

CRD Conference Call
January 28, 2009
Minutes

Call Participants:

Alan Barefield
Bo Beaulieu
Hank Cothran
Ed Jones
Notie Lansford
Greg Taylor

Deborah Tootle
Rachel Welborn
Louis Whitesides
Michael Wilcox, Chair
Tony Windham
Joe Zublena

- I. Welcome Michael Wilcox
- II. Review of Minutes from PLN Michael Wilcox
<http://srpln.msstate.edu/crd/cd10-08mins.pdf>
Minutes were approved as presented.
- III. Plan of Work Review http://srpln.msstate.edu/crd/crd_pow_08-09.pdf
 - a. Community Development Institute/ Bo Beaulieu
National training plan – On January 29-30, a team of CD professionals from each of the four Rural Regional Development Centers will meet in Atlanta to advance the work begun on the Foundations of Practice. Plans are to begin work coordinating CD training nationally, using expertise from across all four regions. If anyone has potential training resources that might fit with this plan, please send a notice to the SRDC so we can compile the resources.
 - b. Business Retention and Expansion Training Alan Barefield
The SRDC coordinated two BRE trainings last year, and interest is surfacing for another training this year. Additionally, the BREI, the organization that manages the certification of instructors, is looking for advanced training for use in recertifying individuals that have completed the initial training. Alan Barefield, Hank Cothran, and Steve Sparks are scheduled to present two such trainings in April. This new partnership has the potential of opening a new audience to the SRDC.
 - c. Public Deliberation Regional Training Bo Beaulieu
The SRDC is continuing planning efforts with the Kettering Foundation and Everyday Democracy to promote civic engagement. Plans are to begin a pilot project in fall, 2009, focusing on small rural communities that have high poverty rates. Once the pilot phase is complete, plans are to broaden the scope of the work throughout the South.
 - d. E-Commerce Training Bo Beaulieu
 - i. Implementation RFP – Eleven proposals were received and the review team met yesterday to make recommendations. Announcements will be made at the end of the week.
 - ii. Webinar Series – The fall webinar series was a success averaging about 25 participants per session. Plans are to launch a spring series to showcase new curricula near completion.

- e. Watershed Course transfer to Moodle Michael Wilcox
The course is transferred to Moodle, but Michael expressed uncertainty as to how to move the product out for use. Michael will follow up with Alan Barefield on the process.
- f. Cashing in on Business transfer to Moodle Alan Barefield
The team is in the process of updating the curriculum. After that stage is complete, they will be transferring it to Moodle.
- g. Multi-State Youth Entrepreneur Training Bo Beaulieu
The task force to explore this effort is working to set meetings at some key conferences over the next few months. Greg Taylor is pursuing a meeting at NACDEP and Jeff Howard (4-H) is pursuing a meeting at the CYFAR conference (Children, Youth & Families at Risk).

IV. Other Business:

- a. SRDC Annual Report Bo Beaulieu
http://srdc.msstate.edu/publications/2008_srdc_annual_report.pdf

The 2008 SRDC Annual Report is now posted at the address above. Each of the CD Program Leaders will receive a hard copy in the mail soon.
- b. EDA Initiative Alan Barefield
The EDA initiative is an effort to take the curriculum, Know Your Region, out into communities. Five southern states were represented at the December training (KY, TN, MS, FL and LA). These participants are charged with piloting the curriculum in at least two communities. Once this phase is complete, a regional training will be conducted. The curriculum is available at: www.knowyourregion.com
- c. Logic Models – ASRED Request/Impact Measures Welborn / Wilcox
After reviewing logic models created by the North Central Region, ASRED made requests to each of the four subject areas to create similar models. Deborah Tootle, Michael Wilcox, Cheryl Lloyd, and Rachel Welborn took on the task of creating the first drafts. Please review the drafts and send comments back to this team for edits. Revisions need to be submitted by Feb. 27th so that all changes can be made before our next call. The final products are due to ASRED in April.
- d. Identifying dedicated CD contacts – progress Rachel Welborn
About half of the states have completed final revisions of their state lists. Those that have completed are AL, FL, MS, OK, NC, TN, TX, and WV. Of these, 209 CD professionals have been identified. The remaining states have not completed final revisions. That list contains 211 professionals.
- e. NACDEP Conference update/ Awards Hank Cothran
Registration is very low with only about 25% of the room commitments met. All who plan to attend were encouraged to register soon.

NACDEP Awards: The South was underrepresented at the NACDEP awards session at Galaxy. Please review the NACDEP award categories and guidelines and consider nominating a deserving colleague or team. Rachel will resend the guideline link.

- f. SERA 37: New Hispanic South update Bo Beaulieu
Tentative plans are in place to have the annual SERA-37 meeting on March 23-24 in Atlanta. A formal announcement will go out once plans are finalized

- g. PLN restructuring study Alan Barefield
Mitch Owen will be following up his work with Focus Groups by sending a survey. PLC began work on restructuring recommendations based on information submitted by the committees.

- h. PLN Conference Cross-committee work Alan Barefield
One of the challenges identified during the PLN study is in coordinating cross-committee work. Plans are to design the conference so that this happens in a more intentional manner.

- i. SERA-19: Rural Health Alan Barefield
Registration for the August SERA 19 meeting is open now. Key plans are to work on converting the Rural Health Institute curricula into an on-line training resource. Contact Alan Barefield or James Barnes for further information.

- j. Financial Crisis Response Bo Beaulieu
Dr. Ivory Lyles is spearheading a national charge to address the current financial crisis and Extensions' response. The SRDC is working on developing a component of the charge, addressing the concerns/impacts on small rural businesses and communities. If you have any resources that might contribute to this effort, please notify Bo.