

**CRD Agenda – PLN Annual Meeting  
Aug 20 – 22, 2013  
Nashville, TN**

**Conference Tasks:**

- State Reports
- Update Membership list
- Create 2013-14 Plan of Work
- Items for Board
  - Accomplishment
  - Info
  - Action
- Elect new officers / PLC rep

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**Present:**

**Brian Whitacre, Allison Davis, Charles Stamper, Michelle Eley, Tyrone Miller, Rod Clouser, Sumner Davis, Mark Waller, James Barnes, Joe Zublena, Joy Moten-Thomas, Rachel Welborn, Kenyetta Nelson-Smith, Charles Artis, Jimmy Henry, Tom Riley, Stacey McCollough, Alice Paris, Tom Chestnut (for Joe Summers), Crystal Tyler-Mackey, Terri Crawford, Susan Jakes, Buddhi Gyawali,**

**Tues, Aug 20**

**3:30 pm Committee Meetings (with Administrative Advisors)**

- Update Membership List
- NIFA Update – Stacey NACDEP positioned JACEP to petition ECOP about the lack of a national leader for CRD and requested a study like was done for IPM. The interpretation of the letter got lost in ECOP, said it was NIFA's decision, we have heard nothing back from NIFA. We are not sure on other alternatives at this point. There has possibly been movement on that front? (Rachel)
- Review of State CED Programs (Alison Davis) Out of TOAC mtg. Looked first at SR Ext. strategic plans, then Extension websites state by state, and wrote a report. She would like help with identifying what's missing. Please send her places with any identified gaps and contact info.
- State Reports (2 minutes!)
- **- Administrator Report (Attached at end of notes)**
- Brief 2012-13 POW review – consider 2013-14 POW (see updated plan of work on SRDC CRD site)
- **Florida's CRD training is open to other states that would like to come**

**Wed, Aug 21**

**8:00 am Committee Meetings (no Advisors)**

- Regional Indicators Discussion
- Went through the May 2013 webinar information  
Rachel resent the spreadsheet  
[rrdc.info/crd\\_indicators](http://rrdc.info/crd_indicators)  
States will report beginning immediately based on their reporting cycle for FY 2013-2014 with the report sent out quarterly with follow-up conversations on the CRD-SRPLN calls. Each state will go through to make sure the state has at least 2 of the collection indicators.  
Some desire to see the "excellence in Extension" database be tied to the CRD indicators, will talk to Scott Cummings to talk about this integration  
Will work to create marketing pieces from the indicators project, also talking about success stories in partnership with communications in the plan of work.  
SRDC will note report any state numbers, the individual states will report their number.

- Ideas for Engaging County Commissioners  
Rod Clouser – 4 universities working on this. Notie Landsford – does work on local government training. Training is done with a partnership with the Association of Counties. Notie responded by providing a document (see Brian Whitacre) for a copy. Rod reviewed some of the activities on the form. UF has a MOU with county government whereby they are appoint someone from the county government as a fellow. UF did day with the dean in regional meetings to have county governor to meet with the dean and talk about Extension and local programs. Got county commissioners invited to the presidents box for every home football game. Rod will follow-up and get back to us and this will continue onto next year
- 2013-14 Officer Election – Would like someone from an 1890. Kenyetta will be secretary, Jimmy will be PLC representative.

- Initial 2013-14 Plan of Work Discussion

Brian developed plan of work and it captures the discussion

We are not putting into the plan of work to engage Brent Elrod as the New NIFA CRD program leader, we would like this to happen regularly. The rural dev. Centers will meet with NIFA 4 times per year.

Engagement with NARDeP needs to be more overt. Rachel would be happy to go back to the NE lead on this and take our top concerns to develop into policy papers. We are investing in NARDeP and we should have a plan of how it benefits us and how we are going to participate. We put this in the plan of work.

Ready Communities is going to focus on work with 1890s in the next round. The next year will be meeting with interested 1890s and local emergency managers to make sure the curriculum is adapted and well suited and then the second year will be local program implementation. Contact Rachel if you are interested. In plan of work

Extensive discussion of capturing program we are doing, particularly of entrepreneurship programs. Decided a one stop link is not that helpful – want to put effort into Alison’s document accurate with links – and make sure the information on CRD is visible on the state Extension website. NACDEPs new member’s database is also going to have a list of programs on which members are working. It will have detailed information available to members only. May want to focus on Brian’s list of high impact programs because it does not suggest we can do a lot of things we do not have the resources to cover.

