

February 24-27, 2009
Southern Region FCS Program Leaders
Spring Meeting
Washington, DC

Tuesday, February 24, 2009—Water Front Centre

Welcome and opening remarks by Carolyn Nobles – Chair. Items distributed were the agenda and minutes of the last conference call. In attendance were: Carolyn Nobles, Evelyn Crayton, Anne Sorter, Karen Gehrt, Laura Jolly, Krystal Smith, Thelma Sanders-Hunter, Ellen Murphy, Nayda Torres, and Jorge Atilas. Joining us on Wednesday, were Bonnie McGee, Therthenia Lewis (University of Arkansas-Pine Bluff) and Marshall Stewart.

Colien Hefferan, Administrator, CSREES, provided a welcome and overview of the organizational restructuring going on in Washington as a result of the new Farm Bill. CSREES will transition to NIFA and AFRI will be the new competitive grants program.

Ellen Murphy moderated a panel discussion featuring the new acting director and 3 of the National Program Leaders (NPLs): Caroline Crocoll, Acting Director, Nutrition & Family Sciences; Etta Saltos, NPL for Human Nutrition Competitive Programs; Jan Singleton, NPL for Food Science and Food Safety; and Joe Wysocki, NPL for Housing and Indoor Environments. Each presented an overview of their programming area, highlighting key initiatives and the funding opportunities available.

Following the break, Deborah Sheely, Deputy Administrator, Competitive Programs Unit, provided an overview of the funding opportunities at USDA, highlighting the programs pertinent to the Human Sciences.

Helen Chipman—EFNEP/Snap-Ed update:

- Integrated system moving towards a web based system. University of Georgia working with Helen to gather data from 2007-2008.
- EFNEP, NEERS, EARS—trying to see where the gaps are and the overlap of current platforms. Several areas: youth data collection, intended consequences—positive and negative; themes emerged—“are we on track”. Four short surveys went out—editing summary report from group. Chipman will take it back to her agency—to determine negotiations with university to maintain and support the system. The system needs are above and beyond the agency needs.
- She indicated that Colien is supportive of this initiative.

Jorge asked about the potential for using eXtension. Helen expressed a concern—quality of data and integrity of data.

- EFNEP Policy Taskforce- peer recommendation suggested outside reviewers. The initial action was to get a reaction of the policy currently in place: “What were the concerns?” Definition of procedures and policies were interpreted differently; “What are our core values in developing policies?” The establishment of core values is most important.
- EFNEP Coordinator meeting-Group worked on celebration. States should handle their recognition based on their needs. Planning committee for the national EFNEP conference refined its approach based on economic times.
- Nutrition advocacy—start thinking about EFNEP and helping other agencies understand it better. It was suggested that program managers and educators mention EFNEP as much as other programs. The challenge is to make sure EFNEP is visible, especially in light of other nutrition programs.
- Helen mentioned that the assessment was coming up for vote by the Extension Directors in June. Our group wanted more information on how the assessment was being used. We put together a list of concerns we wanted Helen to address so we could advise our Directors with factual information as to how the assessment would be used. There appears to be resistance among some states about paying the assessment as the money has been redirected from its original intent.
- EFNEP-FGO (federal grant opportunities)--Because of farm bill the release did not occur at the time indicated. Will be required in the future; however, budgets and justifications were required. In July the initial update and budget will be due, prior to the new fiscal year.
- Funding released a week or so ago. Third and fourth quarter will be based on actual allocation. Change. Budget justification, letter of intent, need to come in on time.
- FGO was due by 20th of this month. Only one university has not submitted.
- State EFNEP Coordinators reported that external funding is occurring. Five states have worked with Blue Cross Blue Shield to attain funds. There are opportunities to expand our financial portfolio for reaching low income clientele. Please see (Georgia, OK) for programming ideas with external group funding possibility.
- Alluded to the need to keep State Extension Directors informed. Updates can only go so far. How can we keep the decision makers informed about SNAP-Ed? Helen reported that during ECOP the directors discussed doing a survey to

determine if assessments will be continued. Directors don't know what the money is for—so we have to help them understand the benefits.

Karen G. indicated that we may need talking points on what the assessment is being used to do so we can articulate the need for the support. It is not necessarily understood. What are the potentials for building relationship? She recommended that we send back to Helen what resonates with our Directors so she can craft the information that would be helpful in articulating the message of the importance of the assessment. Karen Gehrt stated that the EFNEP model should be in the forefront. Be able to articulate why that model is important.

- Helen indicated that progress with partners is occurring. Webinar with other agencies will occur. She indicated that when she talks about SNAP-Ed with FNS she also discusses EFNEP. If we are to be successful we have to work across lines.

