

**Southern Region – PLN FCS Leaders Spring Meeting  
Crystal City Marriott Hotel, Arlington, VA**



Wednesday, February 20, 2013  
8:30a.m.-11:30a.m. EST



**Attendance**

Krystal Smith (WV)  
Gladys Shelton – NC  
Anne Sortor - AR  
Jacquelyn White - TX  
Carol Rice – TX  
Beverly Samuel – DC  
Brian Calhoun-VA  
Gillen Martie for Elizabeth Bolton-FL

**PLC Update**

Anne Sortor - There will be a PLC Conference Call on the 21<sup>st</sup> to see about the scheduled that has been set and make sure that the Key Note Speaker is confirmed.

- The new AEA Chair is Delbert Foster, SC
- Mark Latimore Fort Valley - Winter meeting is scheduled for January 28-31 in Huntsville AL. – emphasis on Urban Programs

Frankie ---2014 Smith Lever Celebration.

- ASRED wrote a White Paper
- Early Registration – Regular Registration \$300 early \$400 regular \$ 450 late

## PLN Meeting

- Krystal stated that the title of this conference is “Bridging The Gap with Social Media” August 19-23 in Nashville, TN

## Social Media - How is social media being used in various counties?

- Luncheon Conference Speaker – Mr. Woodrum
- Abstracts are due on March 4<sup>th</sup>
- Rachel Wellborn call for proposals on social media, need information from Southern Region Proposals – 90 minute Sessions
- Carol Rice discussed the presentation held at the past PLN meeting was instrumental in Texas placing information about Walk Across Texas being placed on FaceBook
  - Texas A&M AgriLife are reaching urban audiences with Extension Online Primary audience Childcare Providers 130,000 completed courses on line
- Benefits of social media
  - building relationships with individuals who may not know about Extension. Participants want to use this information – blogging for individuals.

## Gladys stated how they are using FaceBook

- FaceBook is an opening for college students to get involve
- Pregnant teens focus group – recruit and retain students in program
- VA, SC NC, LA – Grant and program assistants on how to involve - repackaging the program to appeal to the audience.

## Anne Sortor stated that AR – is offering

- Online childcare – face-to-face, weekly emails, parenting, blogs as well. 4-H has a lot of online programming

## **EFNEP Update**

### Helen Chipman –

- There are no new changes up to this point and things are still pending. WebNEERS has been implemented and the majority of institutions has signed on and is in the process of tracking new levels of impact in the socio economic system. NIFA wants to see growth in this area.
- Some institutions are not prepared for the 3 hour program – register for a review,
- Helen Chipman and Program Coordinator 2 days prior, they should send her the following information:

- 5 Year Plan
- Annual Updates
- Budget Sheets, Budget Justification narrative
- Year End Reports for the last 3 years.
- Org chart and stakeholders information
- The conference call W=will be mostly conversational
- Krystal stated that Helen sent out the historical background of EFNEP in February. If you do not have this information, please contact Krystal.

### **Plan of Work**

- Webinar for AFRI Grants and Multi-state programming.
- Multi-state grant program writing team – Krystal will touch basis with them to see where they are in submitting/writing program
- AFRI-Grants will be out by April – Having a webinar in March would possibly be better.
  - No one on the Action item is at this conference. (TX and WV both are participating in AFRI Grant. WV are working with Penn State.
  - Caroline Crocoll may be able to provide further directions as to who to contact
  - Krystal will ck with Caroline to find out who the contacts are for the AFRI Grant
  - Beverly suggested going to the NIFA website and viewing the language that is used in the AFRI grant.

### **State Updates**

Brian – PVA, Advertising the Financial Specialist Position – Please be watching for that position announcement to share with prospective employees.

