

## **Minutes of the PLN Middle Managers Subcommittee**

**Nashville, TN**

**August 20 – 22, 2013**

Tuesday, August 20, 2013

Present: Danny Peek, Doris Heath, Darrell Dromgoole, Charlie “The Bobcat” Vavrina, Jeff Young, Rosalind Dale, Bobby Fletcher, Connie Heiskell, Claude Bess, Sharon Reynolds, Jannie Carter, Demier Richardson, Cyndi Marston, Laura Johnson, Dee Cooper, Patricia Knight, Louise Moore, Anna Smith, Brian Callahan, Patrick Colyer, William Hodge, Blake Lanford, Sheri Schwab, Joanne Milan, Celvia Stovall, Martha Sartor, Millie Davenport, Amy Smith, Joe Schaefer, Carolyn Williams, and Dan Goerlich.

Opening Remarks and Introductions – Vavrina

Charlie welcomed MM’s to the meeting, which commenced at 3:25p.m. MM’s introduced themselves to the group. He passed around the MM roster to verify information.

Laura J. delivered an announcement on behalf of Greg Price, who is recovering from surgery and therefore unable to attend the meeting. Charlie extended the group’s best wishes to Greg.

Cyndi announced that Lonnie Johnson has been promoted to Senior District Director and was unable to attend the meeting due to a conflict. She introduced Doris Heath, Virginia’s new Southeast District Director.

Leadership Selection Committee

1890 and 1862 PLC Rep. Both reps will be rotating off in the next two years.

MM – Need a secretary for 2014. Charlie described the rotation. Three year rotation: Secretary, Vice-President, and President. Jeff Young volunteered to step into the Secretary role. Committee approved by voice acclamation. Thank you, Jeff.

Report from PLC Representatives – Nobles and Sartor

Martha reminded the committee that action items are due by tomorrow afternoon by 3p.m. Every other year there is an MM conference. Last year there was a suggestion to explore conference locations other than the traditional three. She invited states to seize the opportunity to host in 2015 and 2016. SRDC does the contract and handles the meeting. Otherwise, rotation will be Fort Worth (2014), Orlando (2015), and Nashville (2016). Every December PLC rep helps plan the conference....please provide input into the conference content, theme, and schedule!

Charlie asked for discussion. One request from the leadership is that it should be possible to go through Atlanta to get to the meeting. Sheri will look into possible locations in NC, but cannot commit at this time until further information is identified. Charlie – most work is done by PLN committee.

#### Report from Administrative Advisors – Stovall and Cross

Celvia – Sonny Ramaswamy is requesting input on proposed strategic plan. AEA will be discussing strategic plan to provide feedback by end of August. Sonny expects a cooperative working relationship between teaching, research, and extension. All Extension professionals must understand programming process and impact reporting. Administrators will conduct an academy for Extension professionals in this area...year long experience with three face-to-face meetings, follow-up, and mentoring. Would be offered every 2-3 years if successful. Farm Bill – amendment to provide additional funding to Morrill Act. Could open up potential for any University to apply as 1890 land-grant university. Would potentially have implications for entire land-grant system due to diluted funding from one funding source. 1890 research and deans have begun to investigate celebration for Morrill Act anniversary. Celvia reviewed personnel changes. AEA upcoming meeting, Charleston, SC - January 27-30, 2014.

Charlie asked for clarification on how MM's will provide input to Sonny. Celvia - will take place at ASRED meeting and AEA meeting.

#### Financial Report – Schwab

Balance is \$9,853.45 - no expenditures since the last year's conference. Charlie – what do we take funds out for? Sheri – no expenditures in the past two years. Account insures funds are available for speaker support, travel, overrun in conference expenses, etc.

#### Galaxy MM Meeting – Schaefer

Have 58 registrants for MM 1 hour meeting at Galaxy. Did anyone register for Galaxy, but not see the meeting opportunity? A few did not see it. Cut-off is around 60. Joe will send out a follow-up e-mail for agenda items. Has received some input already: Michigan – advanced reporting system, but presented with challenges related to CR and affirmative action in that system. Others would like to create a nationwide DED list. Joe – perhaps come up with five critical issues, and steps that would be necessary to resolve them in a manner common to all. Date and time: Thursday, September 19, 9:00-10:30a.m.

#### Review Schedule for the Week

Charlie reviewed the schedule for the week (Attachment 1).

Ahead of Schedule, group moved into Old Business

#### Urban PLN Pre-Conference

Connie – Urban Preconference program yesterday afternoon on relationships with the media. Had a panel including reps from Channel 5 in Nashville and others. Was a quality session. About 50 attendees. There was a charge this year, which was a new feature. Concerned that the three traditional host states

may get worn out with hosting pre-conference events. Charlie – explained why there was a charge this time. The registration fee served as incentive, cutting back on no-shows, and providing funds to offset charges from host site. Martha – SRDC observed that we must charge enough to cover costs.

#### Building an Urban Network of Extension Workers

Joanne – Distributed report from Urban Task Force (Attachment 2). Opportunity to exchange ideas and engage in dialogue, which has been helpful. There have been four sessions: eXtension event on social media attended by 150; engaging Hispanic audiences attended by 37; securing external funding, and; interdisciplinary programming – centered around urban ag and local foods. 77% of the Southern Region participated in at least one discussion. Urban programming Wiki (Attachment 3). Feels there would be a lot of value in a website that had samples of reports, evaluation documents, etc. for sharing. Charlie thanked Joan for her work in this area, and called on the committee members to support her work.

Joanne – Is anyone using the Collaborate system? Tennessee and North Carolina are using this. Sheri – it works pretty well. Joanne – it is very easy to use. We're looking for a medium that can serve as a platform for all southern states to provide archiving of our quarterly Urban offerings.

#### Work with CRED Committee

Sheri – Tried to meet several times, gather information, conduct survey of existing programs...it took a lot of the initial effort to populate the spreadsheet. Worked to get fundamental piece in place before moving on to the next stage – MM conversation. Charlie reviewed how the conversation regarding CRD came about...CRD group came to MM committee and asked us to help elevate their visibility within PLN. Sheri - Conversation has started, in NC we expect certain level of CRD skill set from all agents. Our approach is - what do all agents need to know in order to better support interdisciplinary work in this area? Charlie – Florida long range plan indicated that CRD would be a new thrust, but do not have specialist support. There is interest in Florida. Looking at utilizing CRD resources from around the Southern Region if available.

#### 2013 MM Conference

Louise – had a successful meeting. We were glad to host MM's there. Jeff – conference evaluation showed 90 to 95% of attendees that were satisfied to very satisfied. Louise – format was successful. Claude – It was great. Charlie thanked Kentucky for hosting.

#### Enhancing Productivity of MM listserv

Charlie – Newsletter reaches more people, potentially, than the conference calls. Feels that MM's have done a better job communicating this year. Point person is intended to help facilitate dialogue / touch base with colleagues when they do not respond to listserv prompts. Connie – how often does the newsletter come out? Charlie – have published four issues. Charlie will volunteer to serve as the newsletter editor for another year...anticipates producing on a quarterly basis, but four to six per year would be the target. Content comes from MM's. Would like to focus on substantive issues. Laura – new agent training, advocacy / advisory groups are potential topics.

## eXtension Conversation

Larry Lippke – Main purpose today is to have a conversation to answer questions about eXtension. Bring group up to date on continued changes and improvements. Most recent is public website [www.extension.org](http://www.extension.org). Used outside consultant to redesign website. Encourage MM's to navigate the site. In the past year have worked on the Ask an Expert system quite a bit. Conduit through which the public can ask questions of Extension. Matches question with an appropriate expert. Ask an Expert continues to grow. Version 2 rolled out this year with enhanced capabilities. Upgrade in underlying software has been another change. Also have improved ability to create ad hoc work groups. Continue to look at assisting institutions with production and sale of mobile apps. CHS Foundation has provided \$150,000 to support creation of a 'women in agriculture' network. Particularly interested in seeking ways that eXtension can assist various institutions with implementing the eXtension tools? What needs exist in southern states that eXtension can help address? Not every state has to reinvent the wheel. Suggestions for how eXtension can address multi-state collaborative needs are welcome.

Dan Cotton – National eXtension conference is in March 24-27, 2014. Focus on engaging audiences and working in this space. Encouraged committee members to attend. Reviewed website design and features of the site such as Ask an Expert. 50 to 60% of people asking questions through eXtension are new to Extension. Looking at developing a "MOOC" (Massive on-line course). "Learn network" – location for webinars. If states begin to post and share webinars we would have a national cooperative extension network that any one of the Extension systems can use. One search - [search.extension.org](http://search.extension.org) - lists the information housed on every Extension server in the country. eXtension is yours, and your institution pays an assessment to belong.

Questions – Jeff – can eXtension identify a common web conferencing tool and make it available for all Extension systems to use? Dan C. – majority of eXtension webinars have been facilitated out of Iowa State using Adobe Connect. That is one option. Dan G. – Can you compare and contrast Extension Answers with [search.extension.org](http://search.extension.org)? Dan C. use similar platforms. Extension Answers was supported by ADEC, but not sure who is supporting it now. Joe – what is the plan for evaluating eXtension with respect to its appeal to various generations? Dan C. – wet our finger, stick it up in the air, and decide what are the tools for the day. What tools are being used to access the content? Everything eXtension develops is mobile friendly. We try to keep going new, while making decisions about what we will keep up and running.

Charlie thanked Dan C. and Larry for their presentation.

Charlie concluded the first day's meeting at 5:04p.m.

Wednesday, August 21, 2013

Charlie called the meeting to order at 8:05a.m.

Strengthening Relationships at the State and Local Level – Darrell

In 2011 Texas hosted the MM conference with a theme related to this topic (relationships). This is a follow-up to that conversation...sharing ideas and strategies related to that topic. Darrell shared a story that emphasized the importance of relationships and telling our story. How can we share strategies and ideas to better communicate our message? Charlie – let's open dialogue on this subject. Charlie related a story about a SW Florida county that is considering defunding Extension. There was a disconnect with communicating Extension accomplishments to the county.

Claude – Oklahoma SW district began doing a two-page report to commissioners on a monthly, or bi-monthly basis. Idea behind that is to keep Extension in front of commissioners. If done more frequently, more likely we are to keep us in the front of their mind. That has been helpful with maintaining relationships. Reaction is typically “that’s great” or “did not know you did that.”

Darrell – Identify key decision-makers at the local level. If we know the person that knows our story and can communicate, it comes across better. Be proactive...before Extension ends up on chopping block. Identify a person in each precinct that can be provided with “talking points” to tell the Extension story.

