

CRD Conference Call  
May 27, 2009  
Minutes

Keith Baldwin  
Alan Barefield  
Barbara Canada  
Hank Cothran  
Jenny Fertig

Notie Lansford  
Sally Maggard  
Joe Sumners  
Greg Taylor  
Sandra Thompson

Rachel Welborn  
Louis Whiteside  
Michael Wilcox  
Tony Windham

**I. Welcome**

**Michael Wilcox**

**II. Review of Minutes from PLN**

**Michael Wilcox**

<http://srpln.msstate.edu/crd/mar09minutes.pdf>

The minutes were accepted as written.

**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. National Training Program*

*Alan Barefield*

The Foundations of Practice in Community Development training series is expanding to a national program under the leadership of the four Regional Rural Development Centers. The website is currently being jointly managed by the SRDC and the NCRCD, but will soon be migrating to a new site that will probably reside with SRDC since the North Central center is in the process of moving to Michigan State. A fall series is planned and registration is open.

<http://srdc.msstate.edu/projects/corecomp/component1-fall2009.htm>

*b. Business Retention and Expansion Training*

*Alan Barefield*

A possible basic training is under consideration to be offered in Tennessee. An advanced course may be offered in Corpus Christi in July. Several CRD faculty presented at the International BREI conference held last month. A lot of potential exists for Extension to partner with BREI.

*c. Public Deliberation Project and Training*

*Rachel Welborn*

The SRDC is in final negotiations with the Farm Foundation to fund a pilot project to replicate the Horizons project from the Northwest in the South under the title, Turning the Tide on Poverty. Plans are to kick off the pilot initiative in the fall with Alabama, Georgia, Louisiana, and Oklahoma serving as pilot states.

*d. E-Commerce Training / Nat'l Rural Broadband*

*Rachel Welborn*

- i. Implementation RFP – Projects were selected in the spring to implement one of the e-commerce products that was released in the fall of 2008. These projects are currently underway (<http://srdc.msstate.edu/ecommerce/program.html>).

- ii. Webinar Series – three new e-commerce products will be showcased during the fall webinar series. One, targeting limited resource audiences, was released last week ([http://srdc.msstate.edu/ecommerce/curricula/beginners\\_guide/index.html](http://srdc.msstate.edu/ecommerce/curricula/beginners_guide/index.html)). Two more are near completion, both of which target Hispanic audiences.

- e. *CECP Transfer to Moodle* *Michael Wilcox / Alan Barefield*  
 SRDC's webmaster is now working on this project. Care for the Local Economy will be transferred. Notie will have a project ready soon. The CRD committee will need to make a decision about which other pieces from CECP need to migrate to Moodle.
- f. *Multi-State Youth Entrepreneur Training* *Greg Taylor*  
 A group met at NACDEP to formulate a plan for this training. In addition, Jeff Howard (now 4-H Leader in Maryland) presented at CYFAR last week to generate interest among 4H professionals. Rachel will touch base with Jeff to see what transpired at that meeting.

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

- a. *PLN "Major Issues"* *Michael Wilcox / Sandra Thompson*  
 PLC requested input from each of the eight PLN committees on issues of wide-spread concern that requires cross-committee work. Our thanks go to Sandra for her work in designing a survey for our committee's responses. Ideas submitted so far include: Disaster recovery/preparation, economic distress/poverty, environmental (land & water stewardship), health profession providers, civic engagement, and education reform. Sally Maggard reported that the North Central Region has composed a regional sustainable communities plan. The South may want to consider generating a similar product.

Organizational concerns identified by the survey so far included: efficiency of resource usage, visioning process, sustainability, how to position Extension as reliable source of economic resources, on-line resources, using technology appropriately, maintaining staffing levels.

The group has until noon today to add to the survey.

- b. *EDA Initiative "Know Your Region"* *Michael Wilcox*  
 Several states have participated in the project. To date, Mississippi and Tennessee have held sessions. Kentucky, Louisiana, and Florida have sessions coming up.
- c. *Logic Models – ASRED Request/Impact Measures* *Michael Wilcox*  
 Thanks to those that provided feedback. The logic models for each of the four subject areas will be posted on the PLN website by the August meeting. CRD's is already posted to the site.  
[http://srpln.msstate.edu/logic\\_models/index.html](http://srpln.msstate.edu/logic_models/index.html)
- d. *Identifying dedicated CD contacts* *Rachel Welborn*  
 The list is completed, but the question was raised as to how to use the list. Alan suggested we could use to get people involved in regional activities. It could also be used to identify who to call when multi-state opportunities are available. The list will reside on CRD PLN site.
- e. *SERA 19: Rural Health* *Alan Barefield*  
 SERA 19's annual meeting is scheduled for August 11-13 in Nashville. Registration is open. The focus of the group is two-fold: rural health from a health promotion perspective and from a community development

standpoint. A call for proposals is posted to the SRDC website (<http://srdc.msstate.edu/sera19/>). One project of the group is to transform the Rural Health Institute curricula to Moodle, under the leadership of Bobbie Clarke at the University of Tennessee.

- f. *SERA 37: New Hispanic South update* *Rachel Welborn*  
Hundreds of Extension professionals across the South participated in a recent survey of attitudes toward working with Hispanic audiences. Survey designers are working to analyze the data now. Additionally, participants in the pilot training, Bridging the Cultural Divide, held last October have responded to a six month follow up survey. Plans are to provide this training again in different places within the southern region. The purpose of the training is to help Extension professionals become more competent in serving Hispanic/Latino audiences. Sally reported that the current administration is very interested in this group's work.
- g. *SERA 39: Public Policy Issues* *Alan Barefield*  
Tony Windham is the new Administrative Advisor for the group. This new SERA just formed to look at various public policy work. It is an outgrowth of the Public Policy Forum. The main thrust of this previous group had been on the Farm Bill with support from the Farm Foundation. When the Farm Foundation decided to move its support to different directions, the group lagged. The new emphasis takes a broader look at public policy. The Farm Foundation has expressed renewed interest in the group as it is now structured.
- h. *CRD – PLN Officership (1862 Vice-Chair, 1890 Secretary)* *Michael Wilcox*  
Be thinking about who we may want to nominate. It would be good to indentify someone before the August meeting and ensure that they can participate in that meeting.
- i. Hank Cothran is retiring soon. Our thanks to him for his many years of service. Hank was also the recipient of the Spring 2009 Bonnie Teater Lifetime Achievement Award. Congratulations, Hank!