

## Minutes

### PLN Conference Call

### October 29, 2009

**Attending:** D. Tootle; E. Jones; A. Barefield; N. Lansford; R. Clouser; M. Wilcox; J. Sumner; B. Beaulieu; R. Taylor; J. Zubina; S. Madgan; G. Taylor; B. Canada; J. Hughes; R. Wellborn; J. Fertig; S. Thompson

Cross Committee Issue Addressed, if applicable*	Item /Topic	Discussion Leader & Notes October 29, 2009
1, 9	Foundations of Practice Training Delivery <a href="http://srdc.msstate.edu/fop/">http://srdc.msstate.edu/fop/</a>	<b>Bo</b> —SRDC taking lead to standardize trainings and evaluate existing courses; launched new series in Sept. with approx 40 enrollees from various regions; preliminary evaluations of courses been good with much interaction; CEU's being provide by Miss State; will review how to document make-up course attendees.
<b>October 29 Action Item: Provide feedback to SRDC on how often to offer new sessions</b>		
1, 9	Foundations of Practice Training Curriculum Needs Assessment for Levels 2 & 3	<b>Bo</b> —Sought suggestions on Level 2 and 3 training content. Level 2 topics included Disaster Resilient Communities. Level 3 topics included (1) Economic Development subjects: Understanding Local Economics; Service vs. Non-Service Business Development; How Economy Grows / Multipliers; IMPLAN and other Economic Development Tools and Service Needs vs. Wants; (2) Local Gov't subjects: Engaging Citizens; TABOR (Taxpayer Bill of Rights). Current topic heading for levels 2 and 3 are the following: (2): Tools/skills to work in community? Might use a case study approach to this; may involve a number of different programs (3): Areas of Specialization: examples; lots of options not yet mapped.
<b>October 29 Action Items: Send other topics and recommendations for key courses for a 2yr training plan to Bo ASAP</b>		
	Business Retention and Expansion (BRE) Training: Basic Course and Continuing Education Course	<b>Alan</b> - Currently planning next BRE training for Tuskegee staff w/ Sandra for Feb; working with BRE National and CED faculty to develop new intro course and update some CEU courses.
1	Turning the Tide on Poverty: Public Deliberation Pilot Project Implementation in AL, MS, GA, OK, LA	<b>Rachel</b> - Continuing to work with 5 states/8 counties with expected program launch of January; Pilot research piece is also under development to use for program evaluation
<b>October 29 Action Items: none</b>		

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4	E-Commerce Training: Complete six implementation projects and three curriculum development grants.	<b>Bo</b> -Launching webinar series in Fall with new products; see website for dates/topics; currently some of the new curricula being used by some state faculty; could/should some of the topics be included in the Foundations of Practice
<b>October 29 Action Items: None</b>		
	Work cross-committee with 4H on youth entrepreneurship.	<b>Bo</b> -Working with Deborah Kantor on FAQ's and Info briefs; also working on compilation of programs available for usage/adaptation
<b>October 29 Action Items: Bo is to request D. Kantor send minutes of E-Commerce Mtg</b>		
	Curriculum revision and launch for "Cashing in on Business" course	<b>Alan</b> - Progressing with anticipated launch of early next year; still waiting on E-Commerce Chapter which may not make the first release.
<b>October 29 Action Items: Revise accomplishment date to Feb. 2010</b>		
	Document regional CRD staffing and funding then start a conversation (e.g. conference call) with middle management, ASRED, AEA about CRD staffing issues and county operations	Lengthy discussion re: issues surrounding development of survey, and how to capture the data; issues includes (1) whether survey should be internal to each state; (2) how to get 1890 participation; (3) whether it is important to determine the funding sources for CED FTE or will this delay the responses; (4) how to get the info to the mid mgrs; (5) how to deal with partial CED FTE's and those that are doing CED work but don't have the appointment. Recommended that effort have designated spearhead (leader) for each state as well as 1890 leader; identify topical areas of work product not title to capture CED type efforts
<b>October 29 Action Items: 1) Development of survey needs to begin and 2) Selecting the leaders to implement survey</b>		
	SRDC "Leadership Education for the 21 <sup>st</sup> Century" – community leadership program evaluation will be shared with other program committees	<b>Bo</b> - Draft of research work is ready; plan is to translate this detailed research document into an applied piece to provide info/insight on the core/critical elements of a leadership development program
<b>October 29 Action Items: None</b>		

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	Develop CoP on Disaster Resilient Communities	<b>Deborah</b> -RFA coming out for integrated research / extension proposal and is being explored for submission
<b>October 29 Action Items: Deborah forming steering committee &amp; conference call; notify her if interested in participating</b>		
	Seek funding opportunities for regional programming	<b>Bo</b> - May be opportunity to develop regional project from the "Know Your Region" effort with state Rural Development Office; Rachel has visited several state/local RD offices and interest in collaboration exists.
<b>October 29 Action Items: Further discussion/ consideration of this as a strategy needs to be explored</b>		
	SRDC Meeting with Advisory Council (TOAC)	<b>Bo</b> - Meeting next week with TOAC and seeking input on new / revised directions for SRDC; suggestions from group included: <ol style="list-style-type: none"> <li>(1) Impact document of CRD to share with funders – particular focus on thriving counties with CRD input</li> <li>(2) Research Regional impact of recession; emphasis on demographics changes anticipated; other new dynamics; changes or impact to governmental services</li> <li>(3) Demand for CED services versus positional funding for CED staff</li> </ol>
<b>October 29 Action Items: Send any suggestion to Bo ASAP</b>		
	Program marketing (using Twitter and Facebook, etc)	<b>Bo</b> - meeting upcoming with Auburn staff regarding utilizing social networking to enhance effective communication
<b>October 29 Action Items: Send any suggestions; concepts etc. to Bo ASAP; continue this discussion</b>		
	NACDEP Awards	<b>Michael</b> - Reminder that nominations are due November 18 <sup>th</sup> ; check NACDEP website for forms / categories, etc.; possible project nominations included FEMA project and E-Commerce project
<b>October 29 Action Items: Submit nominations</b>		
	Identification of eXtension entrepreneurial <i>Cool Tools</i>	<b>Michael</b> - reviewed the definition of "cool tools" and requested submission of current tools fitting the category to the eXtension project; will circulate via e-mail more info
<b>October 29 Action Items: Submit tools that fit within the category</b>		
	Training Materials Review	<b>Bo</b> - Is trying to organize a review group to look at existing training materials and look for problems with obsolesce; etc.

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<b>October 29 Action Items: Committee members need to be recruited</b>		