Jeff – Another example of positive results that can stem from this. We hired our first county coordinator whose job was to maintain these relationships. There has been a positive effect on the budget.

(Speaker not identified) - Were encouraged to have our own meetings with decision-makers. We had a panel discussion with them. They prefer having casual conversation and/or short fact sheets over long documents.

Laura – Employee paid half by Association of County Commissioners and half by Extension to serve as liaison. Money well spent. Getting in the door to talk to them has been great.

Darrell – Each district takes turns sponsoring commissioners’ conference on an annual basis. Also provide the educational content. Great opportunity for dialogue...led to requests for more. Each district receives seed money to start the program. Rely on registration fees to support the meeting otherwise.

William – Small town newspaper has been our savior. Increased presence in two counties by highlighting accomplishments in the local papers. Local paper is heartbeat of small rural community.

Ben - Telling our story is great but we need to have a story to tell. We need a better process to deal with mediocre performers. It is tough to make our case with county commissioners if an office has mediocre performers.

Charlie – Starting to get county managers attending Gateway meeting after four years (gateway to U of Florida resources).

Sheri – In terms of sharing resources, perhaps an eXtension community of practice on subject matter. Sheri agreed to follow up with Kentucky session presenters on posting resources related to this topic. Charlie agreed not to volunteer Sheri for things in her (excused) absence.

Charlie – Interested in a focused newsletter article on this topic. Asked those that participated in the discussion thus far to summarize their thoughts for an article.

Alberta - We put together a one page report covering all program areas that is distributed to the people. Clients and Extension users carry the message.

Charlie – Has anyone been successful with sustaining relationship rather than fits and starts?

Sharon - Turnover complicates matters. We do not have formal training in this area in Arkansas. We have to continually train and that takes time.

Sheri – We will be improving our use of the Extension advisory council. Try to reinforce through regular business practices. Create an organized approach over time. People have a better idea what they are supposed to do.

Alberta - Make sure it is clear that we are not “lobbying” necessarily, but educating.

Darrell – We have an obligation to report to stakeholders, legislators.

Danny – Counties invite local governments in for an appreciation meal with highlights from folks in the program area.

Cyndi – Sometimes the press is there, and also use that as a method to invite local legislators. Schedule meeting in conjunction with a board meeting. Offer a meal. Client will often provide a brief program on how Extension benefited them. Conduct once or twice a year. Meeting might be at breakfast, lunch, or dinner.

Jannie – Conducting listening sessions in conjunction with sharing sessions to stay connected and do needs assessment. Listening sessions are held annually. Each county is expected to do one.

Patricia - Mississippi conducts a luncheon for the board members once a year. Most rural counties have a solid relationship with the board.

Blake – Do reports in every county. One of the more effective things we do is a legislative appreciation dinner. Jointly host a yearly social. Invite farmers, influential folks, legislative and county delegation. Offer a dinner. 4-Hers and FFA youth participate. It is important to have those conversations. In a rural area, everyone knows each other.

Joe – How many states have organizations / associations for county commissioners and/or administrators?

Laura – Georgia has this. County agents association goes to the County Commissioner conference and serves a meal. Good opportunity to visit. Most counties send a few reps to this meeting. It takes place twice a year.

Darrell – We have regional and state-wide associations.

Charlie thanked the group for the discussion. Would like to run a newsletter on strengthening relationships between Extension and county / state level elected officials. Would like the committee “point persons” to coordinate the effort in each state. Mid-October delivery date. Charlie will follow-up.

#### Urban PLN Conference

Charlie – The next one is in Texas. Darrell – One idea is to have a roundtable, facilitated discussion to talk about recruitment and hiring in urban city / county offices. Identify common issues to region. Build the results into our plan of work? What are some of the true challenges and solutions that can move urban Extension to the next level?

Joanne – This would be a great time to engage in conversation with the larger group.

Darrell – Timing, quality of program, partner involvement...there were a lot of unique things that made the program successful.

Joe – Like the direction this implies. Preparation, partnerships, etc. behind the scenes that makes an urban program unique and challenging...different than preparing a county program.

Charlie – Will put Darrell and Joan down on plan of work for Urban PLN Conference in 2014.

#### Admin Urban Network for PLN Urban Taskforce

Joan – We have had good success with the urban network. There is an opportunity to develop a network within the MM group to look at big picture issues and have conversations with USDA, urban universities, urban officials, etc. Interested in having a conversation with a group of MM’s to develop this concept. Greg Price was recommended. Bobby Fletcher has been appointed by LSU Provost to do this. Joe Schaefer and Jannie Carter also volunteered. Travis Burke was nominated. Rosalind volunteered as well.

Charlie – With increasing populations in urban areas, the urban legislators are beginning to drive the legislative agenda. Losing rural voice in legislative branch <http://bigstory.ap.org/article/usda-chief-rural-america-becoming-less-relevant>. Not forgetting our agriculture roots, but still need to go down the urban pathway.

Joanne – Proposed that the subcommittee meet on Thursday if the MM group finishes early.

#### 2015 MM Conference

Blake – The meeting will be held in Charleston, SC. Currently considering potential host locations.

Charlie – Asked for volunteers to assist with program development, etc. KY contingent volunteered (Moore, Smith, Young).

(General conversation regarding how the plan of work often becomes focus of the meeting, and who conducts the arrangements. Who does the program, who arranges facilities).

Feeling is that the meeting will potentially be in the April time frame.

#### MM Newsletter

Charlie reviewed previous days conversation...he will continue to organize publication of newsletter on a quarterly basis: November, February, April, July timeframe (roughly).

Charlie reviewed point persons for each state: Jannie, Alberta (Sharon will take slot after Alberta retires), Laura, Louise, Bobby, Patricia, Sheri, Claude, Brian, Ben, Darrell, Lonnie.

Potential newsletter topics. New agent training. Dan – take a look at the Words of Wisdom document headings for additional ideas if necessary. Jeff – Succession planning. Joe – Hiring practices in general.

(Laura mentioned idea of suggestion box in county office building – how are we doing?)

Cyndi – We are starting the process of updating the MOU's. Urban localities want more accountability and measurable impacts written into the MOU. Being driven in part by the Virginia Municipal League.

Charlie – Looking at hiring from the standpoint of the characteristics / qualities of candidates that go beyond simply subject matter expertise. More flexibility in who we hire.

Darrell – Performance issues. How to address them. Counties that threaten to pull funding from Extension are characterized by offices with agent performance issues. Where there are high level performers, this is not an issue.

Laura – Cited research that showed many employees operate at 30%. At lower levels, they are released. One deterrent to higher performance - no compensation.

Joe – Moving toward expectations for mediocre performers. Provide recommendations, if agent does not follow through, reduce rating which triggers a process that includes reprimand. Has produced results.

Charlie reviewed the summary of newsletter topics (see above).

Connie opened discussion on MM committee night out and members discussed options. Charlie initiated a break at 9:25a.m.

#### Urban Agriculture Discussion

Dan / Michael Van Ness – Presentation on VCE relationship to Lynchburg Grows, and Virginia's Urban Agriculture Month Resolution. Van Ness attending from Lynchburg, VA through Adobe Connect.

(Danny Peek – VA, assumed taking minutes)

Charlie - passed around a card for Greg Price. Introduced Dan.



Dan- Introduced Michael, and asked Michael to share how his relationship with Extension has evolved over time. Also to share his experience working with elected officials. Michael is founder and Director of Lynchburg Grows <http://www.lynchburggrows.org/> . Dan shared Michael`s Bio.

Dan turned it over to Michael. Michael discussed Lynchburg Grows. Michael shared his beginning in this role and type of work. He shared his strong feelings for land trust. He worked with Game and Fisheries Department. Michael worked with NRCS and Soil and Water Conservation Districts. Michael has a passion for working with farmers that are cash poor and land rich.

Michael was frustrated with land trusts and their lack of benefit to the local land owner. In October 2003 Michael moved to Lynchburg to start a law practice. Lynchburg had high poverty areas. He wanted to help citizens with food security by trying to find a small tract of land for a garden spot for an elderly man and his group home. They acquired a farm to help disadvantaged people have the opportunity (land) to have a garden.

Michael tried to build a relationship with Cooperative Extension by reaching out to Don Davis local Extension Agent. Invited Don to serve on the board. Don contacted Michael to explain... he could not serve on Lynchburg Grows board because VCE considered this a conflict of interest. Relationship with VCE went downhill.

The desire was to use 2 acres of greenhouses to help them be sustainable. They began to reach out to local farmers for produce and partnered with 45 local farmers. This was used to help the local hospital have local fruits and vegetables.

New Agent, Kevin Camm built a new relationship with Lynchburg Grows. His first experience with Kevin was how enthusiastic Kevin was about ANR. Michael became an advocate for Kevin and VCE. Michael continued to speak with local legislatures about Urban Agriculture. Lynchburg was one of the first focuses for Urban Ag.

Dan asked Michael to serve on the State ELC, and Michael agreed. Michael shared that October been identified as Urban Agriculture month, and described the process used to implement and pass House Joint Resolution No. 758 designating October as Urban Agriculture Month in Virginia (Attachment 4). Michael was shocked that legislatures did not have an understanding or appreciation for Urban Agriculture.

Lynchburg Grows gained momentum and planned a two day Summit just for Urban Agriculture. Part of the conference will be for localities to learn how to get started with urban agriculture. Lynchburg Grows will share successes and mistakes they have encountered.

Kevin Camm currently serves on the board for Lynchburg Grows without being considered a conflict of interest. Michael`s goal is for Lynchburg Grows to become an Agriculture Research and Extension Center (AREC).

Dan asked if the group had questions or comments.

Jeff Young asked if Michael had noticed friction between other organizations. Michael responded that yes, VDACS and Farm Bureau felt left out, but Farm Bureau has since become a supporter. Politics, Money, and Territory seemed to be the issues that result in damaged partnerships.

Dan shared information about involving legislatures about the importance of Urban Agriculture. Michael agreed. Michael shared "you can accomplish the impossible if you give up the credit." State ELC is meeting in Lynchburg for the first time. This will be during Urban Ag Month.

Claude Bess asked if there was resistance in spending money on urban ag rather than traditional ag?

Dan talked about hypotheticals, politics, and perceptions of moving Extension resources based on population and representation. Rather than reallocate resources, Dan stated he is looking at innovative methods of funding for increasing VCE presence in urban areas.

Michael talked about Farm Bureau taking an active role to promote Urban Ag. They have a strong concern is addressing Food Deserts.

Charlie opened things up for a broader discussion of Urban Ag and how Extension is dealing with this.

