

Southern Region – PLN Conference, Nashville, TN

FCS Program Leader's Meeting

August 20-22, 2013



AGENDA

Tuesday, August 20, 2013

Kris Grimes, Kansas State University
Nancy Calix, Kansas State University
Anne Sortor, University of Arkansas
Brian Calhoun, Virginia Tech
Carol Rice, Texas A&M AgriLife
Karen Overstreet.....LSU Ag Center
Paula Threadgill, Mississippi State
Amy Simonne, University of Florida
Gladys G. Shelton, NC A&T
Joanne Bankston, Kansas State University
Franklin D. Jackson, VSU
Laura Stephenson, University of Tennessee
Leslie Speller Henderson, TSU
Deborah Murray, University of GA
Krystal Smith, WVSU
Shirley Hasting, University of TN
Marshall Stewart, North Carolina State University 8- 21-2013
Ann Vail, UK 8-21-2013
Mitzie Downing
Jacquelyn White, PVAMU
Gina Eubanks, LSU Ag Center 8-21-2013

1. Welcome and Introduction-Krystal Smith (WV)
Meeting called to order at 3:36pm

2. Overview of the agenda

Reviewed agenda and housekeeping rules. Sent the member list around for corrections.

Introduction of members

Dr. Cotton and Dr. Lipke will discuss the FCS Modules that should have been uploaded to eXtension.

Discussed the agenda.

Discussed Helen Chipman phone conference

3. PLC Report 1890-Kris Grimes (KY)/ PLC Report 1862-Anne Sortor (AR)-New 1896 Officer?

Make sure we are stream lining action items that will go to the directors. Do not need to feel pressed to do an action item. There may only be information items.

New 1862 individual to replace Dr. Sortor

PLC Committee needs to bring up on the committees and the location for the committees. Ft. Worth, TX will be the location in 2014. Florida is in discussion for 2015 and 2016 is open to a new suggestion.

Looking at moving it around yearly and Kris is open to suggestions for where PLC should take place. Oklahoma, Tulsa.

Highlights: Dec 11 and 12th get together for PLC. FCS had a strong impact of breakout sessions for the PLC meeting. Congratulations to keynote speaker and how she was able to involve Extension in her presentation. Approaching PLC by the Theme of the Conference.

SRPLN New Committee Leaders

Brian Calhoun, 1862 will be the chair

Kris Grimes, 1890 will be the co-chair

Deborah Murray secretary

4. Review of the PLC Meeting-Monday, August 19, 2013

Representative for PLC to replace Dr. Sortor – Explained the roles that she has played, face-to-face and telephone conference.

Dr. Sortor will remain as the 1862 representative for another year.

- Representative for ANR/FCS/CD/4-H
 - N/A

5. Urban Taskforce Pre Conference Report-Dr. Deborah Murray (GA)

- a. Working with media and 4 extension agents discussed their work with media in different audiences. Develop relationship with media. How traditional TV media has changed is that tweets are very important. Tweets that they can re-peat that they can re-do quickly. Early morning meteorologist discussed the early morning and now they are talk programs in the afternoon. Talk to what their audience are looking for age 34-58 is their demographic. If you can develop relationship and key in to their audience interest (food dessert). High quality photographs with key statements. Cannot talk too long (60 seconds is too long). Credible resource to a story is who they are looking for.

- b. Discussed training for agents and specialist with the media....
- c. We give out too much information.....
- d. FaceBook and Twitter has hundreds of thousands of followers with the media....send out information to news source.
- e. High quality photo...not with the telephone camera..
- f. Relevant for the community...Media want a communication dialogue that will appeal to the media.
- g. Develop Tweets for the 100 year celebration
- h. **Action Item** – Hootsuite will upload tweets and time it to when it comes out.

Discuss with IT group and Communication Units

6. Overview of FCS collaboration with the CD PLN-Dr. Deborah Murray (GA)

CD wants to develop a subcommittee. Dr. Murray has been communicating with Brian to look at how the program areas can communicate. He could not get a volunteer from Ag and 4H. CD group is meeting with middle managers during this time. Challenges could be that CD is dropped in GA. Virginia, Mississippi, Oklahoma, Kansas, and Florida all have programs that are focusing in CD. Jorge suggested establish specific goals that are related to CD and how we communicate impacts.

7. Survey Discussion-Dr. Laura Stevenson (TN)

Discussed competency-based assessment for Family and Consumer Sciences county educators
Will send a link for agents to respond to questions.

Agents will take the quiz to help validate the survey. The web Laura Stevenson will send the web link out shortly.

8. State Highlights: Briefly provide 1-2 highlights since May

Mississippi – Threadgill. Titles have been changed to Extension Agents in FCS, Youth Development, Community Development and Ag with the new staffing plan. Based upon youth in county if there are 8,000 youth then there will be 3 staff members in each county. Looking for Regional Specialist in addition to State Specialist.

Virginia - Brian Calhoun – Has a director in Virginia for 2 years, relationship with state partners has grown. Extension agents numbers has grown. 4 position in northern and 4 positions in rural. Hiring District program leadership team members to include FCS to work toward common goals and objectives. Virginia is now talking about the whole program.

