

CRD Conference Call
July 18, 2012 at 10am EST
Submitted by: Michelle Eley, Secretary

Roll Call: Bo Beaulieu (SRDC), Rachel Welborn (SRDC), Jenny Fertig (West Virginia State), Susan Jakes (NC State), Bruce Garner (LSU Ag-Center), Rod Clouser (University of Florida), Joe Zublena (NC State), Deborah Tootle (Univ. of Arkansas), Brian Whitacre (Oklahoma St.), Michelle Eley (NC A&T State Univ.), and Sandra Thompson (Florida A&M)

Jenny asked Bruce Garner to provide remarks. He recently returned to the LSU Ag. Center from the private sector. He is working with “Connect My Louisiana”, a broadband Internet education and awareness initiative. He will be picking up some community development responsibility in his new role.

Update from NIFA (Bo Beaulieu) – Dr. Muquarrab Qureshi was appointed as the new Assistant Director of NIFA’s Institute of Youth, Family, and Community (this June) – which has been in transition for a long time. Dr. Sonny Ramaswamy was appointed as the new NIFA Director. The four RDC chairs submitted a letter to Dr. Ramaswamy indicating their concern for not having a designated person for regional rural development as we had with Dr. Sally Maggard. Four RDC chairs will be meeting with Drs. Ramaswamy and Qureshi on Aug 8 & 9. Bo hopes to share an update from that meeting during our conference call. No new updates concerning in the budget situation.

Update from Advisors (J. Zublena) – At the federal level, there has been some discussion in Washington to require to a *one-to-one match* for all federal grants (including, competitive as well as formula-type funds). There is a concern that if a *one-to-one match* is required and it will be difficult for some institutions to come up with the matching funds—this would be particularly true for some 1890s and smaller land-grant institutions. These concerns have been expressed. There has been discussion that there could be possibly 12- to 14-percent cut (to funding) on the proposed Farm bill which could adversely affect the entire Extension system. Joe was recently part of a conference call with other southern Extension directors and they are trying to deal with the issue of water quantity. Maintaining our natural water supplies (as in with our lakes and reservoirs) is growing need for many communities in the South. Although we have good programs in place to address water quality, water conservation and water use, Extension Directors are concern that they do not have a lot of expertise internally to address some of increased demands on our water resources. They are looking at the idea of funding a cost share position across the region. One of the water quality representatives on the call mentioned that the federal funding for that program is running out. At that time, the discussion shifted from water quantity to keeping the water quality work going. Joe also announced a new appointment in the southern region -- Dr. Nick Place, the Assoc. Extension Administrator at UMES, will be going to UFL as Extension Director in September. Ron Clouser asked about the progress for the **N-TEL???** effort. Joe mentioned the surveys were completed about three weeks late which was due to some editing changes to the template. In the Southern region, eight universities currently have provided their information so far. NC State will be including their data sometime that week. Most states should submit their information by the end of the month (July) and final reports should follow. He also said that the new Extension Administrator at Texas A&M had not been announced yet.

Update from SRDC (Bo Beaulieu and Brian Whitacre) – Brian said that four RD center have come out with RFP for Broadband Access, Adoption, and Application in Rural Areas. For the proposal link, go to: http://srdc.msstate.edu/news/files/broadband_proposal.pdf. Applications are due on August 17th.

Proposals should be geared to examine policy and program options that can spur the growth of broadband access and use by rural people. Bo reported that the House budget has a 53% reduction and it would be difficult to keep RDCs open with that type of reduction. He and others have had some conversation with

Cornerstone Government Affairs and Jim Richards (Cornerstone Partner) about the budget proposal. Richards works in the area of energy, environment, higher education, and agriculture policy. They will be meeting with Jim Richards when they travel to DC to speak about value that RDCs bring to the land-grant system. There is a push among certain groups in Washington to consolidate the appropriations for agriculture and related programs and go after one big target. Bo also announced that the webmaster at SRDC (Matt) has relocated to another job in Alabama and SRDC will re-advertise the job. Al Myles has gone back to Ag. Economics on a full-time basis as of July 1 to take on a special project (assigned to him by his Extension Administrator). He was serving as the Asst. Director of SRDC. Bo was not sure when that position would be filled.

Plan of Work Update

Train-the-Trainer E-Commerce

- Broadband Initiatives – Brian just reminded everyone that the RFP for the broadband initiative is out (just mentioned on page 1 of the minutes). Bo reported that he met immediately after NACDEP with a team of people (working in broadband education). They are trying to coordinate the Center's efforts nationally. James Bond is developing a website – hopefully the website will be unveiled next month. The website will integrate a lot of different resources and make it easier for people to access research, education programs and other timely information related to broadband. SRDC are working with NTIA (*which stands for National Telecommunications and Information Administration*) and Rural Utilities people who provide infrastructure support for broadband. Bo announced that they are launching a pilot project with University of Missouri Extension and NTIA and SRDC will provide some groundwork for that project. Bo encouraged us to serve on this team and they are looking to pursue some grant funding in the future.
- Pre-conference at NACDEP – Brian thought that the pre-conference went well and attendance was good overall. They introduced several different programs on SRDC/E-commerce website.