(Goerlich resumes taking notes)

General discussion commenced on urban agriculture in the southern region. The following notes were typed in Adobe Connect to enable the guest speaker to follow the conversation.

Charlie - Florida has a small farm program serving five to 10 acre plots. In downtown Atlanta, however, folks will not even have one acre. In Louisiana, since Katrina, the city has begun to put in city garden plots.

We almost need to build a new constituency in urban agriculture. I don't know where I am going with this....let's open it up.

Laura (GA) - Dean's Advisory Council members will visit every urban legislator member in the coming year to discuss the importance of urban ag. Made a list and will follow through with contacts.

Darrell (TX) - I struggle philosophically with the urban ag notion. We have to recognize that we can't feed the world with urban ag. But, people live every day in a state of food insecurity. Is there a place for us to address that? We had a hugely successful urban food conference. Trying to figure out the balance between either or....it's either organic, or big ag. But it is going to take both. You will have to have the urban component, and we're going to have to have big ag. Our specialists always approach this as an either / or proposition, which is a big problem. It is going to take both. Relayed story about a backyard poultry program. The point of the program was not to "feed the world" with backyard poultry, but to raise eggs for the family to consume. Specialist giving the presentation missed the point of the program. At least six states have above 15% of population living in food insecurity.

Cyndi (VA) - talked about specialist / agent exchange program where the specialist will visit the field and learn about the agent job, and vice versa. One of the things we need to work on is to get specialists to understand the importance of the urban ag program. The residents of urban areas will be voting about Extension's future, funding, etc. down the road.

Darrell (TX) - Our commodity groups, if we did the right education with them, would be willing to work with us to address food insecurity in the inner city.

Cyndi (VA) - I think Farm Bureau gets it. Many people that are members want the insurance, but are not farmers.

Jeff (KY) - There is also the issue of a more well to do upper middle class wanting local food. How do we get food flow into an urban area (local food) so it is not trucked in from CA for example.

Louisiana - have a lot of school gardens, but we are not promoting them as urban ag. We are approaching this from the nutrition standpoint, exposing them to vegetables that they don't eat. Giving them a more nutritious lifestyle, addressing obesity. That is what our legislators respond to. They value the program because those are their values and address the issue. We don't make agriculture the issue...they could care less about agriculture. But agriculture is the vehicle to addressing the issue. We engage them from the standpoint of healthy lifestyle and community building.

Darrell - Need a food policy, not an agriculture policy. Everybody understands that they need to eat, whether or not they understand agriculture.

Charlie (FL) - state health department used to pay for indigent health care, Governor has pushed that down to the local level. It is a great expense for the county. They are looking for how to take care of some of those costs. They are asking Extension how FCS can help from the preventative side...talking to low income populations about how to improve health and reduce medical costs. The food desert issue has hence become a more important issue for us. We need to talk about the nutrition issues because they resonate with the legislators. We need to talk to 4-H about community building....to ag about produce left in the field. This is a tremendous opportunity for Extension.

Ben (TN) - Governor has challenged state to double ag receipts over the coming decade. Realized quickly that they are not going to do that through traditional agriculture. There will be a coming movement in local foods, non-traditional agriculture, etc. Extension will have a big role to play in that. We haven't typically hired people in this area. A lot of people in the urban area will not eat the vegetables if they do not know how to cook them. We are doing cooking classes at the Farmer's Market to assist with this.

Charlie - Growing traditional foods that are eaten by the population is an important consideration. Meet them where they live, rather than trying to get them to eat things they are not familiar with.

Sharon (AR) - We have a few communities with tension between Extension and CSA's. CSA's are really big in some areas. We have many big poultry producers, so there is also some tension between that and backyard poultry.

Alberta - FCS agent comes in on specific date and does a food demo. In other areas, VISTA or Americorps volunteer assists with the urban garden. Finally got Farmer's Market developed to point where growers can use it.

William (AL) - We engage with the downtown revitalization committee. Put in an urban farm right down town. It is part of the walking tour, produce is used in downtown restaurants, has increased lunch time crowd, conventions, etc. In the waterfront district. You would be amazed at how one urban garden has helped revitalize the whole area.

Charlie - Ag literacy piece in Florida....people love to see that. But, we can be very territorial in agriculture. There is a continuum of people that would like to be involved in agriculture.

Darrell - Promoting people to go purchase five acres with the expectation of building a profitable farm / business is not a sustainable model. Is that realistic given start up costs, purchase price for land?

Ben - We are not positioned right now to help some of those people. If someone wants to grow 10 acres of squash to sell at the Farmer's Market, I wonder what their cash flow situation is like. We don't have the capacity to help them right now. Can anyone answer that question - cash flow on small operations (no takers)?

Blake (SC) - We have been engaged both directly, and indirectly, with Farmer's Markets. For us it is about bridging the divide, no so much about bringing the farm into the city.

Discussion concluded and Charlie called for break at 11:25a.m.

Following break, the group engaged in discussion about where to host the committee night out. Decision was Puckett's, meet in the lobby at 5:15p.m. and walk over.

Charlie – With newsletter coming out quarterly, do we need the conference call system? Verdict was to do away with the conference call system in favor of the newsletter as a communication tool.

Laura – National Urban Conference will be May 4-7, 2015. Refer to handout for the conference website and further detail (Attachment 5).

Jeff – Looking for more ideas for keynote speakers. Please advise.

Charlie called the meeting for lunch at 11:45a.m. and encouraged the group to come back together at 1:00p.m.

The meeting resumed at 1:08p.m.

Cummings and Davis from Staff Development. Informational session on National Association of Extension Program and Staff Development Professionals. Centers around employee development. Last year western MM's attached their conference to the NAEPSD conference and "found a home." Upcoming conference is December 3-5, 2013 in Kansas City. Would be a place to present, share ideas, obtain professional development for younger DD's, etc. Membership is \$60/yr. Conference registration \$225 to \$250. The association was created in the Southern Region. Challenge - Southern Region MM's need to stay ahead of North Central MM's!!! Refer to NAEPSDP.org website for further information or to join. Examples of webinars include on-line learning, intergenerational work, and others. Would also like to send information to MM listserv.

Charlie introduced Dr. Cross, Administrative Advisor, who joined the group for the afternoon. Charlie reviewed the committee accomplishments / agenda items covered thus far with Dr. Cross.

Dr. Cross provided a report as the 1862 Administrative Advisor. Many administrative appointment changes in the Southern Region, approximately 13 in total. ASRED Directors were reviewed. Ron Brown received the Distinguished Leadership Award. Expressed appreciation for the work that the MM committee carries out. Listserv seems to be effective. Dr. Cross appreciated being part of the MM conference and provided compliments on that event. Had encouraged county directors to attend. Also mentioned that the group will be hearing more about eXtension, including effectiveness, future, etc. Dan Cotton resigning as Director of eXtension, will stay on in communications role at U of Nebraska at Lincoln. We can clearly demonstrate the eXtension cost, but must be able to articulate the benefits. Will have opportunities to encourage agents to be part of the conversation.

Dr. Cross concluded by recognizing Connie as the long-time official representative to the MM committee and thanked her for her work. Charlie asked for questions for Dr. Cross, and thanked him for his support in return.

#### Meeting with CRD Subcommittee (Whitacre and Jakes)

Charlie recognized the members of the CRED Subcommittee. Brian Whitacker began with a PPT presentation entitled "Awareness of CD Staffing / Funding Structure in the South." (All PPT presentations delivered will be posted to the appropriate section of the PLN website).

Brian turned the conversation back over to Charlie, who expressed support for CRD but identified resources as an issue. How can we work with CRD to expand the visibility and impact of this area? Joe asked for clarification on whether the committee has met. It has not. Joe encouraged the committee to meet with the people they had. CRD Committee members expressed interest in how to get agents to conduct more CRD related work. Is there something we can do or think about to help the system see how economic development is a driver? Where are the gaps, and how can CRD fit into those? Another member mentioned that there is a lot more going on than the CRD area gets credit for. Charlie mentioned that Florida did not have a specific CRD department, that it fell within FCS. Florida does not hire county level economists. Charlie indicated that the issue is a tough one, but that the MM's are willing to continue working with CRD toward increased visibility.

Louise – We see Community Development as a vital part of what we do, and is woven throughout what we do. If we are doing ANR, it is easy to say we made \$2 million in soybeans last year. If we are doing diabetes education, it is more difficult to put a value on that. CRD could help us by putting a value on some of the things we do, such as diabetes education, that don't easily lend themselves to valuation. Need to take what we are already doing and put a value on that. CRD – We have a language problem between us, county commissioners, etc. that are looking at economic development in terms of measurable jobs and dollars. If we are not thinking about county educators as having that potential to help them, we are going to miss that opportunity for counties to invest in us. (CRD preference seems to be in favor of stand alone recognition for programs they are espousing rather than value generators for existing programs.)

Claude – County leaders don't typically think of Extension when they think of economic development. In Oklahoma there seems to be an abundance of economic development related organizations, and many counties have their own economic development departments. We have to go back to what Louise is saying, and articulate the value of what we are already doing. There is a lot of redundancy.

Brian – at the county level, those economic developers are focused on bringing in businesses rather than training.

Charlie – We have not come up with the solution here, but we need to continue the conversation. Charlie will distribute Brian's spreadsheet summarizing CRD key programs (see attached) to the middle management listserv. This will continue to be on the MM plan of work.

Charlie called for a break at 2:07p.m. and reconvened at 2:15p.m.

Charlie switched gears to the MM Plan of Work. See the Plan of Work for full results of this conversation.

Session speakers....

Maintaining and Increasing County Support – Laura Perry Johnson

Laura provided Georgia's perspective on this issue (Reference PPT). Georgia historical agent numbers had declined from almost 500 county agents in 159 counties to just over 200 county agents in 2011. (Chart does not reflect 100% county or grant funded agents). 2005 through 2007 provided a brief period of stability. Restructuring took place in 2010. Review of 2005 statistics. Lost 130 agents from 2008-2011. Tried to protect people's jobs at all costs through furloughs, early retirements, etc. March 2010 began strategic plan entitled Review of County Operations: Refining the County Delivery Model. Had to decide how they would be structured, etc. Created a six tier system ranging from no service to full service). Ultimately the plan worked and maintained the integrity of the county structure. Added 32 agents from September 2011- September 2013. Added 30+ from January 2013 through present, positions still being advertised with no new state dollars. Still have work to do. As of September 2012, still have 30 counties with no FCS home-based agent and still have counties under the salary minimums. But, last 25 agents hired have averaged nearly \$18,500 each in county funding. Lessons learned: diversify funding, federal is flat, county and grants/gifts are increasing, local programs have to be strong, and advocacy is huge (ELS System)! Other lessons – marketing and PR is just as important as programming, county coordinators have to buy in to that. Marketing and education is ongoing, and we have to be worthy of the investment. Personal, one-on-one relationships are key. Must be a continuous process.

