

**Community Rural Development (CRD) Conference Call**  
**Minutes**  
*May 25, 2011*

**Participants**

James Barnes  
Bo Beaulieu  
Rod Clouser  
Joe Sumners  
Ahlshia Shipley  
Brian Whitacre

Tim Borich  
Deborah Tootle  
Sally Maggard  
Jenny Fertig  
Adolphus Johnson  
Al Myles

**Old Business:** Approval of March Minutes – minutes were approved as presented.

**Reports:**

- The discussion of NIFA and state tracking of PLN indicators dominated discussion, with nearly an hour of review / comments.
- Sally Maggard (NIFA) and Tim Borich (IA State) gave an overview of the proposed NIFA division name change and the work that went into developing the North Central CRD region's table of indicators
- The proposed name change to "Division of Family, Community, and Economic Development" is an attempt to more closely align our work with the way NIFA is configured.
- Tim Borich noted that the indicators currently being used by NC CRD have been in the works for 5 years. Rachel Wellborn had shared the report generated by NC CRD with the group previously. They used common metrics across all states, with a final list of about 15 data items presented in their final report. The scope and size of reporting states varied widely, and no indicators were reported back on by all 12 states in the region.
- Tim indicated a need to go back 3 / 5 / 10 years to find the impacts of some projects that had been undertaken
- The conflicting years of reporting (Calendar Year vs. State fiscal year vs. federal fiscal year) were worked around by simply reporting what was available in a state and calling it "2009"
- Sally discussed the need for an advocacy position in the South to discuss the potential changes in NIFA. Our previously reported leaders were Rick Maurer and Greg Taylor, and these likely need to be updated. This discussion will happen sometime after PLN in August
- The general consensus was that we did need to organize our metrics to clearly document the importance of CRD programs in each state.
- **The name change to the Division of Family, Community, and Economic Development was supported** by those in attendance. James Barnes will send an email noting the Southern Region's support to Caroline Crocoll and copy Sally Maggard.
- Bo was interested in re-framing the 4 traditional areas into more current and exciting ones to make our work more marketable to the National Program Leaders.
- Rod discussed the importance of promoting the multi-state programming that occurred through SRDC.

**Work Plan Reports**

- NACDEP – volunteers still needed for Galaxy planning and for various committees – contact Harry Crissy (per Deborah Tootle)
- Regional Initiatives Funding
  - Broadband Seed Funding – still waiting to hear about this grant through AFRI
  - Stronger Economies Together funding unclear although project is gaining momentum (see below)
- Expanded delivery of public deliberation projects:
  - Turning the Tide on Poverty – research is just now being completed on the 1<sup>st</sup> group of participants.

- NIF Economic Security: Next year's topic will be the National Debt. Keep this in mind as you plan your activities for the coming year.
- Further development of E-Commerce trainings: Shannon Turner has left for a new job, and the congressional earmark that provided funding for this program was recently lost. Dave Lamie (Clemson) is working on getting a spot at the Rural Telecommunications Conference in October that would be used to promote the curricula we have developed. Jenny Fertig noted that Shannon had promised to have someone discuss the trainings at the Small Business conference for the 1890s in mid-July. Bo will determine who will represent us there.
- Stronger Economies Together (SET): 12 states are currently receiving applications, and national training is scheduled for July 12-14 in Detroit. Feedback here is very positive, as more and more states are becoming interested. Bo indicated that Phase III (with more states / regions) would be coming soon.
- 4-H cross-committee work in entrepreneurship: Chuck Stamper was not present
- Develop overview of middle mgmt., ASRED, AEA that highlights results from regional national staffing and funding survey – Rod Clouser reported that there has not been much progress as the student who worked on this has completed their M.S. degree and moved to another institution for a Ph.D. If the student cannot commit to completing a final report, Rod / Michael Wilcox may work on it themselves and credit the student for the work done.
- CoP on Disaster Resilient Communities – Deborah noted that there would be more info to come on this at PLN. She also brought up a recent collaboration for Smith-Lever non-competitive funding for 5 states along the Mississippi (LA, MS, MO, TN, AR) with a quick turnaround time that is associated with this effort. Deborah indicated that she would email the group information regarding who was involved from these states.

#### **Other**

- PLN Registration now open – Cross committee work
  - Climate Change and Variability
  - Community Based Food Systems
  - Farm Worker Health, Safety and Management
  - National Indicators- Measuring Success
  - New Resources for Funding: Being Competitive
  - Obesity
  - Social Marketing: Driving the Content
  - Working with Military Families
- Jenny noted that the communication team contacted her and indicated that we were on their plan of work, but hadn't tasked them with anything. She will send them the indicators developed by the NC CRD and ask them for their thoughts about marketing what it is that we do / how to become more visible.

#### **Call Schedule:**

- July 27, 2011

PLN scheduled for Aug 23 – 25, Ft. Worth, TX