There was a discussion with OMB – about time and effort certification - not going to change. There is a need to continue to think about what is reasonable.

- Through the utilization of the SNAP-Ed assessment two seed grants were given to University of Tennessee Extension and Ohio State University. First time—strengthening program and evaluation. Directors wanted to see impact. Purpose was to use money for research in support of programs. They wanted something that had broader application and could be replicated.
- There also is a need to work on communication. Something for FCS administrators to work on. The challenge is that communication is like policy—broad terms.
- Stepping back to do an environmental scan for SNAP-Ed. They will put together something on what they find.
- Funding- Amazed that the two programs are doing as well as they are. \$66.1 million (EFNEP) right now. This is higher than last year for low income nutrition education. This is where house and senate are now—conference committee.

No capping at federal level. However, one state was unable to increase funding this year. Not to be concerned—she does not think that this will happen throughout the system.

Financial Crisis:

Jim Terry made the presentation representing Jane Schuhardt. Barbara O'Neill participated via conference call.

Jim provided information on the Extension response to the financial crisis. Jane is leading this effort to provide timely and important information on managing in tough times on the eXtension website.

Barbara O. presented the State of the Union Address: The Status of Financial Literacy in 2009.

Now is the time for financial education – this is not just a perfect storm but a perfect tornado. Record low personal savings rate (below 3%). Avg. credit card debt increasing rapidly (from Bankruptcy rate continue to be high. Steadily climbing back up.

Knowledge test to determine financial literacy. Jump Start did a survey last year. First time means score dropped below 50%. Thought that it went down because the market was pretty volatile. Noted that younger generations are not paying their bills. 1 in 10 renters don't have renters insurance. 39% have 3 months in income savings. Universal default has become an issue (this is where companies penalize you through increasing interest rate-when you fail to pay on another credit card even though you are current with them. No retirement savings is another issue. The nature of investment risk is an issue now. Under-Appreciation (Denial?) of the financial impact of poor health habits.

- Discussed “tools of mass instruction”-multi prong approach (blogs, podcast, face-to-face) with preferred methods of learning. Build demand for programs.
- Financial Literacy- Ability to use and know skills needed to manage resources effectively for lifetime financial security. Interdisciplinary program—“Small Steps to Health and Wealth” –is an interdisciplinary program focusing on changing related aspects of behavior.

Ellen Murphy reported on the ECOP Initiative--Call to Action for Financial Literacy—Managing in Tough Times. Ivory Lyles led discussion at ECOP. We will prepare staff to deliver financial education in tough times (joint initiative between ECOP and Coop. Extension). Online training on Managing in Tough Times.

Nayda Torres said that a psychologist and family economics staff are working together on financial education in Florida to assist their staff with this issue. Georgia has something for their employees.

Shirley Gerrior, NPL, Human Nutrition Research and Extension Families provided a nutrition update for the group.

- Distributed information on Nutrition and Health. Discussed the various roles of those PL in Nutrition. Discussed her role. Distributed program guidance for Exercise Sciences. Discussed committee working with Nutrition Health Committee for Program and Guidance.
- Discussed American on the Move-this is a national way to look at our Walking programs. There is an Advisory group- representatives from each of the state; regular training on database and materials. Anyone can participate at any time. Jorge asked how data from other state walking programs outside out of American on the Move is being collected. Discussion incurred and Shirley indicated she is opens to capturing this data.

- Parks and Recreation—partnership—looking at public land and getting people active. MOU with this group. (see handout)
- Other federal partners have contacted Shirley about ways to get out their message (Nat'l Institute on Aging; Food and Drug Admin –national materials for Women's Health; American Heart Association-potential partner for potential with Alliances for a Healthier Generations with 4-H Youth (early talks).

Multi-state noncompetitive research project (opportunities to work together that would not usually have an opportunity to do so). This project is usually funded through research collaborating with the experiment station or other sources within university.

Group discussed Priester Conference, Mississippi in Motion, Listservs, etc.

Cooperative Extension Curriculum Project--Jorge Atilas reported on CECP—It is being transitioned to eXtension.

Jorge provided an overview of the modules. Also the status of proposals to develop core competencies and model. Larry Lippke has CECP modules. CECP is being renamed "I Learn" and will be the Professional Development platform within eXtension. Dena Wise replaced Sue Bailey and assumed the position of interim chair. Bobbi Clarke has developed seven courses for Health. One lesson is ready for internal review. Sharon Robinson placed dietary guidelines module on eXtension. Marriage and Parenting is ready to go.

Wednesday, February 25, 2009—Melrose Hotel

Group members shared with new people outcomes from the previous day meeting. Each member gave highlights of their reactions to the discussions with National Program Leaders.