Questions – Darrell – What is the average state contribution per agent. Laura - 34%

Marketing Your Programs with Local Governments – Bobby Fletcher

“Failure is not fatal, but failure to change might be.” John Wooding. Bobby delivered his presentation with PPT as a backdrop (see slides). Review of Louisiana local support facts. Federal / state / local partnership is \$14.4 million state, \$6.9 million local (includes in-kind), and \$5.1 million federal. Local financial support has grown from \$500,000 in 1981 to nearly \$3.5 million in 2012. On statewide basis, market to the LA Policy Jury Association, LA Municipality Association, LA School Superintendents Association, and LA Sheriff’s Association. Have exhibit titled “You are the Local in Cooperative Extension.” Parish / County Based Marketing – be present, not just when we need money (see slides). What happens in the field is shared via electronic and non-electronic means. Radio / audio clips, you tube videos. End result of good marketing is sustainability.

“You can’t live a perfect day, without doing something for somebody that will never be able to repay you.” John Wooding.

Bobby shared other thought provoking quotes. In conclusion, what are people saying about your brand?

Breakasaurus Vavrina broke for refreshments at 3:25p.m. The meeting reconvened at 3:50p.m.

Building Endowments to Support County Programs – Ben West

National trends show a constant decline in Extension staffing over past 30 years. How to stop that trend and continue growing again will be important to figure out. TN feels that they have just begun to scratch the surface in private giving. Program called Commodities to Communities, set up as an Extension endowment designated to support agent salaries in each county. Farmers in communities are coming together to participate in the program (Attachment 6). How it works is that the producer designates a particular portion of his/her harvest to support Extension. Farmers support Extension through gifts of commodities. University hired two Directors of Advancement and put them out in the state. Pitched the idea to a meeting of producers in March of this year. Today, two counties worth of producers have signed agreements to raise funds.

Michelle – Initial groundwork involves ag agents in these counties as they are out and about on a daily basis. Once they have a few people on board, then UT conducts a focus group meeting typically attended by 15 to 30 people. If we want to hire the brightest and the best agents, it may take additional funding. Talk about gifting and tax incentives. Next step is to create a steering committee of six to eight members. Committee is diverse in terms of crops they produce, the member’s age, farm location. Another meeting follows to use as a sounding board, and present with draft gift agreement. Committee members take agreement home to review and see if there are questions or concerns. Marketing follows. Make sure grain elevators / processors are comfortable with process. Producers are not asked to commit a set amount over time. They contribute different amounts as the harvest allows.

Questions

Darrell – What is the target for the number of positions to endow across the region? Ben – 15 of 31 counties in his region are big row crop counties and should be easy to endow. View \$1 million as an

endowed agent position. Darrell – have you looked at other commodities like oil and gas revenue? Ben – just starting to scratch the surface.

Sharon – which position does this fund? Ben – producers typically want to insure a quality ag agent position. Michelle – enables Extension users to give that may otherwise not be associated with the University (i.e., alumni).

Laura – why will livestock be more difficult than commodities? Ben – most livestock producers are hobby farmers. For them to donate one calf would be a significant investment. Michelle – could handle cattle based on weight....in other words, 5% of weight goes to the donation.

UT's Faculty Incentive Program – Danita Lynn Brookins

Passed around strategic planning booklet entitled Advancing Tennessee. Developed five goals from the strategic planning process. Implementation teams were established underneath those goals. Danita's goal was Organizational Effectiveness, specifically, gifts, grants, and contracts. Looked at existing faculty incentive program, which only pertains to state staff, primarily research faculty. No incentive existed for county staff and they would like to work toward this. Danita asked for input from the committee regarding incentive programs that might be in place. Dr. Cross articulated one way how the incentive system could work. Darrell – Texas does specialists, but not agents. Laura – Georgia has cost recovery system that enables agents to obtain some additional programming money. Dan and Cyndi – Virginia has various incentive programs that enable agents to get additional programming money, but VA does not have an incentive program that impacts the agents' salaries other than DPLT. Darrell – agents can apply for additional funds to attend programs.

Laura – UGA is hiring an Associate 4-H Director position. She is chairing that search committee. If anyone knows an interested candidate, see Laura for the position description.

The committee business concluded at 4:25p.m.

August 22, 2013

Charlie called the meeting to order at 8:00a.m.

TAMU's Mid Manager Academy – Darrell Dromgoole

Darrell delivered a PPT presentation on TAMU's middle management academy (See PPT and Attachment 7). In Texas, almost 60% of district extension administrators have less than five years of experience. Texas A&M had no formal training program for mid-management related to the nuts and bolts of management and supervision. New format includes seven distinct modules delivered over 18 months through various methods. Objective is to break down Extension management into manageable pieces. Modules cover topics such as leadership, recruitment, performance management, 4-H management, fiscal management, partnerships/relationships, and research associated with Extension management. (Includes how to do effective counseling with low and average performers.)



## Questions

Laura – is this only done with new district directors? Darrell – the academy will serve all regardless of experience level.

Danny – can you share those resources with other states? Darrell – we sure can.

Jeff – can you send a copy of your presentation to the group through e-mail? Darrell – agreed, and also distributed a copy of his notes from the presentation.

## Virginia's District Program Leadership Teams – Danny Peek and Cyndi Marston

Cyndi began by introducing Virginia's four district directors, and Mike Lambur, Associate Director of Program Development. Cyndi gave the recent past history of VCE. Reduced agent faculty from over 400 to 235. One-third of these brought into system since 2011. As a result of redistricting and elimination of two district offices, each DD has approximately 60 agents as direct reports. SE District Senior agents approached Lonnie about helping with new agent training, which ultimately led to creation of District Program Leadership Teams.

Mike – Conducted focus group with agents in SE District and learned that the team approach was working. Mentoring program was across the board in terms of success level, but one responsibility of DPLT is training mentors. \$5,000 stipend demonstrated that the system was serious about investing in this. Had 24 positions with over 50 applicants. Interviewed everybody that applied as professional courtesy. Will start in October once we get the last team identified, bring people together to discuss how we are going to operate. Structure, responsibilities, and benefits are outlined on the attached document (Attachment 8). The notion of having peers teaching peers brings a credibility factor.

## Questions

Laura – do you have certain concepts that the agents must be trained in or is it wide open? Mike – we will have them work on the basic elements in the programming process and others as identified.

Laura – does this take the place of program development people? Mike – I am the program development department! This is not intended to replace program development staff, but is a good strategy for where we are currently at in the state. Cyndi – the agents report to us administratively, and the three Associate Directors for programmatic leadership, but nobody else in place to support them other than peers. Danny – the rotational mentor process will encourage participation and involvement. They also get a little extra travel money. Each district received \$12,000 to support the work of these teams.

## UF/IFAS Staffing Strategy – Charlie Vavrina

We have set precedent in two instances with having one county Extension Director serve two separate counties (smaller counties). With approximately 90% of our budget in salaries, we have very little space for operating budget. We are presently looking at an effective 14% budget cut overall. We are also

looking at the hub system, such as an FCS agent serving four or five counties, and may be going in the direction of a more regional model.

Patricia - Mississippi has move from a regional model back to a county-based model. There is a bigger buy-in from boards of supervisors when they feel they have more of a stake. We have gone back to an ag and 4-H agent in every county.

Laura – In looking at our own structure, we had not talked to a single state that said going to a regional model was a good idea. If they were not forced to do it, they wouldn't have.

Jannie – We do use a regional model in Alabama, but we maintain a local presence in each county.

Darrell – I have a handful of shared counties, but not one of the county commissioners like it. They feel that, if they are putting money into a program, they should have representation in their county.

Alabama's Urban Nutrition Education – Our Mobile Unit – Jannie Carter

Expanded nutrition education program. We got on board with EFNEP five or six years ago. In Alabama, we had two 1890's that had to share a \$20,000 allocation initially. We had to work closely with Auburn to identify a target audience. In Alabama, we had significant growth in the Hispanic population. In some of our north Alabama counties our population is as much as 12% Hispanic. We looked at targeting this audience because it is growing, but also the health challenges they face and other factors such as graduation rate. Targeted pregnant teens, and young mothers with children under five. Later added youth. We used the traditional EFNEP model and used paraprofessionals to deliver the program. All the training materials had to be delivered in Spanish. Translated materials, and also hired PA's that were fluent in Spanish. We found out that the clients were not going to come to us, so we had to go to them. We developed a nutrition education bus. It is a mini-bus with an interior that was replaced to serve as a classroom that can seat 15. Designed the bus so that we could ride within different communities and unload equipment, chairs, etc. to create an outdoor classroom. Have already seen an increase in participation. We are focused on eating healthy, as well as exercise.

WALK GA – Joanne Milam

Joanne delivered a PPT program on Walk Georgia, which is a Cooperative Extension banner program (see slides). Walk Georgia is a free 12-week program where participants log daily activity into an on-line system. As participants "walk across" Georgia, counties are unlocked and learn facts. Received a \$1 million grant from the Coca Cola Foundation. Goal is to have 100,000 physically inactive Georgians become more active. Participants receive weekly progress reports, weekly newsletters, county incentives, improve physical condition, and reduce health risks. Registration is open from September 1 through November 23. Within each county the agents form a task force, seek local sponsorship, have a kickoff and advertise. Registration involves a pre-survey. There is a post-program survey at the end.

Questions

Charlie – These are wonderful promotional materials (Attachment 9 example). Is that through a national organization? Joanne – Our communications folks made all those...we created our own.

UK's New Evaluation Instrument – Young, Smith, and Moore

Anna - Started with a one page document and ended up over time with a 16 page document.

Jeff – Have gone from something that was completely narrative to more specific. Started with Community Economic Development. Have an opportunity to identify the program/project, jobs created, number of participants. Have a chance to discuss teamwork activities, and county-wide event. Then move into each program area with project description, people involved. (See Jeff's e-mail to the MM listserv with evaluation template and matrix for more detail).

Anna – In 4-H Youth Development, we have seven areas, and ask the agents to program in at least six of those. We could not cut and paste from 4-H Access...that has been a nightmare.

Jeff – The big problem was that each link was supposed to generate a report for us, but that did not work. That was beyond our control. The goal was to put everything in one spot in order to speed the process along. We are still working toward that.