Anne Sortor, AR

- Conducting an In-Service Conference and several Health Living volunteer leader program
- “Get Your Family Right” – Family Life...Preparing to conduct research with Small Steps to Health and Wealth. Conducting a trial period in the courthouse and interacting with group
- Nutrition – rolling out a new diabetes program.
- Health area doing work with the physical activity initiative for kids.
- Trying a new concept with EFNEP. Employed an Area Agent in the DELTA who will cover 9 counties
- Working with Pine Bluff

Gladys Shelton NC –

- EFNEP Pregnant Teen curriculum – first in-service training in February...shared a program Defining working with and recruiting limited resource audiences

Linda – IL

- Worked with program assistance to work with teen pregnancy.

Dr. Martie Gillen –

- Feb 15<sup>th</sup> is the last day for applications for the chair committee
- program leader duties are separated from the program leader position –
- Small Steps to Health and Wealth adapting curriculum for older adults.
  - Having annual summit in May and a few states will be pilot tested.
  - Worked with 15 groups

Carol Rice –

- Legislative Session –
- focus on chronic disease model is to have regional health specialist and 4 are in College Station. Guide support and oversight in the various regions.
- A multimillion add to the base budget and chronic prevention and management of diseases. Chancellor is looking for a health Extension Initiative; however, they want to wait to see the outcome of the legislation.
- Chronic Disease Health – Texas has high uninsured rate...Extension and network. With state report
- Master wellness program – one specialist in unit has come up with a series of classes.
- Extension in Texas – 40 hours in training online and one-on-one. , on-line data collection system ...decided to do a big launch of national Matter of Balance evidence based to prevent falls.
- A NIFA Funded grant was awarded for testing of diabetes Master Program is entitled “Wisdom and Power.”
- Had a division meeting...Extension has changed and no longer have CED and AG area...they are combined. Community Agriculture Program Area – Ag Economist to be the program leader for that position.
- 4H, FCS and Discussing separating FCS into Nutrition and Resource Management...
- Senior Wellness Initiative – more engagement when it comes to thefts, financial wellness. Increasing initiatives and active lifestyle staying in line with the national priority areas, such as childhood obesity, food safety.
- On the Food Systems Team, KY, WV, VA, (...) what is the role in the food system What is the role and how do we brand and evaluate the concept of food systems. Food safety, food preservation co-branding.

Jacquelyn White

- PVAMU – CEP has hired two new Program Specialists and is in the process of interviewing for one more. Areas of focus for new specialists are nutrition/childhood obesity, health, and marriage and family relations.
- CEP-FCS has expanded to six new counties.
- Hired one new EFNEP Associate
- Planning for our March State Conference

Krystal Smith

- Has a letter for Bo Beliu and giving it to Jorge Atilas to review as well as Brian Calhoun.
- Dr. Laura Stevenson will be the new Dean at University of TN.
- SRPLN has not purchased her a gift for Dr. Hastings because she is still working.
- Galaxy will be Sept 16-20, 2013 in Pittsburgh, PA

Beverly Samuel USDA-NIFA Update

**Update**  
**USDA National Institute of Food and Agriculture**  
**Division of Family & Consumer Sciences**

**Staff Updates:**

Brent Elrod is National Program Leader (NPL) for Strategic Partnerships. He will be working to develop funding streams through other agencies to support Family and Consumer Sciences programs through USDA National Institute of Food and Agriculture.

Aida Balsano is NPL for Research and Evaluations. She will work with Family and Consumer Sciences stakeholders to enhance evaluations of programs. Please feel free to share with her state reports and other pertinent information about impacts in your state or region. There was discussion about the importance of reporting FCS impact data in the state Plan of Work. NPLs glean information from the POWs and information submitted in grant reporting systems to respond to request from high level and senior leadership.