Youth Entrepreneurship – Sandra reported that they have received comments from reviewers regarding the youth entrepreneurship curriculum. Based on feedback she received from Chuck, she believes the curriculum has been finalized.

Overview of staffing and funding report (Rod Clouser) – Rod, Michael W., and Jenny had a meeting with Greg Price and Charlie Vavrina (*who are providing leadership for Middle Managers (MM) Committee*). They were interested in conducting a survey and seeing the results that come from it. In Orlando, it has been proposed that the CRD and MM committee will meet together on Wednesday morning (at 10:30am) of PLN to discuss the report. We anticipate having 50 to 60 people. Members of CRD team are invited to attend the MM annual meeting in Lexington – which will give more time to do an action plan. The plan will be based on the discussion in Orlando and basic needs in the area. Rod or Michael may be making the report on our behalf. Rod wanted to add a slide to the PowerPoint presentation that shows the type of impact No. Central region is reporting. He also acknowledges that Southern region tend to be underfunded in terms of total budget allocation as compared to other regions (like No. Central). Over the years, silos have been built and we are not receiving the cross reporting that we need from agriculture and other areas who are engaging in CRD type activities.

Jenny is working with Rachel to make sure we have a room large enough to hold 60 people. It may require us to do some quick rearranging (on site) as needed.

Small business/related trainings – no report

1890 AEA Conference (Cash-In On Business Opp.) – Just to reiterate, Bo provided a 4-hour workshop on the *Cash-In* curriculum at the AEA conference in Memphis. They have recently updated the graphics for the

PowerPoint modules. However, Bo has said that they have gone through all of the presentations and they are interested in updating the module content and references (and make them more contemporary) and stated that if someone is interested in working with him on this effort, then they should contact him.

Regional Projects Update (SET) (Bo Beaulieu) – SRDC gave their recommendations on the proposed sites for SET-Phase III to Rural Development. Seven states have already participated in the program. SET training was held in Charlotte in May and approximately 40 people attended the conference. They made some modifications to the modules. Updated modules can be found online. SRDC are working Rural Development to see where they can go from this point on with the limited resources they have left. SRDC will continue to fund the evaluation team. The evaluation team has done some good work. Bo is not sure if there will be a Phase IV but right now, the program will go until September 2013. He also announced that the team that put together the SET curriculum received a national award from NACDEP.

National CRD Council (Rachel Welborn) – Rachel reported they are planning to create a listserv which will consist of all the program leaders with CRD responsibility. Rachel will be providing leadership for this effort. The creation of the listserv will help us to network more freely and share ideas quickly. One suggestion would be to look at the national indicators in a way that would allow us to tell our story. This group would like to meet annually – possibly in connection with NACDEP or another conference that most of us are likely to attend. This gathering will include CRED program leaders, RD Center Directors, and the NACDEP president. The next opportunity would be at GALAXY or the next CDS Meeting (in Charleston). The group also agreed that our program area needs a clear identity for community/economic development (both internally and externally); we need a voice; we need to work identification of new issues for which we need to be prepared across the country; we need to start working on funding; and we need to come up with some strategies for moving forward. Don Albrecht (Director at WRDC) will take the lead in the planning the next Council meeting, but will be working with Bo to determine another venue for their next meeting (possibly in Charleston, SC in July at the CDS meeting). A core team meeting with NIFA is being planned. Bo mentioned that they would like emphasize more education/programming than advocacy and he will provide leadership for that piece. Deborah will be working with Mary Leuci (Univ. of Missouri) and Tom Bluett (Univ. of Wisconsin) to pull together collaborative accomplishments they have had over the past few years. Bo is in charge of site selection for 2014 NACDEP meeting and there has been some discussion about having a back-to-back meeting with a day of overlap with NACDEP and CDS meetings. The plans are not finalized yet but this idea is being entertained at the moment.

Rod Clouser had a couple comments – He asked if a summary of the notes from the Council meeting be shared with those who couldn't attend the NACDEP conference. Rod also said they appointed a couple of people from the south to serve on the CRD Council and new appointees mentioned that they weren't really engaged in the process so he wondered if they were replaced by other folks. Deborah addressed his second question – she reported said they proposed a different organizational structure – rather than having representatives, they want to have more people involved but work in small groups. Brian agreed that it is a good idea for us to think about how we can cluster these meetings together in the future (with GALAXY, CDS, or NACDEP). Rod said that frequent interaction is important so we are trying to get a new initiative off the ground –it helps to build comradery and common goals to they can work together. He commented that while it is important to meet a couple times a year at meetings, we should also consider having shorter meetings together if we want to set this process in motion through either video-conferencing or face-to-face meetings. Other agreed.