Ellen suggested that we submit to the directors as an action item-multistate professional development meeting. Bring all of the National Program Leaders together with our state specialists for interaction and update on programming.

It was also stated by Nobles and Murphy that we should encourage our state faculty and county educators to apply to be peer reviewers and the importance of serving on the review panel. This was a great experience.

PLN Update

Leadership Rotation--Carolyn indicated that the rotation process-guide that is in place is not working. There was a discussion at the last PLN meeting that this was discussed previously. We need to have in place an 1890 Vice Chair. We need to move forward with this because the original rotation plan has not worked. It is critical that the next

person in the role should be someone who attends the meeting and is competent and interested in providing leadership to this group.

Nominating Committee: Nayda, Thelma, Karen (1890 Vice Chair and 1862 Chair)

Mentoring and Succession- discussed how we can move that along. What are we doing about the process? Assistance was asked to help guide this initiative. Thelma and Carolyn will work on this to start the ball running. We need to start mentoring people—one way is to seek additional funds to bring with us to the fall meeting as an entrée to the administration of programs—introduce them to this group. Carolyn indicated that she hoped to have a report during the next conference call. Send Carolyn recommendations and concerns.

Another item is building a stronger relationship with 4-H. We need to address this item and have not been really successful with this issue.

We need to try to align opportunities at existing meetings for state staff to have interaction with national program leaders. Contact Caroline to see if the program leaders will meet during NEAFCS. Evelyn suggested we align a meeting at NEAFCS and have CoP contacts to work on having a combined meeting. Discussed CoP and the individuals who will contact to see if they are willing to attend this meeting. Asked that the CoP leaders: Better Kid Care; Family Foods and Fitness; Food Safety, Financial Security; Just in time parenting; Housing; Family Caregiving. Date to report back on the plan --March 23 to report on conversation of our outcomes with CoP leaders as to their willingness to assist in bringing people together. Also national program leaders and their group to discuss items of importance. Plan 2: Everyone comes to Washington, DC. to meet with national PL.

Health Disparities Conference-2010 was the projected date. Committee established for our Plan of Work. Group discussed whether we need to remove this from our POW.

Thelma suggested combining numerous smaller conferences and hosting one large Human Sciences Network Conference in the future combining obesity conferences, Priester, SERA, 21st Century, Caregivers Conference, etc. to better leverage declining resources. Evelyn indicated that she would be willing to host the meeting in Mobile, Alabama. Committee needs to discuss how to merge this effort- Sortor, Krystal, Evelyn, Thelma, Gail Hanula (Georgia), Katherine Cason (SC)

Thelma:

We need to address PLN rules and attendance. The policy is written in the bylaws.

ECOP report

Ellen represented Jorge and the Board on Human Sciences at the ECOP meeting in New Orleans. She discussed the leadership training provided to Directors at this meeting based on the book, the "Oz Principle". Tony Bridwell did a presentation. Paul Coreil, Chair of ECOP outlined priorities of ECOP:

FY09 budget—been operating on a continuing resolution. Omnibus bill passed. Budget committee FY 2010, Smith Lever 3 B C funds, extension, AFRI—for funding Oct 1 projected passage. FY2011 –plan to use issue based approach to increase funding. Developing new staffing plan for ECOP staffing—will have only one national staff person—regional directors will need to take on more responsibilities.

Marketing and Communication task force-Paul Coreil, chair; Financial Crisis Call to Action—Ivory Lyles, chair (Jane S leading the effort); SNAP-Ed assessment voting in June.

Caring Hands report

Bonnie McGee gave Caring Hands report. Asked for updates on Master List of participants and gift assessment. Carolyn asked Bonnie to send Jane S. a card; her father-in-law passed away. Discussed the right names for the list. Delaware should be removed. Notes will go to those who have not paid in 2009. Email Bonnie or Carolyn with information on retirees, illnesses.

Carolyn- Discussed the agenda items for the August meeting in Orlando, Florida. Discussed how we can work effectively with other groups (such as 4-H)—under the areas of (energy/economics, health, education). Marshall will talk with Mark (Chair of 4-H section in PLN). Education—strategies and transfer of knowledge—learning theory (Dr. Lewis will try to find a name for a speaker. Marshall suggested that Program Leaders have an opportunity to discuss what is going on in states—Program Highlights of State programs (make it interactive); have highlights from meeting with national program leaders (exciting recap of spring meeting); Dean for research on proposal writing from Florida; Marketing FCS; Interactive activity (OZ Principle --Ellen- take leadership for finding a person to conduct this program at August meeting.)

The next FCS Program Leaders conference call is April 23 8:30 AM (CST).

Southern Region FCS Program Leaders meeting concluded at noon to join the Board on Human Sciences Luncheon and Work Session.