Louise – So how do we make sense of all that? Louise shared an evaluation matrix that included ratings and justification for five levels: unacceptable, needs improvement, meets expectations, exceeds expectations, and outstanding. (See matrix). Categories cover Service, Programming, Teamwork, Leadership, and others. Once agents are given a rating, they have the option to appeal that rating. Agents have demonstrated that they appreciate the face-to-face component of the discussion.

Jeff – The new system enables agents to see the roadmap for how to achieve the highest levels.

Mississippi's Crop Blog / Southern Gardening – Patricia Knight

We have had two media efforts that have done well for us over the years. One of those is the crop situation blog for agricultural producers. As of July, it runs in 35 magazines, 20 radio stations, 11 in-state TV stations, one out-of-state TV station, and is distributed nationally by the AP, among others. It has a strong following.

Patricia showed a YouTube video from Southern Gardening.

Crop Situation Blog has saved time and money for producers, reducing the time it takes them to get the information. Has been embraced by producers. Dr. Catchot has identified that producers are really clicking on the data. The blog enables MS to better track what information the producers are seeking. It also has a photo gallery, disease monitoring section, market updates.

Jannie returned to the stage to show graphics of the Nutrition Education bus.

Charlie thanked the committee members for providing their presentations and state reports. There being no further business, and with respect to travel schedules, the meeting adjourned at 10:00a.m.

Respectfully submitted,

Dan Goerlich

Virginia

## PLN Middle Managers Subcommittee Agenda

**Tuesday, August 20**

3:30 p.m.

- Opening Remarks & Introductions
- Appoint Leadership selection committee
  - 1890 & 1862 PLC Rep (if necessary)
  - MM- Secretary (Lonnie will not be in attendance – any takers?)
- Report from PLC Representatives – Carolyn Nobles, Martha Ray Sartor
- Report from our Administrative Advisors – Celvia Stovall, Tim Cross
- Financial Report – Sheri Schwab
- Galaxy MM Meeting - Joe Schaefer
- Review schedule for the week (including committee night out)

4:30 p.m. - extension conversation

5:00 p.m. Adjourn

**Wednesday, August 21**

8:00 a.m.

**Old Business** (i.e., Updates on 2012 - 2013 Plan of Work) *(No Administrative Advisors)*

- Urban PLN Pre-Conference - Connie Heiskell
- Building an urban network of Extension workers - Joan Jacobson
- Work with CRED committee to develop training opportunities and advance program implementation relevant to county needs, specifically those identified by NACO.
- Create a cross committee action team to facilitate this objective. - Sheri Schwab
- Conduct the 2013 Middle Managers Conference - Louise Moore, Jeff Young
- Enhance productivity of MM listserv communication by identifying state contacts, encouraging use of listserv, and evaluating effectiveness. - Charlie Vavrina
- Strengthening relationships at both the state and local levels. Identify profession development opportunities over the next year including next PLN meeting. - Darrell Dromgoole

9:00 a.m.

**New Business** (i.e., 2013 - 2014 POW) *(No Administrative Advisors)*

- Urban PLN Pre-Conference – who's up next?
- Administrative Urban Network or PLN Urban Task Force - Joan Jacobson
- Work with CRED Committee – defer until meeting w/ CRD @ 1:30 p.m.
- 2015 Middle Managers Conference – Brian Callahan
- MM Newsletter - Charlie Vavrina
- Strengthening relationships at both the state and local levels - Darrell Dromgoole

10:00 Break

10:30 a.m.

**New Business (resumed) (No Administrative Advisors)**

- Conf. Calls vs Newsletter? – Charlie Vavrina
- 2015 Nat'l Urban Extension Conference – ? (Greg won't be in attendance)
- Urban Extension – what's next? – Charlie Vavrina
- Virginia's Urban Agriculture Month Resolution - Dan Goerlich and Michael Van Ness  
(a larger discussion of the urban ag. agenda will ensue)

Lunch

1:30 p.m. Other Options for the New POW (w/ Administrative Advisors)

- Meeting with CRED Subcommittee – Brian Whitacker/Susan Jakes
- Updating Admin. Advisors on New Business - group
- Finalize POW

**3:00 Info and Action Items Due**

3:15 Break

3:30 MM Process Points (i.e., how we do business) (w/ Administrative Advisors)

*Session speakers will introduce these topics but be prepared to speak to the issue from your states perspective ... we're all in this together! Let's say 10 – 12 min. intro's and 15 mins. of discussion (?)*

- Maintaining and Increasing County Support - Laura Perry Johnson
- Marketing Your Programs with Local Governments – Bobby Fletcher
- Building Endowments to Support County Programs – Ben West
- UT's Faculty Incentive Program - Danita Lynn Brookins

5:00 Committee Night Out!

**Thursday, August 22**

8:00 – 12:00 More Process Points & Success Stories (No Administrative Advisors)

- TAMU's Mid Manager Academy – Darrell Dromgoole
- Virginia's District Program Leadership Teams – Danny Peek and Cyndi Marston
- UF/IFAS Staffing Strategy – Joe Schaefer

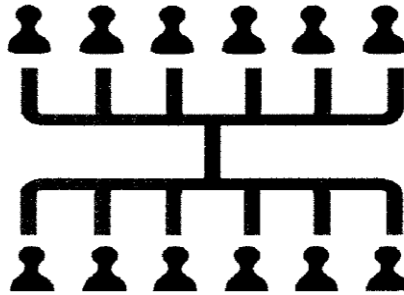
10:00 Break

- Alabama's Urban Nutrition Education - Our Mobile Unit – Jannie Carter
- WALK GA – Joanne Milam
- UK's New Evaluation Instrument - Jeff Young, Anna Smith and Louise Z. Moore
- MS's Crop blog/Southern Gardening – Tricia Knight

Noon - Program Leadership Network Adjourns

# URBAN TASK FORCE REPORT

SOUTHERN REGION PLN MIDDLE MANAGEMENT COMMITTEE



## Southern Region Urban Network

The goal of the Urban Network is to facilitate quarterly opportunities for County Extension Directors to connect, discuss topics of interest, learn from one another, and develop relationships with colleagues across the Southern Region.

### “Social Media in Urban Programming” eXtension event

November 12 event was led by Anne Adrian with eXtension at Auburn. Anne led a very informative social media panel from four different states. The presenters are the early adopters and have had phenomenal success with social media. 150 colleagues from across the nation participated.

### “Engaging Hispanic Audiences” conference call

February 11 conference call was facilitated by Terrie James from Arkansas. There was great interest in this topic and many great ideas were shared about recruitment, understanding the culture, potential partners, etc. They even started a subgroup to continue the conversation. Several documents were shared during the session. There were 37 participants from 10 states.

### **“Securing External Funding” conference call**

May 13 conference call was facilitated by Wayne Long from Kentucky. Great discussion. Clearly a timely topic. One participant wrote: “I enjoyed the variety and diversity of the people involved and the information was on target.” In May there were 31 people engaged in the discussion representing 7 states.

### **“Interdisciplinary Programming” conference call**

August 12 conference call was facilitated by Lupe Landeros from Texas. Lots of discussion around urban agriculture and local foods movement. Great ideas from the different states. Bobby Fletcher shared timely websites as requested by the group. In August there were 22 participants from 8 states.

### **Bottom Line**

Four Southern Region Urban Network discussions were facilitated in FY13. 77% of states in the Southern Region (10 out of 13) had participants in at least one of the Urban Network discussions. Participating states included: AL, AR, FL, GA, KY, LA, NC, OK, TN, and TX. And Ohio.

### **Coming Up**

Dates for Urban Network connections in FY14 will be quarterly on the second Monday of the month:

November 18, 2013 (3<sup>rd</sup> Monday due to Veterans Day) Topic: “Water Programming”

February 10, 2014 Topic: “Innovative Health Programming”

May 12, 2014 Topic: “Urban Partnerships”

August 11, 2014 Topic: “Effective Advisory Councils”

Please encourage CEDs from your state to participate!

***We would love to see work from more states on the urban WIKI at***

***[http://collaborate.extension.org/wiki/Urban\\_Programming](http://collaborate.extension.org/wiki/Urban_Programming). Please encourage your CEDs to share their work with their colleagues through WIKI. When they send their files in the following formats: jpeg, xls, ppt, pdf, mp3 or mp4 to [kim.betancourt@ag.tamu.edu](mailto:kim.betancourt@ag.tamu.edu) she will upload their files to the wiki, or the directions are posted at the WIKI and they can upload the files themselves if they prefer.***



# Urban Programming

From **eXtension Collaborative Wiki** [http://collaborate.extension.org/wiki/Urban\\_Programming](http://collaborate.extension.org/wiki/Urban_Programming)

A shared site on eXtension for Urban Directors to post "tricks of the trade"

## Newsletters

- Travis County Spring 2012 Newsletter (pdf), Dolores Sandmann, Texas A&M AgriLife Extension Service
- Manatee County E-Newsletter (pdf), Marina D'Abreau, University of Florida
- Nueces County Spring Newsletter (pdf), Jeffrey Stapper, Texas A&M AgriLife Extension Service

## Annual Reports

- Travis Co Making a Difference 2011 (pdf), Dolores Sandmann, Texas A&M AgriLife Extension Service
- Water Report Bexar County 2011 (pdf), Lupe Landeros Texas A&M AgriLife Extension Service
- Tarrant County Annual Report (pdf), Dana Tarter, Texas A&M AgriLife Extension Service
- 2011 Fort Bend County Capacity Report for Fort Bend County Texas (pdf), Vincent Mannino, Texas A&M AgriLife Extension Service
- 2011 El Paso Annual Report (pdf), Ray Bader, Texas A&M AgriLife Extension Service

## Programming

- Latino/Hispanic Community Survey (pdf), North Carolina Cooperative Extension
- Building Our Understanding: Culture Insights Communicating with Hispanic/Latinos (pdf), Terrie James, University of Arkansas

## Leadership

- Southern Region Urban Task Force Report 2012 (pdf), Southern Region PLN Middle Management Committee
- Final Report of the Western Region Urban Task Force April 2010 (pdf), Western Region Urban Task Force
- Things I wish I had known as a new CED (pdf), Joan Jacobsen, Texas A&M AgriLife Extension Service
- CED position description for Texas (pdf), Joan Jacobsen, Texas A&M AgriLife Extension Service

## Marketing

- Municipality Needs Survey for Fort Bend County, TX (pdf), Vincent Mannino, Texas A&M AgriLife Extension Service
- Improving Lives Improving Harris County (pdf), by Linda Willis, Texas A&M AgriLife Extension Service

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## Helpful links

Working in MediaWiki - an Article Start to Finish -- Six topics to lead you through creating a good wiki article! Instructions for Using Images in MediaWiki - uploading -- Basic instructions work for uploading any file.

