

Southern Region – PLN FCS Leaders meeting @ BoHS Youth Obesity Conference, Arlington, VA.
Wednesday, March 07, 2012



Crowne Plaza Hotel – Monticello Room
MINUTES

Roll Call: Jorge Atilas, OK (Chair); Krystal Smith, WV (Co-Chair); Caroline Nobles, TX, Ms. Dorothy Wilson, OK; Paula and Deb from North Dakota (guests); Jane Schuchardt, ECOP, Linda K. Benning, APLU; NIFA Representatives: Caroline Crocoll, Brent Elrod, Susan Shockey, Ahlishia Shipley.

NIFA Report:

The Assistant Directors/National Program Leaders were introduced to the group and there was a good number of representatives; attending on behalf of the institute. It was reported the at the time, there was not a Director at NIFA. Also this is an election year and pending changes at NIFA need to be extensively considered by the administration.

There is also a focus that is being directed towards Rural Prosperity and a possible vital center, which is pending. Sally Maggard retired and now Pat Hipple, will be leading these efforts from the FCS division and there will be an open opportunity for interactions with the rural development centers. The questions were also raised, as to how we can bring more resources to the rural development centers and where do the funding streams continue being sought?

It was stated that the Southern Region is so powerful that we must continue being vocal about what is going on within those states, parishes, and other municipalities. Also during this discussion, it was suggested the SRPLN, could have a lot of input on the new farm bill. Communicate with the Extension Directors and Cornerstone Government Affairs (consulting advocacy company with APLU's Board on Agricultural Assembly) or communicate consistently with an Extension Committee on Organization and Policy (ECOP) representative.

AFRI Listening Session- We highly encourage FCS to respond to the listening sessions. Program leaders stated that they are very controlled opportunities in those listening sessions. Dr. Ann Vail was asked to provide leadership with getting this accomplished. It was stated that it took \$40,000 for NIFA to post on the Federal Registry.

Also a question was raised, why other areas in NIFA are not being inclusive of FCS work?

Susan Shockey-

Talked about the financial literacy strategy and mymoney.gov. Discussed a recommendation to develop *Master Money Mentors* program. This would be in partnership with the Consumer Financial Protection Bureau. FNP staff have always wanted to conduct a financial management program. There must be two different legislations to allow the incorporation of such a program. In CA, Money Talk/Financial literacy programs were categorized as an asset for self sufficiency.

Beverly Samuel-

Reported about her area of Housing and Community Living, including the energy initiative and the healthyhomes.gov website. She also stated that there is an online Master FCS Volunteer Program being developed. She hopes that it will be launched in one year. She plans to share it at NEAFCS in Columbus, OH. Below, are some of the recommended components:

- Module to train volunteers
- History of Cooperative Extension
- History of Family and Consumer Sciences
- Better Volunteer Management
- On-Line component; lead is Virginia Tech
- Pilot in 1 year/then refine
- Wants to share with the SRPLN at 2012 NEAFCS in Columbus, OH.
- Background Assessments
- 6 hour program hours total

Brent Elrod-

The question was raised; could there be additional funding for the Extension Military Partnership. Mr. Elrod stated that DOD is in a critical position, with

looking for more external partners. Additionally, there may be new dollars in 2013 but at this time; the state of Virginia is on an up rise.

Dr. Caroline Crocoll-

Informed the attendees, there is an increase in the 2013 FY Presidential budget for USDA/NIFA

The question was also raised about what is happening with CYFAR. One program leader proceeded to convey that the overall mission doesn't seem like it is being supported or implemented as it has been in the past. It was stated that we would love to have the program under FCS but it currently rests under 4-H Youth Development. Dr. Crocoll went forward in response by asking: what direction does the Southern Region wants to go with this inquiry? The question was also introduced: has CYFAR lost its inroads at the grass roots level? Dr. Crocoll indicated, if there are concerns about CYFAR we should submit a letter to NIFA so those could be addressed. Dr. Atilis indicated that a letter would be prepared and submitted to the Southern Region directors to seek their endorsement before sending it to NIFA.

Further Comments:

- We (FCS-SR) have an opportunity to evolve.
- Dr. Crocoll was also asked by NEAFCS to write a Letter of Support for using the new FCS icon.
- Dr. Crocoll just received approval for each state to use the logo toolkit without approval.
- Ahlshia Shipley-Expressed that the Extension Risk Management funding, could possibly be available in May 2012.
- Rural Health and Safety Grant's FGO; should be released in April 2012.

Jane Schuchardt-

Has as current appointment with ECOP as Executive Director. In partnership with NIFA; the work is being done on behalf of the system. She went on to discuss strategies. She informed the group, how the ECOP leaders were selected and the purpose of those groups. Also she informed us, there were 3 representatives that have an appointment in each region across the system. Mr. Ron Brown represents the Southern Region; Dr. L. Washington Llyons, is the Northeast

representative. Linda Kay Benning represents the North East and Lyla Houglum represents the Western Region and Robin Shepard the North Central region. Dr. Schuchardt also mentioned that 1890 Smith Lever language does include FCS. She went on to discuss the difference between allocation and appropriation of funds. It was stated that advocacy work is a highly justification. She also says, be prepared to have impacts and reference statements prepared for the CARET Representation.

Jorge Atilas as the Human Sciences Liaison to ECOP, Doug Steel and Linda K. Benning will like to have ECOP focus on nutrition and health. Cathy Woteki, USDA Chief Scientist, is also pushing for Cooperative Extension to be the premier education provider for all USDA.

Schuchardt also stated that a session was conducted at the Agriculture Outlook Conference. The question was also raised about, what could ECOP do with emergency preparedness programming because EDEN has lost funding? It was stated that contact for discussion, should be made with Paul Coreil, Extension director in Louisiana.

Finally, Dr. Schuchardt distributed the new ECOP post card and took some time to discuss in greater detail. The idea was raised there needed to be a better emphasis on the family because there was nothing highlighting its significance in relation to the work of extension. She notes the dialogue accordingly and would move forward with conveying those concerns.

A few samples of the Southern Region PLN State Reports:

A. Vail (Kentucky)-Is alarmed about nutrition and health being left out of the current legislation. Family is being omitted in a major capacity and we are spending extreme amounts of time, focusing on health side. Potential dangers include losing the family's position surrounding national issues. KY is being forced to hire people with more health backgrounds and FCS backgrounds.

Kansas State is addressing the societal needs aspect. She stated that congressional delegation does not hear the FCS terminology opposed to community based programs. They have a broadband system in place and

cooperative extension has been asked to be the educators for professional development.

Announcements:

In the last week of March-College Station, TX-Public Opening meeting to be conducted. Dr. Ed Smith and Dr. Alton Johnson, will provide discussions for exploring outcomes for nutrition and health.

CFAR-Council on Food and Agriculture Research-150 Years; presentation for Cooperative Extension.

Strategic Sessions-Being provided by the National Extension Director's Association (NEDA).