

Community Rural Development (CRD) Conference Call Minutes

October 27, 2010

Participants:

James Barnes, Chair	Al Myles
Jenny Fertig, Vice-Chair	Greg Taylor
Brian Whitacre, Secretary	Alison Davis
Bo Beaulieu	Joe Summers
Degorah Tootle	Rod Clouser
Rachel Welborn	Chuck Stamper
Adolphus Johnson	

AGENDA

Approval of minutes: <http://srpln.msstate.edu/crd/minutes.html>

- Minutes of August 2010 PLN Conference are not yet available, and thus have not yet been approved.

Reports:

- AEA Administrative Advisor –Lawrence Carter (not on call)
- ASRED Administrative Advisor – Joe Zublena (not on call)
- NIFA - Sally Maggard (not on call)
- NACDEP-Deborah Tootle – Mid-year report for NACDEP coming out by end of October. A new NACDEP website should be operational within the next 2 weeks, and a membership survey is upcoming. Deborah indicated that submissions for presentations to the annual meeting in Charleston in March would be extended, and followed up with an email to Tim Borich at Iowa State. Submissions will be accepted for another few days.

Work Plan Reports

- **Foundations of Practice, Training Delivery of Level 1,2,3:** Rachel
 - o Level 1 training is being handled by the NE Center, who have around 30 folks registered
 - o Levels 2 & 3 – considering “Cashing in on Business,” plan on holding a Webinar on December 8 at 12:00 CST
 - o Expand Levels 2, 3 for those that need specialized training
 - o Potential of partnering with NACDEP on this? Pre / post workshop?
 - o Deborah took action to put the 2 parties in touch
- **Seeking funding for regional initiatives:** Bo
 - o Discussed under individual efforts below (Turning Tide on Poverty, SET, NIF Economic Security)
- **Expanded delivery of public deliberation projects: Turning the Tide on Poverty and NIF Economic Security:** Rachel
 - o Turning the Tide on Poverty: Farm Foundation has provided 2nd year of funding, request into Kettering foundation for 2nd year of funding.
 - 6 new states launching training in December: NC, FL, KY, VA, WV, and AR
 - o NIF Economic Security: Working with Larkin Dudley, who indicated that forums could be extended into mid-March. Could aggregate results from south region if enough participate. Rachel took action to forward the additional info from Larkin.

- **Further development of E-Commerce trainings:** Bo
 - o The mini-grants for e-commerce implementations have been made quarterly (1st deadline today). Also a new RFP will be out soon that will highlight which new curriculum the center would like to develop. A webinar on the new all-video curriculum on website security will be scheduled soon. Bo noted that many BTOP awardees were highlighting plans to use the e-commerce curriculum as part of their applications.

- **State tracking of PLC indicators:** Rachel
 - o The need for a simple reporting template across states was discussed. Rachel followed up by emailing the PLC indicators agreed to in the August PLN meeting. This included the following text:

Recognizing that this is a first year effort to compile regional measures, the CRD Committee agrees to track the following measures across four content arenas in keeping with the CRD logic model developed last year:

Outputs:

 - Number of participants
 - Number of hours of training provided (will be used to calculate impact in the long run by establishing a dollar value for training)

Short Term:

 - Increased understanding of and level of competency (skill development) upon completion of training/planning/technical assistance.

Through the 2010-11 year, the CRD committee will begin to move toward medium term outcomes identified as implementation of identified strategies across the top priority areas. During this year, we will be exploring tools and mechanisms with the goal of beginning implementation of this level during the 2011-12 year.

The content area which will be the focus for these indicators are:

 - Entrepreneurship
 - Fostering entrepreneur-friendly communities
 - Leadership
 - Civic engagement
 - o PLC meets at the end of October, more may be known after this meeting.
 - o Questions were raised about when this data would need to be gathered (CY? FY?) and the need to mesh with institution-level reporting.

- **4-H cross-committee work in entrepreneurship:** Chuck Stamper
 - o CRD portion of the committee has been formed, looking for participants from the 4-H side. Bo pointed out Deborah Cantor of Maine, who has worked with the NE Center to develop some youth entrepreneurship material.

- **Other cross-committee work:** Deborah
 - o The need to work with the communications committee and other committees, namely Ag and Natural Resources, was brought up. Communications can help us tell what we do and how we contribute to economic development in different communities. We need to coordinate with Ag and Natural Resources to ensure we are getting credit for the work we do in bolstering rural economies.

- **Develop overview of middle mgmt., ASRED, AEA that highlights results from regional national staffing and funding survey:** Rod
 - o Rod hasn't had any discussions with Wilcox yet. The student thesis resulting from this survey is complete, but not in a presentable format. Michael presented the basic findings at PLN in August, and recently gave a similar presentation to the 4 regional center directors in

October. James followed up by emailing out the presentation. Rod and Michael will discuss the next steps for either disseminating the results or having them heard by the appropriate middle management personnel.

- **Provide entrepreneurship and other small business development related training or support services:**
 - o Not discussed as Sandra Thompson was not on call, and this topic was primarily covered under e-commerce.

- **Implement newly funded regional projects (including SET) and explore additional state participation:** Bo, Jenny, James
 - o The “Stronger Economies Together” curriculum is being implemented in several states. James spoke about his experience in LA which had 5-10 participants from each region, and 1 extension person working with each regional team. They have had their first meeting with these regional teams. Broadband access was continuously brought up as an important topic. Bo noted that USDA RD was happy with the progress and is targeting an additional \$1.7M under this program towards gulf states that were impacted by the Deep Water Horizon oil spill.

- **Regional roundtables – 5 year review of stakeholder needs/desires:** Bo
 - o Strategic Plan was issued in June 2006, so a 5-year review would be in 2011. Bo is considering different ways to hold stakeholder reviews of the current topics, including webinars, videoconferences, and site visits in each participating state. These can impact the RD efforts in each state, and have been pointed to repeatedly over the past 5 years as a positive way to influence the direction of RD.

- **CoP on Disaster Resilient Communities:** Deborah
 - o The CoP was part of the EDEN project, and has numerous materials posted on disaster management. They recently added a ‘communities’ section and Deborah is working to put materials in this section of the CoP. Email Deborah if you are interested in contributing.

- **Other Business**
 - o Rod Clouser brought up the Farm Bill 2012 assessment that will likely go on in the near future. The RD provision in the farm bill is an important component that we should likely be a part of. NASS does surveys on various topics in the Bill. Rod will continue trying to get in touch with Jim Novak, who typically leads the effort.