

2013 Middle Manager Conference

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April is quickly approaching, but we have a few weeks left! Don't forget that rooms must be booked by March 13th. We appreciate all our volunteer panelists on various subjects, and we encourage more. Tours to local bourbon distilleries, horse farms, Keeneland race track, and some great presentations are planned. Register at <http://srpln.msstate.edu/mm/index.html>. Agenda is on page two.

Alabama Programación en Español

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Alabama's Hispanic population has grown significantly over the past decade. In fact, Hispanics not only represent the fastest growing minority group in Alabama, but across the nation. The majority live primarily in the metropolitan areas of the state, and a large percentage do not speak English or are not very proficient in the language. To respond to the non-English speaking segment of the population, the Alabama Cooperative Extension System's Urban Affairs and New Nontraditional Programs Unit has designed a Spanish-only website called Programación en Español (www.aces.edu/urban/spanish.html) that serves more than 50,000 customers yearly within Alabama, the United States, and around the world. Programación en Español users will also find links to over 4,000 research-based publications in Spanish and with English translations where available!



Kentucky Planning, Evaluation & Accountability Resource

Heiskell, Connie cheiskel@utk.edu

New Extension employees in Tennessee received a new resource last year, a 118-page guide to program planning, evaluation, and accountability. The resource can be downloaded at:

https://ag.tennesseesee.edu/ees/d/Documents/EvaluationResources/New_Employee_Orientation_July_27.pdf



The tool was authored by Joseph Donaldson, Extension Specialist for Program Planning and Evaluation. It is full of practical and actual examples. Topics include:

- Tennessee Extension Program Planning and Evaluation Model
- Needs Assessment
- Overview of Federal Legislation
- Survey Examples
- Using Impacts and Accountability Reports

This resource is used as the centerpiece for instructing new Extension employees at their orientation conference.

March 2013

2013 Middle Managers Conference – April 9 – 12, Lexington Kentucky

April 9, 2013 – Tuesday

1:00 – 5:00 pm. Registrations at Embassy Suites

6:00-8:00 pm. Welcome to Kentucky

Dinner at E. S. Good Barn – Catered by Cattlemen’s Association;

Kentucky 4-H Performing Troup

“Tribute to Kentucky Musicians”

Presentation about Kentucky Fine Arts-Chuck Stamper, Program Director for Community Development

David Adams – MM - KY

April 10, 2013 – Wednesday

7:00 am - Breakfast

Meetings will be in

Coldstream 4 & 5

8:00 am – “Opening Comments”-

Dr. Jimmy Henning, Associate Dean, Director KY cooperative Extension Service; Dr. Javiette Samuel-Associate Extension Administrator, Kentucky State University

“Hiring/Interviewing Best Practices”- Martha Thompson, UK College of Ag Personnel Director

“Interns and Mentoring” – Panel Discussion.

Tony Tyson, Director of County Operations, GA., Lonnie Johnson, (MM-GA), Danita Lynn Brookins, (MM-TN).

9:45 am – Break

April 10, 2013 – Wednesday

Breakout Sessions:

“Retention of Staff” – Dr. Jeff Young, MM-KY.

“KY Career Ladder” – Karen Ramage, Director of County Operations

“Report” – Dr. Ken Jones, Program and Staff Development

10:45 am – Panel Discussion on “Mare Reproductive Loss Syndrome and UK’s Role” – Dr. Jimmy Henning, Wayne Long, Jefferson Co. ANR Agent, Dan Rosenberg – Executive in Residence for the Equine Initiative within the University of Kentucky’s College of Agriculture

11:30 am – Lunch

12:15 pm – Leave hotel for Three Chimneys Farm

2:30 pm – Leave Farm for various tours:

- Buffalo Trace Distillery
- Wild Turkey Distillery
- Keeneland

Return to Hotel

6:00 -8:00 pm – Complimentary bar and heavy hors d’oeuvres in Clark Room



April 11, 2013 - Thursday

7:00 am – Breakfast – Buffet

8:00 am – Council involvement? Joann Milan, Southeast GA, District Director – Confirmed,

“Managing Volunteers” – Bobby Fletcher, Regional Director/Assistant Director LA.

Client Protection – Panel

9:45 am – Break

10:15 am – Dr. Marshall Stewart

Associate Director for North Carolina Cooperative Extension and State Program Leader for 4-H Youth Development and Family & Consumer Sciences

11:30 am – Aleta Botts – Agricultural Policy Outreach Director University of Kentucky College of Agriculture

12:30 pm – Lunch

1:30 pm

Event Registration Tools:

“Cost Recovery” – Darrell Dromgoole, (MM-TX).

Tim Momol, (MM-FL).

