



Southern Region Middle Managers News

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2014 SR-PLN, AEA & ASRED Joint Meeting August 18-22, 2014

Connecting Our Communities: Our Next 100 Years: Why, What and How

The Land-Grant University System celebrates the centennial of the Smith-Lever Act in 2014. As we embrace the past 100 years of Extension work, we look forward to what the next century will bring. What will be the focus of the work moving forward? How will we reach audiences, attract new communities and continue to be viable in the future? And perhaps most importantly, why is the Cooperative Extension System the right mechanism to extend knowledge and change lives in the next 100 years? Join us to explore these important guiding questions.

Keynote Presentation and Dialogue Andy Goodman, "Change the Story, Change the World"

Change the Story, Change the World is a highly interactive workshop in which participants learn about the importance of narrative as a form of communication, learn how to tell effective stories, and learn how to use stories in virtually all aspects of their day-to-day work.

Urban Task Force PreConference - The Next Handshake: How creative partnerships with governments, universities and private sector can enhance Extension's Mission in urban programs

This session will focus on the development of alternative funding opportunities and partnerships that can potentially



enhance program effectiveness in urban counties. Some of the specific discussion topics will include creating the following;

- Position endowments
- Partnerships with municipalities.
- Partnerships with health care providers
- Partnerships with non-land grant universities.
- Partnerships with private sector.
- Partnerships with other agencies.
- Partnerships with Independent School Districts.

OSU Cooperative Extension Service Celebrates 100 Years of Service with Historic Whistle Stop Reenactment

Oklahomans were able to experience a blast from the past on April 12, 2014 as the Oklahoma Cooperative Extension Service conducted its Centennial Whistle Stop and Festival near Wellston.

“In the early 1900s, trains were the modern way to travel and early Extension agents were allowed to ‘ride the rails,’ going from town to town presenting demonstrations and showing people how they might improve the quality of their lives by making use of the latest science-proven advances, practices and products,” said James Trapp, OCES assoc. dir.

A train coming into town was sometimes referred to as a “county fair on wheels.” As a part of its centennial celebration, Extension conducted a historic reenactment of the type of whistle stop tours that took place in 1914.

The 10:30 a.m. to 4 p.m. outdoor event was open to the public, free of charge and took place at the Rock N Rail yard, located off Highway 66 east of Wellston.

Over 1,000 guests visited tents and booths offering demonstrations and hands-on activities representative of both early and modern-day extension programs. “ Some of the activities were reminiscent of what a whistle stop would have

featured back in the day, while others provided the latest cutting-edge advances developed to help people in 2014 solve concerns and issues of importance to them, their families and communities,” Trapp Said.

Activities for the event included Dutch oven food demonstrations and food sampling, exhibit booths, many of them hands-on, featuring a glimpse into historic Oklahoma aspects such as vintage children’s games, the life of an Extension agent in 1938, antique tractors and vintage canning, to modern day science-based educational programs such as the Oklahoma Mesonet weather monitoring system, computer-based farm and ranch risk management, key agricultural practices that strengthen the state economy while also promoting environmental stewardship, raised-bed gardening, youth archery and all-terrain vehicle use and safety, unmanned aerial vehicles, among others.

State of Oklahoma officials and dignitaries arrived at the site by train at different times throughout the day. The train traveled to and from Wellston, Stroud and Oklahoma City.

It was a great day and a great event to showcase the history and future of the Oklahoma Cooperative Extension Service.

Changes in Oklahoma’s Upper Administration Personnel

Vice President, Dean and Director, DASNR

Dr. Thomas Coon has been named as Vice President, Dean and Director of the Oklahoma State University Division of Agricultural Sciences and Natural Resources, effective in July, 2014. Dr. Coon comes to OSU from Michigan State University where he served as Director of Extension and professor in the Department of fisheries and Wildlife.

Northeast District Extension Director

Mr. Randy Pirtle was named as NE District Extension Director, effective June 2, 2014. Randy was formerly

Extension Educator, Agriculture/4-H in Washington County, Oklahoma.

