

**CRD Conference Call - Minutes  
March 25, 2009**

**Participants:**

Alan Barefield  
Bo Beaulieu  
Jenny Fertig  
Notie Lansford  
Cheryl Lloyd  
Joe Sumners

Greg Taylor  
Sandra Thompson, Vice-Chair  
Deborah Tootle  
Rachel Welborn  
Mike Wilcox, Chair

**I. Welcome**

*Michael Wilcox*

**II. Review of Minutes from PLN**

*Michael Wilcox*

[http://srpln.msstate.edu/crd/jan09\\_mins.pdf](http://srpln.msstate.edu/crd/jan09_mins.pdf)

Accepted as presented

**III. Plan of Work Review**

[http://srpln.msstate.edu/crd/crd\\_pow\\_08-09.pdf](http://srpln.msstate.edu/crd/crd_pow_08-09.pdf)

*a. Community Development Institute/*

*Bo Beaulieu*

*National training plan / CD Certification Program*

The four Regional Rural Development Centers met together to begin developing a national training framework based on the Foundation of Practice work spearheaded by the North Central region. The first efforts are to refine the framework and expand the first level of training to have a more national scope. A call will go out soon to recruit trainers from all over the nation.

Efforts will be made to create on-line or distance education options where possible to help with travel concerns.

*b. Business Retention and Expansion Training*

*Alan Barefield*

Alan Barefield and Hank Cothran will both be teaching a session at the April BREI National Conference. The BREI Board has identified a set of content they would like to use as follow-up training for those who have completed the initial BRE training. A call will go out soon to identify educators interested in developing this material.

*c. Public Deliberation Project and Training*

*Bo Beaulieu*

The SRDC is continuing work with Kettering Foundation and Everyday Democracy to adapt the Horizons project initiated in the Northwest for the South. The project is intended to provide a framework for rural communities to address poverty. The curriculum used in Horizons, "Thriving Communities," will be adapted for use in the South. Plans are being constructed now to develop a training series for the program that will primarily be over interactive video. The Kettering Foundation has already committed funds to support the research side of this initiative and the SRDC submitted a proposal to the Farm Foundation last week to fund the Extension outreach component.

*d. E-Commerce Training / National Rural Broadband*

*Bo Beaulieu*

Seven e-commerce implementation proposals have been accepted and are beginning work to roll out the available e-commerce curricula developed through the National E-Commerce Extension Initiative.

The Recovery Act has a lot of money available for broadband. Efforts are in motion to position Extension as a significant education delivery component to help businesses and individuals in the adoption of broadband use.

Louisiana is doing a good bit in this arena in 12 Delta Parish areas. James Barnes is working closely with Senator Francis Thompson.

A non-Extension effort in Tennessee is working to model Connected Kentucky with some partnering with Extension agents.

e. *CECP Transfer to Moodle*

*Michael Wilcox*

Materials are ready to transfer to Moodle. SRDC had a student worker lined up to do the transfer, but he recently took another position. SRDC is looking for a replacement. Work will continue on this as soon as someone is hired.

f. *Multi-State Youth Entrepreneur Training*

*Bo Beaulieu*

The NE Center coordinated the first Youth Entrepreneur Seminar (YES) last year and have just released a summary publication. The SRDC is working with them to generate interest in a second symposium. Representatives from this YES group are joining the eXtension Community of Practice meeting at NACDEP to discuss ways to work together. Additionally, Jeff Howard is presenting a workshop at CYFAR on youth entrepreneurship to generate interest there.

#### **IV. Other Business:**

a. *EDA Initiative "Know Your Region"*

*Michael Wilcox*

Five pilot states from the South participated in a train-the-trainer conference in December on the five module curriculum, Know Your Region, commissioned by the EDA to promote a regional approach to community development. The pilot states are Tennessee, Kentucky, Florida, Mississippi, and Louisiana.

The curriculum is available on the web to anyone that would like to use it.

<http://www.wcuhome.org/kyr/>

Alan has had an initial conversation with someone at Tennessee Valley Authority that may open doors for this program in that region. He will share more information as it develops.

b. *Logic Models – ASRED Request/Impact Measures*

*Alan Barefield*

<http://srpln.msstate.edu/crd/index.html> (click on "Logic Models" to view)

ASRED has asked the four subject matter committees to compose regional logic models in an effort to show how PLN is working to make a difference in the South. These are due to ASRED in April for their review. Please take time this week to read over the models and give feedback and comments. Please indicate either your willingness to accept the models as presented or provide feedback to refine the content.