3:00 pm – Leave for KSU

Aquaculture/Small Farm Programs/FDM
Catfish Dinner at KSU

April 12, 2013 – Friday

7:00 am – Breakfast – Buffet

8:00 am – Mid Manager Business
Charlie Vavrina, Chair MM-Sub-Committee.

CRD Discussion

11:00 am - Adjourn

SE Oklahoma Stronger Economies Together Project

Claude Bess claud.bess@okstate.edu

In many counties in Oklahoma – especially counties with smaller populations – finding ways to create, attract and retain jobs is a challenging process. Pursuing economic development as a single rural county in isolation from other nearby counties is becoming increasingly ineffective. In today’s global market place, economic development progress is more likely



to be realized when rural and metro counties work together as a multi-county region to assess, design and implement plans that build on their assets and comparative economic strengths. That’s what the *Stronger Economies Together* (SET) project is all about.

The Oklahoma Cooperative Extension Service is participating with partnering agencies on two separate SET projects. The Kiamichi project involves six counties in the southeastern corner of the state.

According to Claude Bess, SE District Extension Director, the project is already paying off in terms of new coalitions created and a shared vision for economic development in the Kiamichi region of Oklahoma. “We are excited about the potential to develop tourism on a regional basis. The natural beauty of the

region combined with a rich and interesting history provides a great opportunity for enhancing the economies of otherwise stagnant economies,” said Bess. For more information regarding the Kiamichi SET project, please contact Claude Bess or Lani Vasconcellos at 580-332-4100.

Launched in 2010 by USDA Rural Development, currently in our region, SET is at work in Alabama, Mississippi, Florida, Arkansas, Georgia, North and South Carolina, Texas, Kentucky, Virginia, Oklahoma, and West Virginia. [\[http://srdc.msstate.edu/set/files/overview_p3_11_2012.pdf\]](http://srdc.msstate.edu/set/files/overview_p3_11_2012.pdf)



Florida Extension Initiative #6: Supporting Community Resources and Economic Development

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Florida Extension’s (newly reformed) Community Resource Development (CRD) program is an outgrowth of our recent long range planning process¹. A CRD retreat, held in December 2012, showcased current and potential CRD programs to our 30-person (admin., Specialists, county faculty) Initiative Team. The team then participated in facilitated discussions and follow-up

activities where a state Plan of Action (PoA) and logic model were developed around the salient issues. Program Outputs and Outcomes (long, medium, short range) were defined for each PoA to initiate this continuing process.

Issue 1: Economic Development and Entrepreneurship

Goal: To provide self-reliant local economies and improved business climates through skill development in the private sector leading to business creation, retention and expansion.

Activities: Annie's Project, Business Retention and Expansion, Economic Impact Analysis, Green Business Partnership, Agri-tourism, Beginning Farmer and Rancher Program, Small Farm Academy, Farm to School

Issue 2: Community-Based Capacity Building

Goal: To build capacity of individuals in the community to facilitate community decision that fosters social, economic, and environmental resilience.

Activities: Natural Resources Leadership Institute, County Water Schools, Sustainable Floridians, Community Matters, Designing Green Development, Healthy Housing, Community Flow, Living on the Coast, Turning the Tide on Poverty, Community Gardening

Issue 3: Public Policy Education and Civic Engagement

Goal: To improve responsible decision-making and leadership capacity of elected officials and government staff. Participants will develop skill sets to

enhance their duties, roles, and responsibilities and will better understand local public policy issues and their role in the democratic process.

Activities: County Officials Training; Kings & King-Makers; Citizen Planning Training; Gateway Project; Project CHARM; Center for Public Policy Education; Coastal Planner's Program; Program for Resource Efficient Communities; Center for Governmental Responsibilities.

1 Shaping Solutions for Florida's Future: The UF/IFAS Extension Roadmap 2013-2023. (2012). pp. 16-17, UF/IFAS EXT. <http://extadmin.ifas.ufl.edu/images/roadmap.pdf>



Connect My Louisiana

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Connect My Louisiana is a broadband Internet education and awareness initiative for Louisiana. This project consists of developing and disseminating educational content to show the benefits of adopting broadband technology in business, education, health care and other aspects of economic activity in Louisiana.

Connect My Louisiana is focused on 18 parishes where broadband is underused. The main activity will be providing consumers, business owners, local government representatives and many more public and private organizations with access to educational resources that promote greater broadband Internet adoption.

