

**Community Resource Development (CRD)  
Program Leadership Network Minutes**

*Aug 23- 25, 2011*

*Fort Worth, TX*

**Participants**

James Barnes - Chair	Rebekka Dudensing
Rachel Welborn	Dwight Landreneau
Joe Zublena	Ntam Baharani
Rod Clouser	Dreamel Worthy
Michelle Eley	Alvin Wade
Joe Sumners	Chuck Stamper
Sally Maggard	Alison Davis
Sandra Thompson	Susan Jakes
Tom Riley	Kishon Thomas
Brian Whitacre - Secretary	Joy Melton-Thomas
Deborah Tootle	Bo Beaulieu
Jenny Fertig – Vice Chair	Al Myles
Brian Calhoun	

- I. Welcome and Introductions: James Barnes, chair, welcomed the group and led member introductions.
  
- II. Updates from Administrative Advisors / DC contacts:
  - a. Joe Zublena (ASRED) again indicated that the administrative advisors were pleased with the effort of the CRD team
  - b. Sally Maggard (USDA / NIFA) provided insight into the current DC climate and what our group can do to improve its situation.
    - i. The House budget request for 2012 has cuts to Extension, Smith-Lever, and AFRI funds.
    - ii. The Research, Economics, and Education office has supported moving funding back to 2010 levels
    - iii. Our representatives (such as Sally and Caroline Crocoll) ARE promoting CRD and our work, the best way that we can help is to brand our programs as CRD Extension programs and provide a concise story of what it is that we do. This tied in to the Keynote speech which focused on Extension's perception in the general public.
    - iv. Once again the issue was raised that our group fits into the Family and Consumer Science division of NIFA's Institute of Youth, Family, and Community. Our group is not an easily recognizable part of any of these organizations, which is why the name change was raised (see May minutes: [http://srpln.msstate.edu/crd/crd\\_minutes\\_2011\\_05.pdf](http://srpln.msstate.edu/crd/crd_minutes_2011_05.pdf))
    - v. The importance of meeting with national program leaders was stressed – call them if you will be in DC and let them put a face with a name / discuss topics of importance to you.
  - c. Debra Davis from LSU gave us an overview of the NIFA Performance Indicators. There were 5 teams based on NIFA's 5 priority areas, including obesity, sustainability, etc. CRD cannot easily report against any of the NIFA indicators, which was another reason for concern. Many programs (not just CRD) were concerned that their programs didn't fit into these outcome measures. Sally Maggard suggested staying true to our programs but spin our outcomes to address the national indicators.
  
- III. Reports from CRD members
  - a. Brian Calhoun and Rachel Welborn discussed the Regional Performance indicators as developed by the North Central Region.

- i. The NC region not only published a nice report detailing their measures, but also met with the program leaders in DC.
- ii. The CRD team reviewed the indicator table developed by the NC region that attempted to show the value of their work.
- iii. James and Rachel presented the Southern region’s first cut at gathering CRD-related grants over the past year. Our total was \$8.6M as a region. This was the first step at constructing a similar table as the NC region.
- iv. The consensus was that we should work with the NC region to develop an indicators table that we are comfortable with and that we feel tells our story well.
- b. Bo Beaulieu provided an update on SRDC activities, including:
  - i. Stronger Economies Together (SET)
  - ii. Turning the Tide on Poverty
  - iii. Broadband NTIA grant recently awarded to MS State
  - iv. Ready Community disaster readiness planning – working with FEMA
  - v. The impending cuts to the regional rural development centers, which were initially cut completely from funding but ultimately had their budgets reduced by roughly 25%

IV. Discussion on 2011 Plan of Work

- a. Our 2010 – 2011 plan of work is available here: [http://srpln.msstate.edu/crd/crd\\_pow\\_10-11.pdf](http://srpln.msstate.edu/crd/crd_pow_10-11.pdf). An updated version including completion dates was finished during our July conference call.
- b. The discussion on our 2011 plan of work roughly centered around how to educate constituents about our brand, while still working on locally driven issues and solutions.
- c. Additional program suggestions included educating high school students about economic development, embracing our cutting edge programs such as SET and Broadband work, and fine tuning our regional indicators.
- d. James constructed a table to help us think through our branding / core program issue:

	BRAND	NO BRAND
Core	- SET - Turning the Tide on Poverty	- Entrepreneurship - Leadership
Non-core		- Broadband

- e. Additional discussion focused on which programs were appropriate items to “brand” as a regional CRD program and which ones weren’t

V. Nomination Results

- a. The nominating committee (Brian Calhoun, Al Myles, and Deb Tootle) produced the following officer nominations:
  - i. 1862 PLC Rep – Brian Calhoun
  - ii. Secretary for coming year – Michelle Eley
  - iii. 1890 PLC Rep – Joy Melton Thomas
  - iv. NACDEP Southern Rep – Stacy McCulloch
  - v. NACDEP President – Alison Davis
  - vi. NACDEP Treasurer – Notie Lansford
  - vii. NACDEP Secretary – Rachel Welborn

VI. CRD Impact Metric Discussion

- a. Many comments were made about how best to tell CRD's story through impact metrics, including:
  - i. Breaking out our plan of work into specific categories
  - ii. Determining the degree of agent / educator interaction
  - iii. Using case studies (1-pagers) as part of our evaluation
  - iv. Prioritizing several areas within CRD as a region
- b. As a result of this discussion, a task force was formed to create new programmatic measures with specific content areas. The task force will look at the logic models created during 2009 / 2010 and also look into the possibility of new indicators. The task force consists of:
  - i. Deborah Tootle
  - ii. Susan Jakes
  - iii. Alison Davis
  - iv. James Barnes
  - v. SRDC (Rachel / Bo)
- c. The first report of this task force is to be in October.
- d. The need for a southern region meeting with National program leaders was discussed, and new officers were elected to the National CRED council, which has been inactive over the past few years. Barnes, Davis, Fertig, and Thompson were elected to serve on this council.

VII. The conference call schedule for the upcoming year was laid out as follows:

- a. Oct 26, 2 pm EST
- b. Nov 16, 10 am EST
- c. Jan 18, 10 am EST
- d. Mar 21, 10 am EST
- e. May 16, 10 am EST
- f. Jul 18, 10 am EST

VIII. Cross-committee work

- a. CRD members attending each of the 8 cross-committees reported on their relevance to CRD. Minutes from each of these meetings will be posted to the PLN website as they become available.

IX. CRD Info Items for ASRED resulting from our discussion:

- a. The CRD team in the North Central Region has developed a set of measures that demonstrate the impact of CRD programming. The Southern Region CRD team will work with the NC Region to build a common core of metrics associated with community development work.
- b. Due to retirement / job changes, the Southern Region has been underrepresented on the National CRED council, which is charged with representing this area of cooperative extension across the nation. The CRD committee nominated 4 representatives to serve at the national level to promote and communicate common regional CRD activities
  - i. The 4 representatives: 1862: James Barnes, Alison Davis; 1890: Jenny Fertig, Sandra Thompson
- c. Interaction with federal agencies is increasingly important. We plan on working with the North Central region CRD team to promote relevant CRD work. As a result, participants felt it was necessary to maintain and enhance interactions with funding agencies on issues important to the Southern Region. We plan to meet with national program officers in CRD and include other regional rural development centers.