Using the eXtension Collaborate Wiki (PowerPoint), Beth Raney, Penn State, for eXtension professional development

Using the eXtension Collaborate Wiki (PDF), Beth Raney, Penn State, for eXtension professional development

*We would love to see work from more states on the WIKI. Please encourage your CEDs to share their work with their colleagues through WIKI. When they send their files in the following formats: jpeg, xls, ppt, pdf, mp3 or mp4 to kim.betancourt@ag.tamu.edu she will upload their files to the wiki, or the directions are posted at the WIKI and they can upload the files themselves if they prefer.*

2013 SESSION

INTRODUCED

13104162D

HOUSE JOINT RESOLUTION NO. 758

Offered January 18, 2013

Designating October, in 2013 and in each succeeding year, as Urban Agriculture Month in Virginia.

Patrons—Byron, Bell, Richard P., Cline, Garrett, Greason, Head, Hester, Hope, Keam, Krupicka, Landes, Lopez, McQuinn, Peace, Poindexter, Ransone, Rush, Scott, E.T., Sherwood, Toscano, Ware, O., Webert, Wilt, Yancey and Yost; Senators: Ebbin and Favola

Referred to Committee on Rules

WHEREAS, since Colonial times, agriculture has been an important part of the Commonwealth's economy; and

WHEREAS, early colonists and their families worked on the land to raise food for themselves and their livestock; and

WHEREAS, over the years, the Commonwealth and nation have become increasingly suburban and urban; and

WHEREAS, agriculture continues to play an important role in Virginia's economy and in local communities, with farmer's markets, community gardens, and other urban agriculture education and awareness programs; and

WHEREAS, recent natural events ranging from the derecho storm in 2012 to the aftereffects of Superstorm Sandy in 2013 demonstrate the importance of food security; and

WHEREAS, the increasing challenges of hunger and obesity also show the need for a more coordinated approach to growing, distributing, and accessing healthy food; and

WHEREAS, urban agriculture efforts help to strengthen community food systems and bolster food security; and

WHEREAS, a Virginia Cooperative Extension report showed that if every family in Virginia spent \$10 a week on fresh, local food and farm-based Virginia products, more than \$1.65 billion in economic impact would be generated; and

WHEREAS, the use of urban agriculture initiatives can promote community wellness and environmental sustainability, enhance education and learning, and help preserve the Commonwealth's agricultural heritage; and

WHEREAS, a month designated as Urban Agriculture Month in Virginia will provide the opportunity to promote and educate Virginians as to the benefit and importance of urban agriculture programs to local communities; now, therefore, be it

RESOLVED by the House of Delegates, the Senate concurring, That the General Assembly designate October, in 2013 and in each succeeding year, as Urban Agriculture Month in Virginia; and, be it

RESOLVED FURTHER, That the Clerk of the House of Delegates transmit a copy of this resolution to Dr. Edwin Jones, Director of the Virginia Cooperative Extension, so that members of the Virginia Cooperative Extension State Extension Leadership Council and Virginia Cooperative Extension may be apprised of the sense of the General Assembly of Virginia in this matter; and, be it

RESOLVED FINALLY, That the Clerk of the House of Delegates post the designation of this month on the General Assembly's website.

INTRODUCED

HJ758

8/8/13 21:1



**MAY 4-7, 2015  
ATLANTA, GA**

*Honoring the  
past, living  
the dream,  
embracing  
the future.*

[urbanextension2015.com](http://urbanextension2015.com)

Scan here for  
Conference  
details



### Important Things to Consider

- The UT Foundation\* must be able to demonstrate "control and dominion" over the transferred property. Therefore, as a donor, one cannot offer the UT Foundation any guidance as to when to sell the commodity.
- To make a transfer of a commodity to a charitable organization, the taxpayer/donor must be a farm operator. There is no recognized income, but the charitable deduction is limited to basis, which is ordinarily zero. Typically, the cost of the raising and growing the grain may be deducted as a farm business expense.
- Many commodity farmers annually certify or document bushels of production with a Farm Service Agency for the purposes of enrolling that grain production in various agriculture subsidy programs. The grower should be sure to accomplish the FSA certification before making a transfer of commodities to the foundation.
- A grower should always consult his or her tax professional for advice applicable to his or her particular tax situation prior to making a transfer of agricultural commodities.

### About the UT Foundation

The University of Tennessee Foundation is an independent not-for-profit created in 2001 to support the University of Tennessee's educational, research and public service activities. As the preferred channel for private contributions that benefit the University of Tennessee, UT Foundation staff members work with alumni and friends to secure funds for UT Extension, UT AgResearch, the UT College of Agricultural Sciences and Natural Resources, and the UT College of Veterinary Medicine.

*\*The University of Tennessee Foundation, Inc. and the Tennessee 4-H Foundation, Inc. are separate gift repositories for the University of Tennessee. Either entity can receive gifts of commodities. To ensure the donor's gift is used for her or his intended purpose, please contact the University of Tennessee Institute of Agriculture Office of Institutional Advancement at 865-974-5779 or UTIAAdvancement@utk.edu.*

*"We can't afford not to be involved in UT Extension" -Dyer County Producers*

### Investing in Dyer County's Future

The gift of a direct commodity to the University of Tennessee Foundation is an investment in the future of Dyer County.

Since 1912, Dyer County has benefited from the local presence of the University of Tennessee. Before Extension officially existed (1914), the UT Institute of Agriculture (UTIA) began investing in county agricultural issues to improve the quality of life of its residents. Through the application of research and evidence-based knowledge about agriculture and natural resources, family and consumer sciences, 4-H youth development, and community development, Dyer County has benefited from more than a century of professional experience from UTIA. In the last decade, agriculture has averaged a \$185 million impact on the county's economy.

Such a successful partnership is vital to the county, its economy, and most importantly, its residents. For that reason, UTIA seeks to fortify its next 100-plus years of service to the county through the Dyer County Extension Endowment for Agriculture. This fund will allow UTIA to maintain an agricultural extension position in the county in perpetuity.

The University of Tennessee Foundation seeks a five-year commitment of at least \$1 million from UT Extension's Dyer County producers to fund the endowment. Gifts received from the Commodities for Communities Program, combined with gifts from other industry leaders in the area, will be designated for Dyer County.

A commitment such as this has the potential to improve the agriculture process and programs locally and regionally, while increasing opportunities for growers of all commodities in Dyer County. Your participation in the Commodities for Communities Program will ensure long-term agricultural impacts through UT Extension in Dyer County.

The University of Tennessee is an EEO/AA/Title VI/Title IX/Section 504/ADA organization. In the provision of its education and employment programs and services, qualified applicants will receive equal consideration without regard to race, color, national origin, religion, sex, marital status, sexual orientation, gender identity, age, physical or mental disability, or covered veteran status.



## Commodities for Communities in Dyer County

THE UNIVERSITY OF TENNESSEE  
**UT FOUNDATION**  
INSTITUTE OF AGRICULTURE



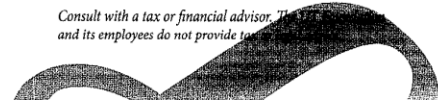
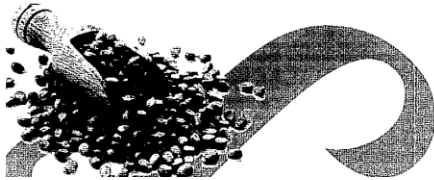
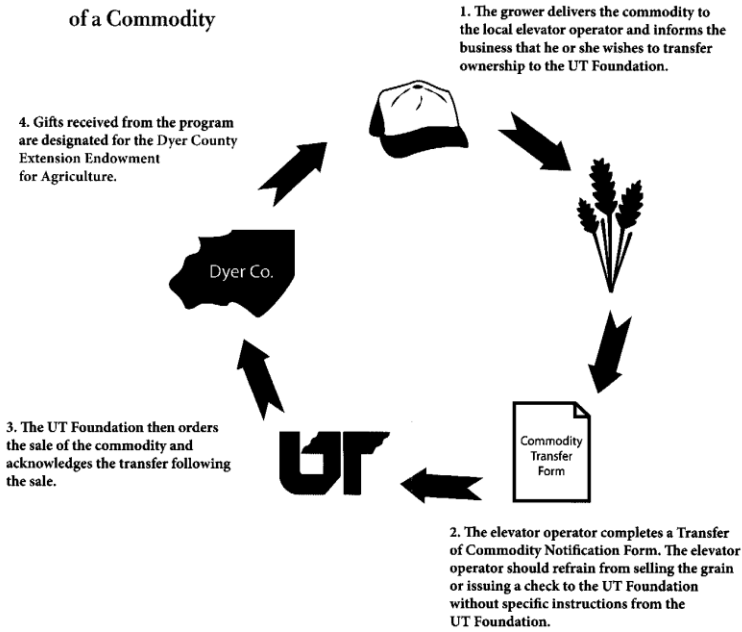
## Benefits of Transferring Commodities

For Tennessee farm operators, making a direct transfer of an agricultural commodity, such as grain, corn, soybeans, etc., rather than selling the commodity and making a gift from the proceeds, may provide a more significant tax savings for the grower. Contributing the commodity allows the farmer to avoid the sale of the commodity as income, while the production costs may still be deductible. Reducing taxable income may provide advantages such as minimizing or eliminating self-employment tax and reducing adjusted gross income. A farmer may designate the transfer for the purpose he or she chooses.

### Example

	Example w/no Grain Gift	Example w/ Grain Gift
Farm Income	\$50,000	\$50,000
Grain Contribution	-	(7,500)
<b>Total Income</b>	<b>\$50,000</b>	<b>42,500</b>
Less 1/2 Self-Employment Tax	(3,532)	(3,002)
Adjusted Gross Income	46,468	39,498
Standard Deduction	(11,900)	(11,900)
Personal Exemptions	(7,600)	(7,600)
<b>Taxable Income</b>	<b>\$26,968</b>	<b>\$19,998</b>
Income Tax	\$3,176	\$2,126
Self-Employment Tax	6,141	5,220
<b>Tax Liability</b>	<b>\$9,317</b>	<b>\$7,346</b>
<b>Savings</b>		<b>\$1,971</b>

## How to Make a Transfer of a Commodity



Consult with a tax or financial advisor. The UT Foundation and its employees do not provide tax advice.