Susan Shockey-NIFA NPL for Family and Consumer Economics will participate in a 6 Week Detail, February 24 –April 5<sup>th</sup>, with the new Consumer Financial Protection Bureau (CFPB), Office of Financial Education, Division of Consumer Education and Engagement located near the US Treasury. During the Detail, she will be working to finalize an educational and research proposal started earlier this year with CFPB which includes the Land-grant Universities and Cooperative Extension System Family and Consumer Economics partners. She will provide leadership in writing a White Paper to be published April 2013. The topic of the White Paper is

“Offering Family and Consumer Economics to Students in K-12” with Director of Consumer Financial Protection Bureau, Richard Cordray.

### **Family and Consumer Sciences Portfolio**

NIFA Family and Consumer Sciences staff has completed the Family and Consumer Sciences Portfolio.

Model programs in the FCS Portfolio focus on NIFA investments in new knowledge to understand how people can improve their well-being and quality of living, while functioning in a family, farm, community, regional, national, and global context. Through strategic and effective collaborations among federal, state, and local agencies, the FCS Team advances NIFA's mission of *Leading Food and Agricultural Sciences to Create a Better Future for the Nation and the World*.

The FCS Portfolio focuses on the following 5 goals:

1. **Enhancing nutrition, health, and wellness**
2. **Enhancing quality of home and community living**
3. **Supporting healthy child and family development**
4. **Increasing financial capability and consumer decision-making**
5. **Advancing rural communities, farms, and economies**

Overall, the FCS Team works with staff across NIFA programs and sciences, as well as the federal enterprise, to address grand societal challenges through enhanced understanding of the human and social dimensions and impacts of NIFA scientific endeavors.

### **NIFA DFCS Federal Strategic Partnerships**

In keeping with the Economy Act and other relevant authorities, USDA NIFA engages in cooperative reimbursable arrangements with other federal agencies to promote shared mission activities that benefit the public good. While partnership interests may also include collaborations with the private sector such as foundations and for-profit businesses, or non-reimbursable relationships where Federal entities jointly contribute funds, DFCS emphasizes developing opportunities with other federal agencies that lead to reimbursable agreements for research, education and extension in alignment with the REE Action Plan, NIFA's strategic priorities, and the Joint Committees on Planning principles of partnership. NIFA's DFCS has a long history of successfully administering such agreements, as measured in programming efficiencies, effectiveness and impacts. DFCS manages an extensive portfolio of reimbursable research and extension awards, and has a variety of collaborative efforts in development.

**ACTIVE**

Department of Defense

- The [Military Extension Partnership](#) supports service members and their families in their communities through workforce development, community capacity building, and strengthening the child and family programs that serve the military.
- Fiscal Year 2012 funding for DoD projects totaled \$12,501,160. FY 13 Projection: \$5M

### U.S. Army and Air Force

- FCS administers research projects funded by Air Force Family Advocacy Program, AF Psychological Health and Traumatic Brain Injury, and extension initiatives funded by Army Family Advocacy Program.
- FCS also administers funding from Army Garrison Level Commands that support Extension educators on bases at Forts Bliss, Hood and Sam Houston in Texas and Fort Drum in New York. Programming promotes family life skills education, including financial security, healthy relationships, and child nutrition.
- Fiscal Year 2012 funding for Air Force and Army projects was \$6,256,840.
- FY13 Projection: \$5M

Several other projects are under development for FY13.

### **FCS Branding and Communications Plan**

Organizations of the Family and Consumer Sciences Alliance have developed an international Branding and Communications plan to clearly communicate the value of the family and consumer sciences field, as well as an icon that conveys the essence of the field. FCS professional associations and national/federal groups currently participate in the branding efforts, including:

#### *Associations*

- American Association of Family & Consumer Sciences (AAFCS)
- Association for Career and Technical Education (ACTE), FCS Education Division
- Council of Administrators of Family and Consumer Sciences
- Family & Consumer Sciences Education Association (FCSEA)
- International Federation for Home Economics (IFHE)
- National Association of State Administrators of Family & Consumer Sciences (NASAFACS)
- National Association of Teacher Educators for Family and Consumer Sciences (NATEFACS)
- National Association of Teachers of Family & Consumer Sciences (NATFACS)
- National Extension Association of Family & Consumer Sciences (NEAFCS)