Assistant Director/4-H Program Leader, OCES

Dr. Kevin Allen has been named as Assistant Director, 4-H Program Leader for the Oklahoma Cooperative Extension Service, Oklahoma State University. His appointment is effective July 1, 2014. Dr. Allen currently serves as Associate Professor in the Natural Resources Ecology Management Department and Ext. 4-H Specialist in the area of natural resources.

Updates on Process Changes

OCES just started using the People Admin System for taking applications for County/Area/District positions. We still have bugs to work out using this system. Claude Bess, claude.bess@okstate.edu

National Urban Extension Conference – May 4-7, 2015- Atlanta, Georgia

The University of Georgia College of Agricultural and Environmental Sciences Cooperative Extension is hosting the National Urban Extension Conference in Atlanta, Georgia. The theme for the conference is **Honoring the Past, Living the Dream, Embracing the Future.**

We welcome Extension professionals who work in urban/suburban communities for this conference. We also welcome extension partners from collaborating agencies and organizations, extension volunteers, local advisory board members, and others with an interest in urban extension programs.

Speakers for the conference include: Dean Scott J Angle, UGA College of Agricultural and Environmental Sciences; Monica Kaufman-Pearson, Atlanta Broadcast legend and award winning journalist; David Hankerson, Cobb County manager; Michael Thurmond, Superintendent of DeKalb County Schools and Andy Goodman, nationally recognized speaker in public interest communications.

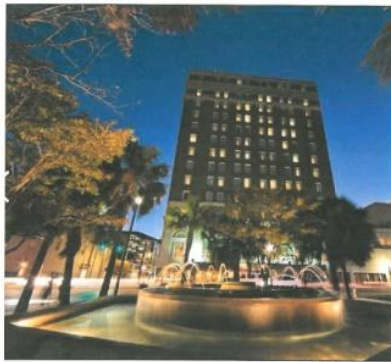
Networking and learning about urban extension programming will be the center of the conference in several different ways.

- **Seminars and posters** from extension colleagues from across the nation. Two types of seminar sessions are being planned. There will be 60 minute seminar workshops and 30 minute road runner sessions. Those interested in sharing their knowledge and experience in urban extension programming can submit a proposal at <http://urbanextension2015.com>. The deadline for submission is October 1.
- Tours featuring **Urban Extension Experiences**. These urban experiences will highlight extension programming and collaboration in the Metro Atlanta area. Tour highlights will include visits to the Center for Disease Control and Emergency Operations Center, Atlanta Food Bank, Serenbe, Atlanta History Center, Atlanta BeltLine, Love is Love Organic Farm, Atlanta Botanical Gardens and Centennial Olympic Park.
- **Administrative tract** of sessions for Deans, Extension Directors and Administrators focused on networking opportunities; highlighting the unique challenges and opportunities related to Urban Extension, and featuring successes that could be duplicated in other cities.

Registration for the conference will open November 1, 2014. Early Bird fees of \$425 apply until April 1, 2015 and the regular fee of \$475 applies thereafter. For more information about the conference you may visit <http://urbanextension2015.com>. Sheldon Hammond shammond@uga.edu

So. Region Middle Mgrs Conf., March 13 – 19, in Charleston

Save the date! We're still teasing through many of the particulars for this conference, so keep your eyes open for further developments. Blake Lanford, blakel@clermson.edu



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4. A journal kept by each intern that enhances engagement in the learning process.
5. Two online EXCITE webinars that provides information about Texas A&M AgriLife Extension Service and encourages thought provoking interaction with the intern's mentor/host agent.
6. An EXCITE Conference on the campus of Texas A&M University in College Station, Texas that provides information about Texas A&M AgriLife Extension Service.

This summer there are 22 paid summer interns working in county offices all over the state. In administration of this program the following has been implemented;

- Conducted orientation conference for host/mentor agents via video conference.
- Developed and administered a Pre-internship on-line assessment to establish benchmark data related to interns knowledge about Extension and their level of interest in Extension as a career.
- Developed and implemented the first of two Webinars that provided interns with streamed live UTube videos related to Extension structure, an Overview of Extension and an Overview of the Texas A&M AgriLife Extension Service's Program Development Model.

