.html>) and Texas ArgiLife Extension’s Building Connections was also discussed

(<http://buildingconnections.tamu.edu/>). Community Voices () and Fanning Institute (<http://www.fanning.uga.edu/programs>) were also mentioned. Need to determine where Extension falls within the leadership training continuum

- A three pronged approach looking at 1. Community Planning, 2. Leadership and 3. Public Deliberation
- e-Government is a simmering topic
- Economically Vibrant Communities
 - BR+E trainings should continue
 - Interested in jointly sponsoring youth entrepreneurship training with 4-H
 - “Cashing in on Business” is being revised
 - Entrepreneurship –EDGE Program out of Nebraska (<http://nebraskaedge.unl.edu/>), Energizing Entrepreneurs (<http://www.energizingentrepreneurs.org/>), FastTrac (<http://www.fasttrac.org/>), NxLevel (<http://www.nxlevel.org/>); and Texas Center for Rural Entrepreneurship have curricula to consider (www.tcre.org/)
 - Entrepreneurship training is often most successful if targeted at a niche (artisans, agri-tourism, etc.)
 - e-Commerce – webinars are being launched and should serve as the delivery platform
- Distressed and Low-wealth Communities
 - Disaster related programming being explored in partnership with FEMA
 - “Ready Business” has been developed and could be a launching point
 - Jim Terry (CSREES) sent out an email trying to gather resources for disaster and personal finance
- Value-added Agriculture conference in April 2009

Educational resources available or being developed to support the proposed training plan

- A Wiki will be set up to allow members to add materials

Update on CECP/eXtension Curriculum Activities

- Moodle has been adopted by eXtension
- pdc.extension.org is an open sandbox for any Extension activities
- Courses that are certified for national deployment will be migrated to <http://ilearn.extension.org>. Four representatives from the South serve on a committee to put together a set of criteria to certify classes for I-learn
- CECP courses need to be migrated to pdc. December 2009 is drop dead date for CECP courses (Watershed, Cashing in on Business and CARE for Local Economies).

Exploring development of SRDC and other LGU sponsored webinar series in the South

- Please use SRDC as a conduit through which to promote programming and training materials

Strategies for linking SRDC website to state sites; CD resources available on your websites that SRDC should link to

- Need to let SRDC know where your site is located and please investigate whether you can link to SRDC

Southern Region CD Certification – still worth pursuing?

- A framework was developed several years ago. There is also a framework to consider from LSU. This is envisioned to be Extension focused.
- Who will take charge of this? NACDEP, SRDC, PLN-CD? Need permanency rather than an organization of volunteers (e.g., NACDEP and PLN)
- What is the need? We did have support from the State Directors. That support needs to be gauged.
- Need to determine how to distribute credit. Bo Beaulieu is working with an interstate program which may be a potential process. Need to differentiate between certification vs. CEU's vs. graduate credit.
- Can serve to help agents with promotion process, increase their credibility and enhance their credentials
- Should consider “transfer” credits based on previous state-level training that was focused on community development (leadership, etc.)
- Deborah Tootle (Team Leader), Bo Beaulieu, Gae Broadwater and Louis Whitesides will pursue
- Needs to be an information item: “In line with the new strategic priorities of the SRDC, “ – Deadline for rough draft: March 26, will present at ASRED meeting and 1890 Assoc. of Extension Admin

Updating Plan of Work

- PLN-CD is developing a two year training plan to meet Extension personnel educational needs in the area of community development

Wednesday PM, August 27th:

“Building Our Team’s 2008-09 CD Plan of Work; Preparing PLC Action or Information Items”

Drafting of Reports for Submission to PLN/PLC:

- Action and Information items were submitted (see attached)

Report of CD Nominations Committee

- Nominations Committee announced slate:
 - Vice Chair: Sandra Thompson (FAMU)
 - Secretary: Steve Issacs (UK)
 - PLC – 1862: Joe Summers
 - PLC – 1890: Jenny Fertig
- Slate was approved unanimously

Accomplishment Report – regional accomplishment report from the CD committee

- Report was developed by committee using eXtension Wiki (see attached)

Plan of Work

- Plan of Work from 2007/08 was updated by the committee and accepted unanimously. (see attached)
- Plan of Work for 2008/09 was completed and accepted by the committee. (see attached)

Action and Information Items

- Action and Information items were submitted (see attached)

Joint Meeting with 4-H to discuss joint Youth Entrepreneurship Efforts in the South

- Met with 4-H about conducting youth entrepreneurship training regionally in partnership with 4-H
- 4-H unanimously endorsed the idea
- Sub-committee formed and added to the Plan of Work for 2008-09

National CRED Program Update – Gae Broadwater

- Make certain that you are on the listserv
- Thursday afternoon Program Leaders meeting from 1-4 at Hyatt at Galaxy

NACDEP Update – Deborah Tootle and Hank Cothran

- NACDEP met about a month ago
- Email went out that highlighted NACDEP activities at Galaxy
- Putting together a policy and operations manual – a “good draft” is available for feedback. It will be placed on-line.
- Annual meeting will be held on April 20-22 in San Diego; “Creating Sustainable Communities in a Changing America”
 - Looking for themes or tracks (4 to 5 with sub-tracks) including:
 - Economic Development
 - Community Development
 - Land Use and Natural Resources
 - Sustainable Development
 - Looking for chairs and co-chairs for tracks

NACDEP at Galaxy – Gae Broadwater

- NACDEP – 3 special sessions
 - Monday morning - Board meeting
 - Tuesday afternoon – Tourism Session
 - Wednesday morning – Business meeting
 - Wednesday afternoon – Immigration Session
 - Wednesday afternoon – Sustaining a Rural Community Session
 - Thursday morning - Breakfast
- JCEP also meeting to discuss sustainability

Regional Aggregate Performance Indicators – Deborah Tootle

- Looked at state reports to find themes for performance indicators
 - Found significant diversity across states which makes aggregate indicator development difficult
- Could base aggregate performance indicators on roundtable data and the three SRDC priorities
- Need to consider logic models that have been developed by SRDC
- Paul Warner is heading up a national effort
- A sub-committee was formed: James Barnes, Cheryl Lloyd, Rachel Welborn and Deborah Tootle
- Goal to discuss process and potential indicators prior to next conference call
- Please send relevant indicators and logic models to Rachel Welborn

NACDEP officer nominations

- President-elect, Secretary, Treasurer and Southern Region Representative are open
- Stan Ralston (OkState) was suggested for Southern Region Rep
- Hank Cothran (Florida) was suggested for Treasurer
- Cynthia Pilcher (LSU) was suggested for Secretary
- Deborah Tootle (Arkansas) was suggested for President-Elect
- We need a half-page bio and brief statement of support for nominees

Bonnie Teater Award update – Bo Beaulieu

- Deadline was last week and the award will be given at the NACDEP Business meeting
- More than one nomination

Discussion of Public Policy Issues Education group – S_TEMP1802

- For more information: <http://nimss.umd.edu/homepages/home.cfm?trackID=9996>
- Can still join through Experiment Station