#### *FCS-Related Youth Organization*

- Family, Career, and Community Leaders of America (FCCLA)

#### *Government*

- USDA, National Institute of Food and Agriculture, Division of Family and Consumer Sciences

Branding and Messaging Toolkit Available on the AAFCS website [www.aafcs.org](http://www.aafcs.org) (search Brand)

### **Master FCS Volunteer Program Piloted**

NIFA DFCS is working with Montana State University on the development of The Master Family and Consumer Sciences Volunteer Program in Phase 2. This program will be launched as a national initiative at the Galaxy Conference in September. The purpose of this program is to build capacity for Family and Consumer Sciences through volunteer development. A model program will be presented that can be replicated in all states. The core program contains 12 lesson related to Cooperative Extension, Leadership and Public Policy, Marketing and Branding. Modules include:

#### **Module 1: Cooperative Extension**

- Cooperative Extension History
- Family and Consumer Sciences History
- Family and Consumer Sciences Volunteers
- Core Areas of Family and Consumer Sciences

#### **Module 2: Leadership and Public Policy**

- Effective Communication
- Diverse Audiences
- Facilitation Skills
- Resource Development

#### **Module 3: Marketing and Branding**

- Branding Family and Consumer Sciences
- Value of Family and Consumer Sciences
- Value of Volunteers
- Telling Our Story

### **EDEN International Work**

NIFA DFCS supported Extension Disaster Education Network in development of an International Membership agreement with Bicol University in the Philippines through the NIFA Visiting Scholar Program. This international membership is a 3-year pilot, which will be a reciprocal relationship in sharing information on disaster preparedness, response and recovery.

Beverly Samuel is serving as one of the two liaisons for Extension Disaster Education Network from National Institute of Food and Agriculture. The 1890 institutions are encouraged to take an active role in EDEN to address disasters.

### **Healthy Homes Initiative**

NIFA DFCS Housing and Community Living NPL reestablished the Healthy Homes Interagency Agreement (\$325,000) with Housing and Urban Development. As a result, the National Healthy Homes Program Coordinator was continued at Auburn University and 13 states will receive funding through mini-grants to support this initiative.



- The Healthy Homes Initiative supports research, education, and extension programs that increase home health and safety, improve family health, and build stronger communities.
- Fiscal Year 2012 funding totals \$325,000, with one year option for renewal.

### **State Energy Extension Partnership**

NIFA DFCS provided leadership in assisting the State Energy Extension Partnership (SEEP) in developing the Memorandum of Understanding between USDA and Department of Energy. The goal is to enhance federal interagency coordination and build capacity for collaboration among the agencies and across public and private sectors. These efforts are to sustain programs and services for individuals, communities, land grant institutions, Cooperative Extension, businesses, state and local governments. The outcome expected is to accelerate the adoption of efficiency and renewable technologies and practices that achieve energy, environmental and economic benefits for targeted audiences. This initiative is being led by the SEEP and the NPL for Housing and Community Living is the Co-Chair of the team.

### **National Extension Energy Summit**

The inaugural National Extension Energy Summit will be held April 29-May 1, at Colorado State University in Fort Collins, CO. This summit is a collaborative effort of Montana State University, University of Wyoming and Colorado State University. To access the tentative schedule, visit <http://www.ext.colostate.edu/energysummit/agenda.html>

### **NIFA Grants**

Everyone was encouraged to visit the NIFA website often to seek grant opportunities. There was discussion about AFRI Grants and the group desired to have a webinar as an overview on these opportunities. It was recommended that the group contact Dr. Caroline Crocoll for more information.

The Smith Lever Special Needs Grants are now administered by Beverly Samuel, NPL for Housing and Community Living. These grants are for states or regions to address disaster education for areas impacted within the last 12 months by a disaster(s).