Extension Career Intern Training and Education (EXCITE) Program

Research shows that college students involved in meaningful internship opportunities with Extension significantly increase the chance that they will stay in that career field after graduation. This summer Texas A&M AgriLife Extension Service has overhauled their intern program for the summer of 2014. The fundamental elements that have been developed for the summer of 2014 are as follows;

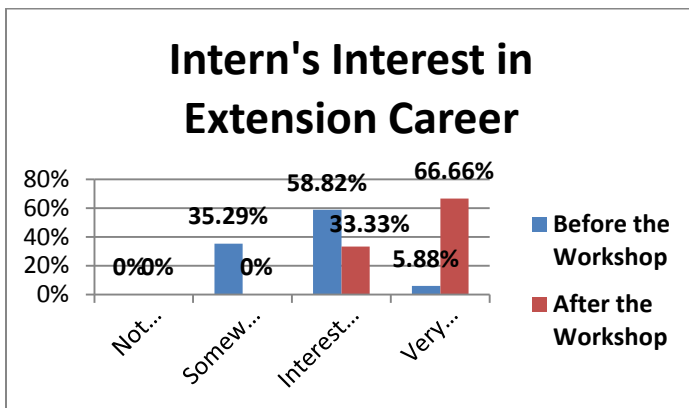
1. Host county experiential learning on a day-to-day basis in County Extension offices.
2. An Extension Career Intern Training and Education (EXCITE) Program Website. View this site at <http://agrilife.org/excite/>.
3. A weekly blog that provides information about Texas A&M AgriLife Extension Service and encourages thought provoking interaction with the intern's mentor/host agent.

Following the 2013 summer workshop on the Texas A&M campus an online survey was sent to 19 Texas A&M AgriLife Extension Service Interns who participated in the 2013 AgriLife Extension Service Summer Internship Workshop to evaluate the effectiveness of this training. The response rate was 18 (94.73%) interns.

We expect even greater success with the 2014 with the additional element that have been added to encourage more thought provoking interaction between the host/mentor agent. An Extension internship provides a valuable learning experience for both the intern and the agent. For the student, the internship provides a setting where they can implement the philosophy and teaching methods of

non-formal education as it becomes a lesson in "real-world-learning"; for many agents, supervising an intern serves as a refresher course in the theories and principles of non-formal education as well as an opportunity to update their own knowledge and skills. Darrell A. Dromgoole, d-dromgoole@tamu.edu

The following graph provides the % of respondent rating of their interest in a career in Extension prior to and following the workshop:



National Urban Leaders Network

Leaders in urban extension from 15 states gathered in St. Pete, Florida on June 22-24, 2014 for a three day meeting of the National Urban Leaders Network. The Network consists of dedicated Cooperative Extension Professionals that are excited about **advocating and advancing the strategic importance and long term value of urban extension activities**. The University of Florida hosted the meeting and provided the resources to make the meeting a great success. This was the second meeting of the National Urban Leaders Network. The first meeting took place in Pittsburgh on December 2-5, 2013.

We have appeared to reach a *tipping point* with urban Extension as exemplified by several new ventures. Ohio State and the University of Georgia are in the process of developing statewide urban extension programs, while Purdue University and University of Maryland are beginning to explore Urban Experiment Stations in their major cities.

Twelve people stepped up to serve on a Steering Committee and provide additional direction to the group. The Steering Committee will participate in

monthly conference calls and follow up with the Action Teams (Communications, Resources, Stakeholders, Policy, Professional Development) to ensure timely deliverables.

The consensus of the group was that the time is right for the Land Grant Universities to expand their urban extension efforts. The group believes that the extension model is uniquely qualified to assess urban needs and deliver in a meaningful manner that will demonstrate impact. Such efforts would greatly complement our work in traditional extension and provide new audiences for extension as well as new funding sources for our universities. Christopher Obropta, obropta@envsci.rutgers.edu

Florida Urban Workshop

Forty six urban faculty and administration gathered for a facilitated discussion on June 24–26, to begin the conversation on restructuring Extension in our urban counties. Topics discussed included:

- What is unique about urban Extension?
- What is critical for the success of Extension in urban communities?
- Learning from existing Urban Extension programs.
- How do we meet the needs of urban communities?