Development of logic model/indicators (Susan Jakes):

- Update on work progress/NACDEP Mtg. - The group met at NACEP. Prior to that meeting, the team worked on the indicators and they also talked with people in the No. Central Region. From there, they pulled some people from the PLN meeting and invited several people from Western Region. At

NACDEP, Susan and Deborah felt they had a cohesive group of people in attendance. Deborah shared highlights from the meeting at NACDEP. She reported that 16 people that attended the meeting (6 people from south, namely, Allison ??, Sandra T., Jenny, Susan, Deborah, Al Myles and a nice representation from No. Central Region). West and Northeast regions have not worked as much as a body on their indicators. They reviewed the national indicators (*and this information has been posted SRDC website*). No. Central has been putting their logic models together for about 10 years now and since 2009, they came up with their list of common indicators that they have collected information on through the years. From the list of common indicators, this group decided that each of them will go back to their respective regions to collect similar data on common indicators that align their overall program objectives. Deborah encouraged us all to go back and review the list of indicators posted on SRDC website. Deborah sent the notes from the indicators' meeting and a copy of the proposed indicators to Rachel and she will put this information online for everyone when comes back from vacation. She suggested that we look at this list before our meeting in August and talk about it some more during that time. While at NACDEP, Susan also reported that they added a few indicators to the original list and there was a lot of discussion around how to best measure these indicators quantitatively. For example, if you are measuring the number of jobs created or retained what does that really mean? And how do you denote good jobs from bad jobs? So it seems the next task will be to operationalize some of these indicators and coming up with a matrix. They reported that we will need to give thought to how the indicators will be operationalized in the state, how they will be measured, and where the likely data sources will be, etc. Susan will like to continue this discussion at the PLN meeting. The core indicators team will be Mary Leuci, Scott Chazdon, Paul Lachapelle, Charlie French, Deborah Tootle and Susan Jakes. This team will try to meet quarterly conference calls and report back to the larger group. It was stressed again that we need to do some homework before we meet in Orlando – so everyone needs to revisit the list of indicators and determine what they can work with in our state.

Old Business

AEA (*Assoc. of Extension Administrators*) Extension Conference (Sandra Thompson) – Sandra reported that the conference went well. Over 500 participants attended the meeting. SRDC was well represented with Bo and Michael Wilcox serving as speakers. She hopes that their involvement in the conference will provide a greater opportunity for the 1890 system to take advantage of the wealth of resources at SRDC. The CRD team (part of AEA) provided flash drives to participants that attended their sessions. The flash drive contained a collage of helpful information on entrepreneurship/enterprise development for Extension educators to use in the field. At Florida A&M, Sandra announced that they have a new interim president, Dr. Larry Robinson and they also have new dean in the College of Agriculture and Food Sciences, Dr. Robert Taylor (a former dean at Alabama A&M).

NACDEP (Bo Beaulieu) – Since Michael was not on the call, Bo reported that they received the latest representation data from NACDEP by region. At one time, the Southern region used to be right behind the No. Central region as the second largest region. The most recent data revealed that the southern region has become third largest region – so we have lost a lot of members in the South. At PLN, Bo urged us to consider how we can increase our presence at NACDEP. The Western region had the second largest attendance which was attributed in part to the conference location (Park City, UT). Bo also announced that NACDEP and CDS will have a joint membership (\$200) which will be announced soon and this will include receiving the journal in an electronic format.

New Business

(1) Agenda for PLN – Jenny sent out a tentatively agenda for PLN meeting and Rod commented that there may be some changes to the schedule now that they have agreed to meet with middle managers on Wednesday morning -- so any actionable items needed for that meeting will be covered beforehand. The national indicators meeting will need to be moved down. Rod also said that sometime on Thursday we need

to add time for a new business discussion...he said that there is a group called the southern extension economics committee and there are mainly agricultural economics. They usually have a joint meeting in July but they put in a proposal for the So. Agricultural Scientists Meeting – as a means for thinking collectively as a group about future needs. There are data projections that suggest that NC, TX, and FL will have over a third of population growth in the nation by 2030. This can put a potential strain on our natural resources, land, as well as our communities. Rod suggested that this is an issue that needs to be addressed among Program Leaders group, as well as, Rural Sociological Society group.

(2) Nominations Committee – We need to form a nomination committee and Rod suggested that we have Jenny and Brian (as the current chair and incoming chair, respectively) to serve on this committee and nominate an additional person from our group to serve on the nominations committee (or possibly someone who has served as a chair before). Deborah said that it would be easier for this committee to discuss things as a committee and come with a slate of names before we go to PLN. There is a succession plan where everyone rotates up one level. Deborah suggested that Brian should not serve on the nomination committee since he will be rotating to the chair position next time. Susan Jakes was nominated to serve on the committee and she agreed to do so. They also suggested Michael Wilcox.

(3) State Report Discussion – Deborah suggested that we suspend the state reports for the PLN meeting. Rod announced that Jenny has listed the state reports as part of 8am discussion on Thurs. morning. Deborah suggested that we prepare a one-page report of what we are doing in our respective states prepared before the meeting so that people are aware.