## Mid-Managers Academy – The Nuts and Bolts of Extension Management

### ***Module 1 – You are the Leaders***

**November 2013**

- Striking a balance between leadership and management
- Leading change from a manager's standpoint
- Defining a vision
- Being a leader during challenging times

### ***Module 2 – Recruitment /Hiring/Onboarding***

**January 2014**

- Recruiting with a purpose
- The difference in marketing Extension and recruiting for vacancies
- Effective interviewing skills
- Hiring procedures
- Working with Commissioners Courts to get applicants approved
- Embracing diversity
- Civil Rights compliance
- Effective on-boarding for new agents
  - Texas A&M AgriLife Extension mentoring
  - Program Excellence Academy
  - Effective agent orientation
  - Expectations for new agents that will lead to success- Early Wins!

### ***Module 3 – Establishing an Effective Performance Management System***

**May 2014**

- Defining excellence in a county program
- Establishing expectations
- Effectively supervising agents
- Effectively coaching that promotes excellence
- Conducting effective mid-year reviews
- Obtaining appropriate performance feedback
- Conducting effective performance reviews
- Recognizing excellent performance

Darrell A. Dromgoole- August 16, 2013

- Addressing performance issues
- Effectively counseling low performers
  - Eliminating welfare subsidies for underachievers
  - Developing a personal improvement plan
  - Documenting progress or failure to improve
  - Developing formal request for disciplinary action
  - Delivering the message regarding disciplinary action
- Recognizing that people make their own choices

#### ***Module 4 – 4-H Management***

##### **August 2014**

- Working effectively with District 4-H Specialists
- Working effectively to manage a District 4-H program
- Managing District 4-H event (District Roundup, District Horse Show, etc.)
- Addressing 4-H issues
- Investigating complainants
- Dealing with problematic volunteers and parents
- Steps to dismiss volunteers or 4-H members

#### ***Module 5 – Fiscal Management***

##### **November 2014**

- Understanding Texas A&M AgriLife Extension's funding
  - Functions of State Legislative Budget Board
  - State Appropriations process
  - Legislative Appropriations
  - Roles of exceptional items
  - Legislative Appropriations request
  - The ABCs of Federal funding
  - Importance of Smith-Lever Funds and other federal funds
  - Importance of County funding
- Fiscal oversight of PCR funds
- Understanding Texas A&M AgriLife Extension's agent salary policy
- Understanding and managing district budgets



***Module 6 – Effective Partnerships/Relationships***

**January 2015 (Conducted in conjunction with Texas A&M AgriLife Conference)**

- Defining relationships between Regional Leadership Team – DEAs, RPDs, and CEDs.
- Effectively working with Texas A&M AgriLife Research Resident Directors and faculty.
- Effectively working with Prairie View A&M Cooperative Extension Administration and agents.
- Effectively working with Commissioners Courts, Legislators, and other elected officials.
  - Key State House of Representative committees
  - Key State Senate committees
  - Key committees on federal level

***Module 7 – Research Associated with Extension Management (Lync)***

NOTE: We currently have an Excellence Programming Lecture Series on a quarterly basis that could focus on Research topics associated with Extension Management.



# Virginia Cooperative Extension

Virginia Tech • Virginia State University

## District Program Leadership Teams

The role of the DPLT is to provide training to agents, new and experienced, in the VCE Programming Process, to train new agent mentors, and to address other programmatic issues as needed.

### Structure

- One team per district
- Six members per team, made up of Senior and/or experienced agents - two each from ANR, 4-H, and FCS
- Serve a three year term on a rotational basis
- Appoint one team member to be the team coordinator (one-year term)
- \$5,000 annual salary stipend plus added operational funds through the district office
- Competitive process with district level interview and review
- 

### Responsibilities

- Provide district level program area training in the VCE Programming Process and other topics to new agents and other agents as needed
- Work directly with and provide training to new agent mentors
- Provide cross program area trainings
- Assist in nominating agents for various awards
- Serve as a resource to other agents in the district
- Serve as district level partners for Program Associate Directors
- Estimated time devoted to the effort = 5-10%

### Benefits

- Reduced redundancy in agent training
- Reduced time and expense in traveling to state trainings
- Fill existing gaps within the system at the state and district level
- Quickly respond to issues through training
- Contributes to internal professional development "grooming" and promotion
- Gives each Program Associate Director a partnership team of eight agents per program area
- Contributes to stronger programs and impacts
- Contributes to agent development and retention

### **State Support**

- Coordinated by the Associate Director, Program Development
- Training of team members in the VCE Programming Process, New Agent Mentoring, and other topics as needed
- Training materials
- Identifying and securing additional resources (e.g., speakers, applications, etc.)
- Individual and team assistance (phone, polycom, face-to-face)

## District Program Leadership Team Application

Q1 Name

Q2 Email address

Q3 Telephone number

Q4 District

- Central
- Northern
- Southeast
- Southwest

Q5 Please check the county or counties in which you work

Check boxes for all counties in the state

Q6 Program area

- ANR
- FCS
- 4-H Youth Development

Q7 Years with VCE

Q8 Years of Extension experience, other than VCE

Q9 Agent rank

- Associate Agent
- Agent
- Senior Agent

Q10 Please describe your Extension experiences in the VCE programming process (situation analysis, program design and implementation, evaluation and reporting, working with stakeholders/volunteers). Focus on how you have addressed these programming components in your work and any training you have had in programming.

Q11 What special skills or expertise do you possess that would contribute to the team?

Q12 What mentoring and/or teamwork experiences have you had and what have you learned about yourself from them?

Q13 Please explain your reasons for wanting to become a member of a District Program Leadership Team.

I am very pleased to announce a new VCE training program called District Program Leadership Teams (DPLT). The role of the DPLT is to provide training to agents, new and experienced, in the VCE Programming Process, to train new agent mentors, and to address other programmatic issues as needed. There will be six agents selected per district (2 ANR, 2 FCS, 2 4-H), through a competitive application process, who will work as district trainers. Training will be provided to the DPLT agents. The estimated time commitment is 5-10% with a \$5,000 annual salary stipend. Please see the attached document for more information about the DPLT program.

## Join us!

Pull on your shoes and join us as we move more and become healthier. Walk Georgia is a free program open to adults, youth, families, schools, community organizations and employers.

Visit [www.walkgeorgia.org](http://www.walkgeorgia.org) to register yourself or your four-person team. An email address is required to register. Don't have one? Join a team – only the team captain needs an email address to register.



*This program is sponsored through your local UGA Cooperative Extension office. For more information about UGA Cooperative Extension or this program, call 1-800-275-8421 or go to [www.extension.uga.edu](http://www.extension.uga.edu).*

See our group/school registration kits and other promotional materials at [www.walkgeorgia.org/promo](http://www.walkgeorgia.org/promo).



Walk Georgia is supported in part by a grant from The Coca-Cola Foundation.

# Walk

*Move More. Live More.*

**Walk, garden, dance, swim, yoga** your way across Georgia. It's time to get moving!

You're invited to join us for a virtual stroll through Georgia.



**Walk Georgia** is a 12-week program sponsored by University of Georgia Cooperative Extension. It is designed to increase your physical activity in a fun, interactive, community-oriented way. Participate individually or as part of a four-person team. The goal is to be active, whether you're walking, biking or playing ultimate frisbee. Move more, and enjoy living more!

[www.walkgeorgia.org](http://www.walkgeorgia.org)

# Walk

Move More. Live More.

## Record your physical activity.

Daily activities such as walking the dog, going for a jog and playing catch with the kids quickly add up to virtual miles you can use to "walk" across the state. Log on to [www.walkgeorgia.org](http://www.walkgeorgia.org) to keep track of your physical activity. A drop-down menu lets you record everything from pilates and aerobics classes, taking a walk with coworkers or swimming laps in the pool to gardening, horseback riding or playing a game of pick-up basketball. Miles add up to "unlock" counties and get you moving across the state.

*"Keeping a log of my physical activity makes me feel more confident because it lets me see how active I really am."*



*"Walk Georgia provided a constant reminder to stay physically fit. The competition was motivation and pushed me to another level."*

## Track your progress.

An online map lets you chart a virtual course across Georgia and learn facts about our state's 159 counties along the way. Whether you visit the coast or hike the mountains, as you move you will learn new ways to improve your health and see how you compare to other individuals and teams throughout the state.