There is a Louisiana broadband Internet map that shows you where access is available to the state's communities. Go to <http://broadband.la.gov/mapping.asp>

The Connect My Louisiana program has delivered over 80 classes to over 1,500 residents on topics including:

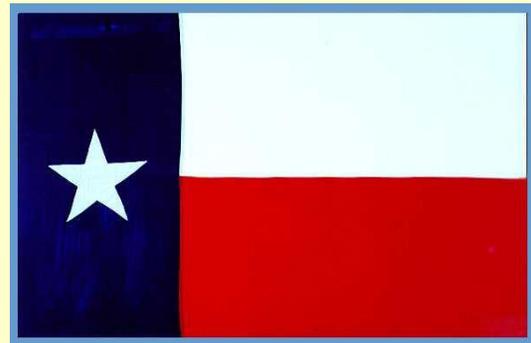
- What is Broadband?
- Introduction to Online Business
- Introduction to Selling Online
- Introduction to Tablets
- Introduction Twitter
- iNutrition- MyPlate
- Louisiana Market Maker
- Using Social Media for Business and Personal Life

Over 90% of program participants have reported the classes to be "very informative" while 89% have reported that they have incorporated at least one tool that they learned from the classes into their day-to-day life.

Testimonials:

The Connect My Louisiana program... "allows people to interact collectively in ways that we have not seen before. It will allow for online collaboration on projects, social causes, it will become the 'electronic town square' for tomorrow's community." Al Barron, Washington Parish Library

"The Broadband program is great for a basic introduction to things...For example: The intro to Broadband was great because the patrons were able to find out about what high-speed internet services were available to them in their areas. It is also great about keeping the patrons informed about what sort of opportunities are available with high speed internet services." Jessica Kemm, Amite Library Branch Manager



Southern Region Urban Network Update

Joan Jacobsen, j-jacobsen@tamu.edu

The goal of the Urban Network is to have quarterly opportunities for County Extension Directors in urban areas to listen, learn, and share with colleagues across the Southern Region.

Our Nov. 12, discussion was: "Use of Social Media in Extension Urban Programming." 150 participants from across the nation participated in this Extension webinar by Anne Adrian from Auburn. Four panelists: Joanne Kinsey (Rutgers/FCS), Kathy Reschke (Military Families Learning Network Social Media Specialist), Katie Wagner (Utah State/Horticulture) and Ron Wolford (Chicago Urban Horticulture program). The 90-minute webinar was recorded and is available at: <https://learn.extension.org/events/732>

Our February 11 discussion focused on: “Engaging Hispanic Audiences”. 37 participa.” from 10 states across the Southern Region and Ohio! The facilitator was Terrie James, from University of Arkansas, who led the group. The call resulted in establishing a web-based presence for Spanish language materials.

Upcoming Urban Network discussions include:

May 13 “Securing External Funding” at 10 Central and 11 Eastern.

Aug 12 “Interdisciplinary Programming Ideas” at 10 Central and 11 Eastern.

Please contact Joan if you have county based faculty who want to join the fun or facilitate the discussions! We’d really like to have leadership representation from different states across the Southern Region to lead the discussions.

Virginia District Program Leadership Teams

Lonnie Johnson lojohns2@vt.edu

Virginia Cooperative Extension announces a new statewide program conceived by agents and advanced by District Directors to address agent’s needs. District Program Leadership Teams (DPLTs) comprised of six senior and/or experienced agents selected by competitive process, train new and early career agents, agent mentors, and help address programmatic issues in an effort to elevate organizational knowledge. DPLT agents must commit 5-10% of their time to the project for which they receive a \$5,000 annual salary stipend. Early program evaluation documents a high level of success.

Structure

- One team per district
- Teams consist of two agents from each discipline ANR, 4-H, and FCS
- Team members serve a three-year term on a rotational basis
- One team member is appointed team coordinator (one-year term)

Responsibilities

- Provide district level training in the VCE Programming Process to new/early career agents
- Work directly with and provide training to new agent mentors
- Provide cross program area training
- 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

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 statewide
- Contributes to stronger programs and impacts
- Contributes to agent development and retention

State Support

- Coordinated by the Associate Director, Program Development
- DPLT team trainings 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)

Don't Forget to Smell the Roses ... or Whatever

First, I would like to thank all those who went *above and beyond* to provide content for this newsletter during these particularly hectic times of annual performance appraisals ... truly heroic! If you are like me, "evaluation season" is perhaps the most stressful time of year because the singular focus of this 90-day period isn't offset by a cessation in the business of managing an Extension district with all that entails! Ah, but that's why they pay us the big bucks! ☺

But one morning this week I was reminded there's more to life than performance appraisals. As I was

walking the dog at sunrise, I was greeted with the sweet scent of orange blossoms floating on the morning air. In that moment, my mind, racing with a myriad of deadlines, things to do, places to be, stopped dead in its tracks at the realization that orange blossoms were at work too ... I smiled. A big smile!

I can't say that one moment changed the way I've done business or that it unburdened me of all the travails of daily life, but it has made a difference and as I revisit it over and over again, each time it produces the same effect ... a smile. Good medicine, really.

So take time to "smell the roses" or coffee or whatever comes your way unexpectedly and just for the moment put all that other *stuff* to rest ... "it does a body good."