Deborah Tootle was working on some common measures for the community development work of the South. Some measures are also incorporated into the logic models discussed above. Deborah will put together a one page guide on how to work with logic models.

The PLN Restructuring Study is also going to ASRED in April. Thanks to all who participated in the content and writing of this document.

c. *Identifying dedicated CD contacts – SBA initiative*

*Bo Beaulieu*

The four Regional Rural Development Centers have been working with the Small Business Administration and CSREES on a Memorandum of Understanding to promote collaboration in a seamless way to benefit the missions of both the SBA and Extension. The first step is to identify the key Community Development contacts for each Land Grant University. Rachel will send the preliminary list around to update.

d. *The South's Recovery: Making it Accountable & Green*

*Bo Beaulieu*

Good Jobs First is hosting a meeting in Atlanta on 4-30-09. Organizer Greg LeRoy believes Extension is a key player in this initiative. Particular emphasis is on low-wealth, minority communities. Having an 1890 presence would be especially good. The SRDC will send the announcement to the listserv.

- e. *NACDEP Conference update* *Rachel Welborn*  
Hank Cothran could not be on the call today, but reported that registration is currently at 145. Hotel costs rise soon. A question came up on the size of posters for poster sessions. Deborah will follow up and inform the group.
- f. *SERA 19: Rural Health* *Alan Barefield*  
The Annual Conference is scheduled for August 11-13 in Nashville near Vanderbilt Medical School. Registration is now open. One goal of the group is to bring Community Development and health people together. Much of this year's effort has been devoted to transferring the old Rural Health Institute curriculum for use on eXtension. Bobbie Clark has spearheaded this effort. The group has identified community development content that needs to be added. We are looking for volunteers to assist in the creation of this material. Conference registration information: <http://srdc.msstate.edu/sera19/>
- g. *SERA 37: New Hispanic South update* *Bo Beaulieu*  
Monday, March 23<sup>rd</sup>, SERA 37 held their annual conference via interactive video. Approximately 15 sites with around 70 participants joined the discussions. The group is working on a five year plan to promote research, immersion programs, multi-state training, development/refinement of a Spanish publication directory, and partnership expansion. The meeting was recorded and conference materials are posted. <http://srdc.msstate.edu/sera37/09registration.html>
- h. *SERA 39: Public Policy Issues* *Alan Barefield*  
This SERA initiated from a discussion at the Southern Ag Econ conference in Atlanta. In the past this group has been a forum for the Farm Bill, but this may be a tremendous opportunity for CD to work jointly on rural policy issues. A video-conference is scheduled for April 6<sup>th</sup> at 1:00 p.m. Central. Alan will send a note to the group with the details.
- i. *CRD – PLN Officers (1862 Vice-Chair, 1890 Secretary)* *Michael Wilcox*  
Michael rotates off in August and Sandra will move to Chair. Steve Isaac has transferred to another position recently that does not have Community Development responsibilities. Steve has been serving as secretary. We would like to begin discussions now to fill these positions so that nominees have time to consider their involvement ahead of time. James Barnes was noted as one potential nominee for the Vice-Chair position.
- Sandra will seek nominations from the 1890's for the position of Secretary. She will seek to present at least two names for consideration by the August meeting.
- j. *SRDC web page to address the economic crisis* *Bo Beaulieu*  
The SRDC is generating a web-based repository of research and Extension work related to the economic crisis, especially that which focuses on rural communities. If you have resources, or know of any, please forward those to the SRDC for posting.
- k. *PLN attendance* *Alan Barefield*  
Given travel budget shortages, we are concerned about having a viable group in attendance at PLN to move the work forward. Please make an effort to come and encourage others to attend. Registration is now open: <http://srpln.msstate.edu/conferences/09pln/info.html>
- l. *National Extension web-based survey* *Alan Barefield*  
Rich Vlosky has just released results of a survey explored Extension scholarship, service and job satisfaction. Alan will send these results to the group.