The Urban Task Force now will begin to sift through the data and meet monthly, electronically for the next six months to set the process in motion, reap some *low hanging fruit*, and formulate a solid foundation from which the Dean/Director can choose a plan of action. Stay tuned!

Louisiana Middle Manager Report

NACo Coming to NOLA

The National Association of Counties (NACo) [annual meeting](#) is being held in New Orleans July 11-14 and the *Cooperative Extension Service Centennial* will be the focus of two booth spaces sponsored by the Florida, Georgia, Louisiana and North Carolina. If you would like to follow the event on your mobile device, go to <http://eventmobi.com/naco2014>.

Smith-Lever as well as Knapp will be on hand for photo opps for booth visitors that will be uploaded to an Instagram account. You can also follow @bhfjr1 and @LaUrbanCES for Twitter updates.

The Annual NACo Conference provides over 2,000 county (and parish) officials with a great opportunity learn about innovative county (and parish) programs; find out about issues impacting counties (and parishes) across the country; and view products and services from participating companies and exhibitors. I encourage all states to inform their county elected officials that we will be in New Orleans and invite them to visit booth 301.

Farm to Table Internat'l Symposium, Aug. 2-4

The [Farm to Table International Symposium](#) (F2Ti) is an annual event held in New Orleans featuring the brightest thought leaders and leading practitioners in the burgeoning farm-to-table movement. F2Ti explores the cultivation, distribution, and consumption of food and drink sourced locally. Topics include the best practices for urban farming, bringing products to market, sourcing locally, sustainability and the latest with the imposing Food Safety Modernization Act.

F2Ti is produced by the New Orleans Ernest N. Morial Convention Center in partnership with the SoFAB Institute and the LSU AgCenter. - See more at: <http://f2t-int.com/about-us/#sthash.P0Ufdr1Q.dpuf> If registering, use code **LSUAC** to receive a 25% discount.

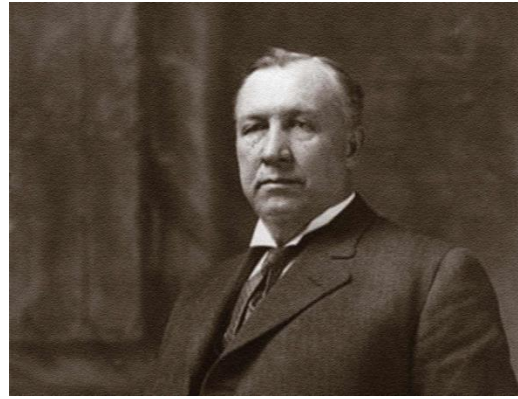
LSU AgCenter *Agents of Change* Centennial Video excerpts:

Sea Grant:

http://www.youtube.com/watch?v=3E5aqx9z3_U

Better Seeds for Resisting Insects & Disease:

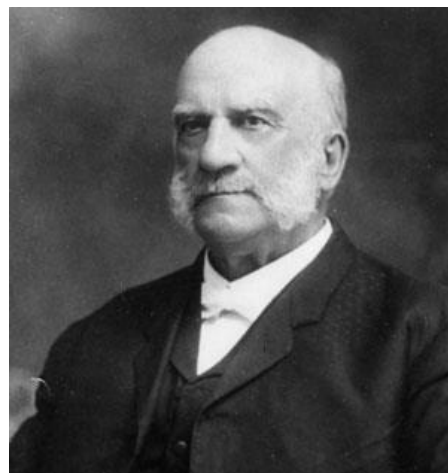
<http://www.youtube.com/watch?v=U9S5FThkOms>



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Respectfully submitted,
Charlie Vavrina

P.S. Our next MM Conference Call will be on July 22, 2014 at 9:00 a.m. Central and 10:00 a.m. Eastern



HAPPY JULY 4TH !

