Community Rural Development (CRD) Conference Call
Minutes
July 27, 2011

Participants

James Barnes	Brian Whitacre
Rachel Welborn	Deborah Tootle
Joe Zublena	Jenny Fertig
Rod Clouser	Brian Calhoun
Joe Sumners	Rebekka Dudersing
Sandra Thompson	Al Myles
Tom Riley	

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

Reports:
- Joe Zublena (ASRED) indicated that the administrative advisors had no direct input for the CRD group, but that they were pleased with our efforts so far.
- Sandra Thompson reported that the AEA advisors recently completed a summer meeting, and also noted that current CRD member Mike Wilcox (TN) is the incoming NACDEP president. She indicated that NACDEP is already getting ready for its May 2012 conference, to be held in Park City, Utah.

Key Issues:

- **Plan of Work**: James provided our last year's plan of work in the agenda for this meeting: http://srpln.msstate.edu/crd/crd_pow_10-11.pdf. Participants went down this list, discussing any updates that had occurred.
  - Foundations of Practice training: finished delivery of level 1, held class of levels 1 and 3. This item is completed as of March 2011.
  - Turning the Tide on Poverty, NIF Economic securtiy: currently in 2nd round of Tide, NIF workshops were completed across Southern region. Item is completed as of March 2011.
  - E-commerce: SRDC still has ~3 educational pieces left to translate onto their website, hope to accomplish this within 3-6 months. Uncertain what each of regional groups have accomplished. Group discussion indicated that we wanted to leave this item on the PLN agenda for the meeting in August to talk about future goals, including mini-grants and community-based training. Item marked "continued"
  - State tracking of PLC indicators: CRD identified some tentative measures at PLN last year, and we are hoping to have tentative attempts to collect these measures at PLN this year. Rachel followed up with an email that contained the list of current national indicators list to discuss at PLN.   Item marked "continued"
  - Cross-committee work with 4H & youth entrepreneurship: Chuck Stamper was not present but had emailed saying that they were going to hold another meeting prior to our PLN conference. Sandra discussed the AEA efforts to lead the 1890 institutions in some entrepreneurship work.
  - Regional / National staffing & funding survey: Rod indicated that the grad student wanted to publish something out of the work done on this, but that he had moved to a different school. Rod wants to work with Mike Wilcox to try and move forward by Jan 2012. Further discussion re-raised the issue of working with the communication committee to help tell our story. The presentation on this topic was given last year at PLN and is available on the PLN website.
  - Entrepreneurship and other small business development training: The "Cashing in on Business" curriculum is being developed as a foundation of practice. Sandra mentioned a curricula called the Network for Teaching Entrepreneurship, which is targeted on low-income communities

- Stronger Economies Together: Is being expanded to 11 additional states, with the possibility for even more.
- Regional roundtables: Rachel indicated that feedback from the advisory group was to NOT repeat the roundtables, and that our current list of initiatives was still relevant and useful.

- **State Reports**
  - Consensus was to complete state reports at PLN, but focus on regional indicators.
  - According to the notes from last year's PLN conference, the CRD metrics from our logic model that we are focusing on are:
    - 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

      The content area which will be the focus for these indicators are:
      - Entrepreneurship
      - Fostering entrepreneur-friendly communities
      - Leadership
      - Civic engagement

  - Participants should briefly discuss the programs they are working on, but try to tie them into the indicators provided.
  - Rachel / James were to work on creating a Survey Monkey weblink that will ask participants to update their grant funding for the southern region. We wanted this information so that we could create some impacts similar to what the North Central region had done. Rachel had initially sent out an email asking for this information, but only 3-4 people responded. James will send this out prior to PLN.
  - There is potential to adjust regional indicators at PLN this year.
  - Nominating committee – 3 people offered to form this committee that will seek to nominate officer positions, including multiple NACDEP positions (southern rep, president elect, treasurer, and secretary), PLC 1862 rep, and PLN CRD secretary. The committee consists of:
    - Deborah Tootle
    - Al Myles
    - Brian Calhoun

- **Cross –committee work**
  - PLN Registration now open – Cross committee work. Rachel has a list of individuals who plan on attending the PLN meetings and that have offered to sit in on the following committees:
    - ☐ Climate Change and Variability- 2
    - ☐ Community Based Food Systems- 3
    - ☐ Farm Worker Health, Safety and Management- 0
    - ☐ National Indicators- Measuring Success - 7
    - ☐ New Resources for Funding: Being Competitive - 3
    - ☐ Obesity- 0
    - ☐ Social Marketing: Driving the Content - 2
    - ☐ Working with Military Families- 1
  - As indicated above, we had an abundance of people offering to work on the national indicators, but no one committing to Obesity or Farm Workers. Several people offered to change committees so that we now cover all areas.

- **Disaster Resilient Communities**

- Deborah Tootle discussed the meeting for this curriculum that occurred at the Rural Sociology Annual meetings last month.
- The curriculum is currently in the draft stage, with multiple people contributing to various sections.
- 5 states have been involved in the flood project to date.

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