Texas – Carol Rice – Administrative adjustment at Texas A&M, The Family Development Resource Management has a direct line to the director. Has a new line of Regional Program Director New person working with FCS. Key initiatives – Chronic disease – improving access to exercise. Community Transformation grant has allowed for a team from ag, horticulture, ag business, parks and recs, 4H and FCS working together. Healthy Foods has been focusing on community gardens working within the border county. Mobile farmers markets to make extra

money and reduce food bill. Walking – school trails that need a little bit of fixing. The county agent was key in all of these endeavors. It was coalition driven. Childcare provider training has an online training system Dr. Steve Green works with regulatory department 158,000 course completions is where this course is going to complete this year. Alzheimer's disease is Texas A&M health science center is being brought to the table Immediate \$200,000 funding for disseminating information. Extensiononline.tamu.edu

Deborah Murray, GA – College of FFCS and is getting 1.65 million dollars to be the provider of the Affordable Care Act. Have a partnership with Health and Human Services. Partnership with Coca Cola with 1 million dollars to spread their Walk GA Nascar event at Atlanta. Adding new positions. Health Navigation positions to get local funding to make agent positions. Up to 60 agents

State Highlights have been sent to Rachel Wellborn; however, they are short staffed. The Southern Rural Development is short staffed presently. They are currently looking for a new director.

Tennessee, Leslie Speller-Henderson – TSU – Agent showcase for agents to showcase their programs to researchers and administrators. Team building exercises for agents organized for FCS. Hired a public health nutrition specialist 30% research and 70% extension.

Kentucky Pam Veil – Can add 1 ½ million to SNAD ED contract..."Strong Programs Speak Volumes" Implementing Family Impact Seminars using the model out of Wisconsin. 1st one is in October. First impact seminar providing policy information to legislators. Improve agriculture income while focusing on health. The governor's office and legislators are participating. Laura has left and they are interviewing at the end of the month for Program Leader for FCS. System wide is involving local stakeholders with the hiring of their agents. Rolling out stakeholders will have an input of evaluation of agents. Expanding education abroad to alumni and friends (Italy, South Korea, and Ontario).

Amy - Florida – Nida Flores search for filling of her position. Chair interviewed 3 individuals October will have an interim chair. Program Leader position have not had a 100% PL in FCS. October 1st 50% PL. Process of implementing long range plan for 2012-2022 Extension Road Map which is from listening sessions. Seven initiatives 5 for FCS I Nutrition, Food Safety, and Health, Family Financial Management, Human Development, Family Relationships, Aging Well in Florida, Housing and Community Development and Cross Pollination programs. State extension Meeting in Jacksonville next week. Grant with FCS and Ag entitled Farm to School which educates individuals for nutrition, exercise, focusing on childhood obesity 1.5 million. EFNEP is going to become competitive in 2016. CDC Grant with health care to educate in diabetes in Palm Beach County. Master Food and Nutrition Volunteer Program will be presented at Galaxy. Food Safety use Serve Safe, Home Canning – USDA home canning guide and GA. Food Preparation.

Marshall Stewart – North Carolina – Rich Linten is the new Dean in the College of Life Sciences. Carolyn Dunn is Department Head of Youth Development and FCS. Name change will be Department of Youth Family and Community Sciences. Graduate Program in Family and Youth Development 38 in bachelors and 24 in the graduate program. Research money is coming back from North Carolina with Greensborough. Strategic Plan of the College has been completed. Mitzie Downing is moving into an administrative role. Asst. Program Leader for FCS. Budget – well funded in agent personal 25% cut in budget. 23 million dollars in county positions 27 million put in county budget. Extension is looking at funding issues.

Gladys Shelton – North Carolina A&T – Position for State Program Leader is open and applications will be received until positions are filled. The position description is on the website for 4H and FCS Program Leader. All positions are filled. Will have a body walk exhibit ready by the end of the month. Parenting 1 capacity building grant for parent technologies. Family Matters being converted to an online course. EFNEP used 6 interns who contacted more than 109 youth in 6 counties. Had a multi-state approach with LA and VI and conducted an in-service training.

Jorge Atilas – OK, - Dorothy Wilson is participating. Seven Open positions in FCS in OK. Initiated a partnership with the Medical School an MOU has a physical presence. They will refer their clients to Extension for education in diabetes in Tulsa, OK. Hired new specialist who will focus on service learning programs. 2 individuals from the college in Fashion Merchandising and textiles, hospitality and tourism.

Anne Sortor, AR – Have filled the faculty position. Dr. Serena Fuller has joined with EFNEP, Food Safety and Food Preservation. Formed an agent expert team to get them trained sent them to other states. Have hired over 15 new agents in FCS throughout the state. Revisiting the competency courses that are online. New traveling exhibit called Farm to You which demonstrates where food comes from. Working with commodity groups. Developed a new curriculum...new signage. In the process of re-tooling website. Childcare provider program they have a 4 component grant best care- 10 hours face-to-face, 5 hour online program, had 1,693 participants that went through the 5 hour with over 8,000 hours. Guiding children successfully with 30 hours and is in a Moodle environment 12, 600 hours of training with 1,500 of people going through that training. Have an opportunity to get into social media and are conducting e mail blast...Navigating Life's Journey. Expanding EFNEP and they need an operational manual. Developed an operational guide. Hired and area agent who has 12 counties responsible for training, visits, compliance.