City County structural challenges as cities grow larger and take over more of the local funds that make it hard for counties to cover Extension budgets locally in some counties.

12:00 pm

Lunch

1:30 pm

**Committee Meetings**

- Cross-committee meeting with Middle Management  
Presented action item from last year. We did not get buy in from all committees as suggested. Comm and FCS did recommend representatives. We presented the database of most demanded community development programs. 7 states with 20

program reporting. We are trying to get buy-in across the region from educators to do these programs. We would like to revisit last year's action item to figure out how to move forward. Charlie noted that a couple years ago when we tried to get an urban task force it was hard to get a representative committee across PLN – we would like to see this happen with CRD. Economic Development is a strong need from the counties all across the south. You should move forward with what you have and get a track record of success. (Enhance the visibility and impact of CRD programs) clarification. There is CRD happening in other program areas, but VA does not hire county CRD agents. One of our goals is to make what we have available and our programs do have a big impact on the issues county commissioners want to see Extension do. What do MMs feel would build the capacity of their staff to do CRD work. There is going to be a SR-CRD training in Florida Oct 7-9. Is there other things the CRD team can do to build capacity. What is needed and where are the gaps. There is a lot more going on in the area that does not get reported because it is not specifically CRD. There is also a desire to get agents involved in NACDEP that may not be fully CRD agents to build capacity. We are going to move forward as information item to move forward with the committee. We are going to put together a list of how the MMs can support building capacity in CRD.

CEDIK has a newsletter that highlights successful CRD programming that might be helpful to give to MMs to put in their MM newsletter

County governments really need job creation to be happy, we do need to describe the work we do as economic development. There seems to be a miss understanding of what we do and there is a lot of variety across the states in the region. Maybe we need to work at the state level and each state really focus within their states to educate them on CRD – what we do in the state. There is also the idea to see a greater focus at the state level and more concentration of efforts with in the state. See amended plan of action and information item.

There is the national Foundations of Practice online training. There could be certification as a NC Cooperative Extension CRD agent. The North Central Region is using Foundations as a certification. This may help establish ourselves as a state resource. All agents that have come to NACDEP from KY as non CRD agents have loved it. This is a way also to get them an avenue to apply for rewards. Alison is working on creating a statewide chapter of NACDEP to boost membership. There was past effort to have a southern region NACDEP. There might be more interest in a regional association, but it is one more dues.

Finalize ALL Info / Action items

3:00 pm

*\*Accomplishment, Info and Action Items Due\**



Item Due

3:15 pm

Break

3:30 pm

**Committee Meetings (with Administrative Advisors)**

- Refresher orientation with eXtension. Extension.org is the primary public facing site. It has a new look and cleaner interface with social media. The resource areas has the section of communities first on the left frame. "Understanding Communities and their Dynamics" a 6 week online course will be starting in October through moodle. It is \$150 registration. There is also an eXtension blog that should send you weekly blog posts if you have an eXtension ID. Learn.extension.org is a catalogue of learning opportunities – mostly webinars – open to the public – anyone with an eXtension ID can put your webinar in the events page on

learn.extension.org that will allow you to market your webinars nationally. There are also archived webinars you can go and watch. Most of these are free webinars, but fee webinars can also be advertised here. If there is a fee you will get the connection information after you pay the fee. The eXtension Foundation can help with charging fee for participants if you wish to do some cost recovery— there is a 25% charge that covers eXtension costs (such as credit card costs) and then got to the community of practice. On the learn.extension.org page there is a link to “create a new event” button. After the event you can enter the recording location. To get views information, you have to go to hosts the recording. There is a place where you can mark that you have attended an event that will allow you to create a learning portfolio with events you have taught, attended, etc. This is totally voluntary, and self-report (not-validated). The “ask the expert system” is searchable. You can look up previously answered questions and if it is not previously answered, you can ask a question. 55 % of visitors to ask the expert, do not identify as people that have used Extension before.

Search.extension.org is like a google search, but it only search’s 1088 extension sites. This is useful for agents and others who only want Extension resources.

Plan of work – Alison is going to chair the marketing committee and build off of the Battelle study with a one pager of impacts than a page of success stories. – Will work with communication to develop 1, 2 and or 4 page impact documents to highlight impact for different audiences.

The Excellence in Extension database puts together national databases like ERS-237 and EFNEP data. ECOP would need to accept our indicators.