WALK

www.walkgeorgia.org

# CRD Program Overview

#	State	Contact	Title	Brief Description	Target Audience	Typical # of Participants	How Successful?	Effort Behind Program
1	OK	<a href="mailto:brian.whitacre@okstate.edu">brian.whitacre@okstate.edu</a>	E-commerce	Series of 3-hour hands-on workshops. Participants use computers to learn about building websites, installing PayPal, or performing Search Engine Optimization. Lessons are PPT-based but highly interactive.	Small Business Owners, Chambers of Commerce	10-15	Over 1,000 participants since 2007. ~15 workshops / year in-state	1 State Specialist, topics reviewed / updated annually
2	OK	<a href="mailto:notie.lansford@okstate.edu">notie.lansford@okstate.edu</a>	County Training Program	Detailed, extensive training and certification plus detailed handbooks, and one-on-one assistance to all county government elected officials plus some appointed officials.	county government officials in all 77 counties of Oklahoma	over 1,000 individuals per year, many of which attend multiple sessions per year	Considering "certification" programs alone, 8,765 attending training FY 2007 - FY 2012.	Budget cuts have reduced us to current 3.25 professional FTE and 1 Clerical FTE. Prior to cuts, 4.0 professional FTE and 1.33 clerical.
3	VA	<a href="mailto:walker53@vt.edu">walker53@vt.edu</a>	Innovative Leadership	An 18-hour program offered in a series of six 3-hour sessions that teaches the language and process of leadership and provides participants with the opportunity to a) build their leadership skills; b) increase their awareness of community issues; c) network with other leaders; and d) become more engaged in community, civic, and governmental activities.	community residents	10 to 20 in each community program	Over 350 community residents and 36 middle school youth have completed the training since 2007.  35 Extension agents along with 20 community representatives have completed the train the trainer program.	1 state specialist and 5 Extension trainers.
4	VA	<a href="mailto:jfogel@vt.edu">jfogel@vt.edu</a>	Land Use Education	Prepares elected and appointed officials to address land use planning and zoning issues. Activities include a certification training program for planning commissioners and board of zoning appeals members, among other offerings.	local elected and appointed officials from 325 independent jurisdictions of Virginia, and interested residents.	300 annually	Certification course has been conducted 77 times since its inception in 1985. More than 2800 individuals have been certified. Numerous localities have made training of local planning officials mandatory under this program.	1 FTE Specialist + 0.5 FTE trainer + 10 person volunteer advisory board + more than 800 active members + 10 volunteer expert speakers
5	AR	<a href="mailto:triley@uaex.edu">triley@uaex.edu</a>	Ballot Issue Education	The ballot issue education program is meant to give voters impartial information about the potential impacts of ballot issues, and uses fact sheets that are vetted by proponents, opponents and subject experts to break down legal terms into common language. The program involves training county agents on ballot issues so they can give programs in their counties. E-mail newsletters are sent throughout the year to county agents and residents to update them of any ballot issue news.	Arkansas residents, including non voters.	Over 1,000 individuals per year. 20,000 copies of each ballot fact sheet printed in 2012. E-mail newsletter to more than 400 people.	Anecdotal, this program has been very successful. The Secretary of State and local media outlets, including PBS refer voters to our ballot fact sheets. We are working on better evaluation methods	1 program associate responsible for coordinating and writing fact sheets contributed to and reviewed by 4 CED faculty members. Program associate is responsible for training county staff who can choose the level of participation in their county.
6	AR	<a href="mailto:jwaldrum@uaex.edu">jwaldrum@uaex.edu</a>	LeadAR (Lead Arkansas)	Two year adult leadership development program. The program consists of 11 three-day seminars on important state issues, a nine day study tour to another state and Washington, D.C. to learn about issues outside Arkansas and in the nation, and an eleven day study tour to another country to learn about a different culture and gain a more global view. (53 days total) Each participant is expected to take a leadership role to complete a community service project of their choosing in their town or county.	Established and emerging adult Arkansas leaders from communities all over the state.	22-28 per class	Over 430 participants in 15 classes since 1984 who have taken on new local, state, and national leadership roles and significantly increased their community/state involvement and influence.	1 State Specialist, 1 Program Assistant, topics reviewed / updated biennially.
7	AR	<a href="mailto:mpeterson@uaex.edu">mpeterson@uaex.edu</a>	Breakthrough Solutions Program	A strategic planning and education program to create vibrant, sustainable communities and regions that engage citizens and community leaders in planning for the future. The process includes design charretts with a architectural team that creates architectural drawings of the community's or region's desired future and an annual conference.	Communities, counties, or regions	250-300 people/ community	Harrison AR, our pilot Breakthrough Solutions community, has attracted over 30 new businesses, net into its downtown area, plus other improvements	1 state specialist, plus other Extension Faculty and 16 other partner organizations
8	FL - FAMU	<a href="mailto:donna.salters@famu.edu">donna.salters@famu.edu</a>	Youth Entrepreneurship Program	Varied curriculums used, however we focus 90% of effort implementing NFTE's curriculum, consists of instructional lessons that address concepts of competitive advantage, ownership, opportunity recognition, marketing, finance, and product development - and all tie back to core math and literacy skills. Each student comes up with an idea for a business and works throughout the course to prepare a business plan which they present and defend to a panel of judges.	At-risk Youth	292 annually	FY10 to present approximately 2400	1 FTE



9	FL - FAM	<a href="mailto:sandra.thompson@fam">sandra.thompson@fam</a>	Business development & expansion technical assistance & training	For-profit and non-profit development and expansion assistance provided to economically disadvantaged individuals and groups in North Florida. Service delivery formats: group and one-on-one training, website resources, and telephone consultation addressing: loan and tax-exemption application completion; market assessment; business plan development, etc.	Adults	80 annually	FY 04 to present over 1500	1 FTE
10	FL - FAM	<a href="mailto:sandra.thompson@fam">sandra.thompson@fam</a>	Garden-based Education Training	Garden-based education is being implemented at seven locations under the FAMU-Red Clay Garden Project in three north Florida Counties. Types of gardens implemented: Container garden Traditional row crop gardens, Raised bed and Vertigo (hydroponics garden). Each site utilizes hands-on instruction where students participate in all aspects of gardening: ground cultivation, planting, applying fertilizer, weed and pest management, composting and harvesting. Students also participate in market days where they gain agripreneurship skills by selling produce from their garden. Others harvest and prepare meals with the produce from their gardens. Current partners include three school districts, University of Florida Gulf and Gadsden County Extension Offices, Tallahassee Parks and Recreation, Leon County Public Works, Evershine Hydroponics (private partner) and the Boys and Girls Club of North Florida. Performance objectives address: STEAM, healthy food choices, and agriculture career options.	4th & 5th grade u		192 FY 09 to present over 768	4.5 FTE
11	GA	<a href="mailto:Joy.Moten-Thomas@tvsu.edu">Joy Moten-Thomas thomasb@tvsu.edu</a>	Extension Works	Workforce preparedness/development program designed to bring professional and educational, and technological resources to communities who unemployment rates surpass the state and national averages.	Unemployed, Under-employed limited-resource clientele	32	Approximately 100 participants trained in 2012, of which 10% have secured employment within 12 months of completing training	2 FTE, DOL Representatives, Mobile Technology Unit, Training Materials
12	AL	<a href="mailto:sumneja@auburn.edu">sumneja@auburn.edu</a>	Alabama Community Leadership Network	Education, best practices, and networking for all Alabama local adult leadership development programs	Coordinators of local leadership development programs	about 50 program managers; about 200 attend annual conference	Over 1,000 leaders trained through netw	1.5 FTEs
13	AL	<a href="mailto:sumneja@auburn.edu">sumneja@auburn.edu</a>	Intensive Economic Development Training Course	Annual 2-week training program	economic developers & community leaders		50 2013 will be 29th year; over 1,000 gradu	1.5 FTEs
14	AL	<a href="mailto:sumneja@auburn.edu">sumneja@auburn.edu</a>	Rural Alabama Initiative (RAI)	Min-grant program to seed rural community and economic development projects	County Extension Coordinators and their communities	About 10-15 projects per year (\$5,000-7,500 grants)	Since 2007, \$1.3 million supporting over 150 local projects (many adult/youth leadership and workforce development)	1 FTE
15	NC	<a href="mailto:dwane_jones@ncsu.edu">dwane_jones@ncsu.edu</a>	Low Impact Development Certification Program	<ul style="list-style-type: none"> <li>An educational program developed in 2009 in collaboration with NC Division of Water Quality</li> <li>Mission: Protect water quality by how we plan, design, construct, and manage our communities</li> </ul>	Engineers, planners, landscape architects, realtors, and others	About 300 participants annually	Cited as a model program by USEPA; 105 individuals certified.	.75 FTE
16	NC	<a href="mailto:dbmorais@ncsu.edu">dbmorais@ncsu.edu</a>	People First Tourism	Web marketplace for networks of rural tourism micro entrepreneurs nominated and coached by county CES agents. The project leverages capacity building efforts already in place and provides access to markets - socially and environmentally conscious urban sophisticartes. Project started in NC but Social Franchises are developing in other states - interested partners should contact Duarte B. Morais, NC Tourism Ext Specialist.	Under-resourced, under-served rural individuals with existing ties with local CES agents.		Approximately 40 microentrepreneurs are registered in the site now (April 2013) and the number is growing organically. We are tracking income generated automatically and are conducting baseline evaluations of self-reliance and social capital.	60% time of PI (Morais), variable time investment of approx 15 other faculty, and 10 graduate and undergraduate students.
17	NC	<a href="mailto:susan_jakes@ncsu.edu">susan_jakes@ncsu.edu</a>	Creativity, Inc.: Rural Sustainability Through Innovation	Community and Economic Development Program - full curriculum for 1+ year long community process including youth asset mapping, large scale community meeting planning and implementation, and follow-up action phase.	Rural or boundaried communities that want to build on local assets and develop and carry out an inclusive community and economic development process.	10 agent trained, just launching in spring 2013.	just being launched 10% Campaign: 6242 individual/family members and 828 business partners; tracking over \$36 million spent locally since July 2010. Bringing New Farmers to the Table: 2 new Incubator Farms implemented, 2 new Incubator Farms in planning process. Farm to Fork: over 1000 participants engaged. Food Corps: 14 School/community gardens built/revitalized; 55,014 s.f. of gardens built/revitalized; 1457.5 hours served by volunteers; 7,366 unique children served.	.25 State Specialist FTE, 1 FTE program assistant.
18	NC	<a href="mailto:joanna_ielekacs@ncsu.edu">joanna_ielekacs@ncsu.edu</a>	Center for Environmental Farming Systems	CEFS supports a number of Community-Based Food Systems (CBFS) initiatives including the following: Consumer Education (NC 10% Campaign), Community and Youth Engagement (Food Corps), New Farmer Training (Bringing New Farmers to the Table), and Policy Development (Farm to Fork Statewide Initiative). <a href="http://www.cefs.ncsu.edu/whatwedo/foodsystems.html">http://www.cefs.ncsu.edu/whatwedo/foodsystems.html</a>	As noted, Consumers, Youth, Local Government, and various local food partners and community groups	Varies by program		0.30 FTE Extension Specialists; 1.15 FTE Extension Associates; 1 FTE Program Coordinator; 2.25 FTE Program Assistants; 100 Extension County Local Food Coordinators; 5 Extension Regional Food Coordinators; 1 FTE Project Fellow; 7 FTE Food Corps Service Members

FL	<a href="mailto:rcrouser@ufl.edu">rcrouser@ufl.edu</a>	County Commissioner Training Program	Extensive training in partnership with the Florida Association of Counties in a basic (County Commissioner Certification) and advanced (Advanced County Commissioner) voluntary certification program.	County Commissioners in Florida's 67 counties (a total of 377).	Class sizes typically range in size between 20-65 county commissioners.	A total of 329 commissioners have completed the 36 hour basic CCC training and 133 commissioners have completed the 27 hour advanced ACC class. UF Extension provides 13-15 core hours of instruction in the CCC class and participate/instructs in all 27 seminar hours of ACC. It is estimated that about 800 commissioners have completed at least one of the basic CCC classes in the last six years.	One state specialist (1.0 FTE) with about 80% of time committed to this effort.
19							
20	<a href="mailto:awhodes@ufl.edu">awhodes@ufl.edu</a>	Economic Impact Assessment	Community, business, nonprofit and educational economic impact assessments.	Community, business, nonprofit and educational employees and organizations.	Many of the products/services delivered are specific to the organization requesting the service and educational programs reflect small sizes. However, in professional development/in-service training classes, as many as 98 county based extension faculty have attended a single training.	The success of the effort can best be evaluated by listing a sample of "clients" that have requested/funded studies: Presidents Office, UF, The Florida Legislature; The Florida State University System Board of Governors and Chancellor; USDA; U.S. Army Corps of Engineers; Florida Energy and Climate Commission; Florida County Governments, Boards of County Commissioners; Florida Water Management Districts; and, numerous commodity associations.	Approximately .85 FTE of specialists, 1.0 FTE post-doc and 1.0 FTE analyst.