Gina Eubanks Southern – Administrative Changes are taken place..Technology Communication and Finance will be a system and working with the university. Have received good reports on SNAP-Ed and EFNEP serve as vice chancellor for Southern and associate for nutrition and food science at LSU effective May 1st with LSU.

Karen Overstreet - Have re-defined the roles of extension and experiment directors. More fully integrated with research faculty and teaching faculty. Last year FCS was merged with 4H The school of Nutrition and Food Science opened effective today and Extension Nutrition faculty merged in this department. Struggling with budgets as well. Opportunity to address community approach with health and nutrition in Parish and partnering with medical center.

Kentucky, Bankston – Reestablishing a FCS teaching/degree program and the academic program will begin next fall. Will receive a capacity building grant for the teaching component. Nancy Calix was involved in writing the grant. Have opened the Rosenwild child development campus All new information and the facility is new. See Report

Nancy Calix See Report

Kris – Louisville Metro and Youth with a mobile distribution. Extension and Research Project. Look at how to create a sustainable business. Had 2 transit buses donated, but decided against that route 24 ft. long kitchen trailer will be able to see what's going on outside...disaster relief the trailer can be used EDEN concepts. The Thorough Bread Nutrition Kitchen. Serving ready-made and fresh food . HIV and Tuberculosis focus looking at a nutritional treatments.

Laura TN – Looking at Search for Human Development Specialist. Denise Brayden has retired but is continue to work Co-Director for the center for Child Development. Denise and Denna Wise are interested in Family Impact Seminar on the topic of helping legislators understand the impact of their policies have on families. Look at Family function and how we can bring national known speakers to sessions in January. Dr. Hasting will work on Strategic Plan.

Krystal WV – Transition in FCS has had several positions move. EFNEP is expanding. One county has issues and now they are working on community gardens. 1862 has individuals and now a marriage has been made with 1890 and an adult will be based out of a food bank. Youth program served 250 more youth. Health Specialist and Krystal are taking a team approach. Transitional living program for families or individuals with homelessness and/or violence. Have a home/dormitory for those individuals. 7% state cut in funding. Family resource Network Mental Health and deployed sergeants coming home want to purchase 70,000 materials.

Hired

Organic Outpost – FCS, 4H and Ag

Total You Wellness

Weight of The Nation

Working with Researchers – Goat Meat and consumption by Americans

Cucumbers, medicinal herbs.

Has a ½ million AFRI Grant on Salmonella to remove bacteria with an integration for programs in Extension.

9. Committee's Night out-Wednesday, August 21, 2013
Council of Family and Consumer Sciences CAAFCS

Wednesday, August 21, 2013

1. Formulating Information and Action Items
2. eXtension: Update and Discussion-Dr. Larry Lippke and Dr. Dan Cotton
Provided overview of eXtension and how to use. Discussed how to begin putting courses online by signing in and requesting a platform by creating a course shell.

Action Item: Connection to Programming Individuals – "Make It Happen"

1. Core Competencies Conversions for county educators
2. Facilitate a Social Media
3. Registration
4. Reporting capabilities for regions and nationally in conjunction with ECOP
5. General Webinar
Respect Peer Reviewed from States
User Fee of 10% instead of 25%

Priester Conference Need to consider whether to

3. Complete and Submit Information and Action Items to the SRDC
4. Advisor's Report-1862-Dr. Shirley Hastings (TN)/1890-Dr. Gina Eubanks (LA)
5. Gina Eubanks and Shirley Hasting – The Cooperative Extension Program's cannot afford not to have eXtension. We are not certain that the goals set for eXtension are reasonable and why are some states and units achieving value where others are not. eXtension is the only national platform that we have within Extension.
There are modules that are completed and are appropriate to load on eXtension.

Thursday, August 22, 2013

1. Update 2012 POW and Create and submit new POW to the SRDC
2. USDA Report: Ms. Beverly Samuel-Liaison to SRPLN
Master Family Consumer Sciences project rolling out in Galaxy on Thursday Morning to see a preview of this program. 3 modules with 12 lessons in this project. New funding within FCS unit 20 million dollars is available to support family programs. Family life skills, advocacy, education and outreach of affordable care act. Child care curriculum development 4.5 million is coming out on Monday. Smith Lever Special Needs Competitive Grant Volunteer to serve on a panel. Child care curriculum Healthy Homes given to Auburn University funding to continue salaries.

Rural vitality, financial capability nutrition and health home safety child and family resiliency
Galaxy will conduct a listening sessions.

National impact data from FCS

3. Review of Program Leader Meeting at Galaxy IV; Pittsburgh, PA
4. Wrap Up.....Further Comments??????

THANK YOU AND HAVE SAFE TRAVELS!!!!!! HOPE TO SEE YOU ALL AT GALAXY!!!!!!!