The PLN calls will be on the 3<sup>rd</sup> Wednesday of the month. 10/16, 11/20, 1/15, 3/19, 5/21, 7/16, 8/18-21 2014

5:00 pm          Adjourn

#### **Thurs, Aug 22**

We did not meet on the final day as work was completed Wednesday. After the mtg we did decide to nominate the following for NACDEP officers from the Southern Region:

Stacey McCollough – President Elect  
Susan Kelley – Southern Rep

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## **Report to PLN Association of Southern Region Extension Directors (ASRED) August 2013**

### **Personnel**

- Dr. Steve Meadows, Clemson University Extension, has taken a different assignment, Director of PSA Program Integration, effective July 22, 2013. Dr. Brian Callahan will handle day to day administrative activities while a national search is conducted for a new Extension Director.
- On June 30, 2013, Dr. Rafael Olmeda retired as Associate Dean for Extension at the University of Puerto Rico.

- Dr. Paul Coreil retired as Director of the Louisiana Cooperative Extension Service and Dr. Bill Richardson, Chancellor, began serving as Interim Director, March 1, 2013.
- On September 12, 2012, Dr. Nick Place, assumed the role of Dean for Extension and Director of Cooperative Extension at the University of Florida.
- Dr. Douglas L. Steele began serving as Director of Texas A&M AgriLife Extension September 1, 2012.
- ASRED officers are: Dr. Beverly Sparks, GA, Chair; Dr. Tim Cross, Chair-elect; Dr. Karen Ramage, KY, Secretary; and Dr. Jimmy Henning, KY, Past Chair.
- Drs. Jimmy Henning, KY; Jim Trapp, OK and Tim Cross, TN, represent the region on ECOP. Dr. Jimmy Henning is serving as Chair-elect of ECOP and will serve as Chair in 2014.
- In April, Dr. Ron Brown, Executive Director for ASRED was honored as the recipient of the ASRED Distinguished Leadership Award for his contributions to the region and to the nation.
- Dr. Tim Cross, TN, is a candidate to serve as Extension representative on the BAA Policy Board of Directors and will stand for election this fall.
- Dr. Jimmy Henning, KY, is chair-elect of the Extension Committee on Organization and Policy (ECOP) and will assume the chair of ECOP at the close of the November APLU annual meeting.

### **ASRED and Cooperative Extension Highlights**

- **Formula Funding** as a way to strengthen capacity is the region's top federal funding priority and is increasingly critical in light of Extension's transformational education role. Other funding priorities of the region are EFNEP, Extension IPM, eXtension, Water Quality and RRDCs. ECOP and ESCOP are jointly developing a Return on Investment white paper supportive of increased capacity funds and responsive to NIFA Director's stated desire to increase capacity funding to \$1B over the next few years.
- **eXtension** ([www.extension.org](http://www.extension.org)) has commissioned an external evaluation. The selected firm was Socient Associates, led by Sohail Kareem. A draft verbal report was presented by Dr. Kareem and the Governing Committee to ECOP during the joint COPs meeting and regional associations will study and discuss strategies for responding to the report. Dr. Jimmy Henning, KY, chairs the eXtension Governing Committee and has provided excellent leadership to refocus efforts that are synchronized with the resources available and which match expectations of Directors.
- **Strategic Opportunities** for the Extension section were updated and published in March 2012. The ECOP Program Subcommittee and the Excellence in Extension Task Force is met jointly August 6-9 in DC to advance an on-going effort to provide a systematic way to collect impacts based on the strategic opportunities and to report them in real time on the EIE database and then via social media and other avenues. Also meeting with these groups are communicators who have been working with NIFA Director Ramaswamy to provide training for writing impacts. ESCOP representative, Dr. Eric Young attended the meeting based on the idea that the system that is being developed will accommodate integrated impacts and will reduce duplication of effort in managing and publicizing impacts.
- **Southern Legislative Conference** – Dr. Jimmy Henning, KY, represented ASRED August 11 as an invited speaker at the Southern Legislative Conference. He provided an update on Cooperative Extension and its role in today's agricultural and rural economies to House and Senate Agriculture Committee Chairs of states in the southern region. Useful in this was the Battelle study which shows the economic impact of Experiment Stations and Extension Services in our region's land-grant universities.
- **Water SERA** – Dr. Tom O'breza, FL, provided leadership for a new SERA on Water Resources, which was recently approved by ASRED and SAAESD. Water quality and quantity issues are important to the region and work of members of this SERA should place us in good position with the newly proposed AFRI challenge area dealing with water.

- ASRED has been and is active in providing input, through ECOP and directly, regarding issues important to the region. Examples include the importance of capacity funding, issues related to the federal administration rates that NIFA charges on funds it administers, and NIFA's Strategic Plan.