



Southern Region Program Leadership Committee Meeting  
Thursday, June 19, 2008  
9:00 am Central

**Present:**

Tony Windham, Community Development, University of Arkansas  
Debbie Archer, Communications, University of Arkansas – Pine Bluff  
Paul Mask, Ag and Natural Resources, Auburn University  
Gaines Smith, ASRED Advisor, Auburn University  
Mitch Owen, Program & Staff Dev., North Carolina State University  
Paul Coreil, ASRED Advisor, Louisiana State University  
Thelma Sanders-Hunter, Family & Consumer Sciences, Tennessee State University  
Nina Boston, Information Technology, University of Arkansas  
Frankie Gould, Communications, Louisiana State University  
Gina Eubanks, AEA, Southern University  
Lamar Nichols, 4-H and Youth Development, Auburn University  
Joe Schaefer, Middle Management, University of Florida  
Ray McKinnie, AEA, North Carolina A&T State University

**Ex-Officio:**

Ron Brown, Association of Southern Region Extension Directors (ASRED)  
L. Washington Lyons, Association of Extension Administrators (AEA)  
Alan Barefield, Southern Rural Development Center (SRDC)  
Rachel Welborn, Southern Rural Development Center (SRDC)

**ASRED Update** – Paul Coreil, Gaines Smith, Ron Brown

NASULGC has created the Farm Bill Implementation Assistance Committee. This committee includes representatives from NASULGC, ECOP and ESCOP. A conference call was held to discuss the following:

- Challenges and opportunities of implementing the Farm Bill
- The role of the Undersecretary who will be the Chief Scientist (Director) of the new National Institute for Food and Agriculture
  - CSREES will no longer exist under this structure. The agency will become NIFA.
  - There will be mandatory funding for organic, specialty crops and beginning farmers and ranchers.
- Requirements for the Annual Science Roadmap – this roadmap could be required in the near future or, more than likely, with the new Administration
- AEA is trying to schedule a meeting with the Assistant Secretary to talk about the reorganization and the transition team. Trying to schedule the meeting for the middle of July.



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- The transition team for the Farm Bill has been named and work has begun.

ASRED's summer meeting will be held by conference call on July 30-31, 2008.

- Discussion of the structure and staffing of ECOP within NASULGC
- Priorities include resetting Extension priorities within the NASULGC office. This is the second year of renewing priorities to work with eXtension and CSREES to have a greater focus on Extension programming in integrated and competitive programs.
- A discussion will be held regarding needs-based Communities of Practice in eXtension
- National Extension Brand Study by Copernicus – The small steering committee will meet with Copernicus in Boston to review the study results. These results will be presented at the NASULGC meeting in November
  - LSU is using Pedesta to determine the impact on leveraged funds from Federal dollars

#### **AEA Update** – L. Washington Lyons and Ray McKinnie

##### Joint AEA/ARD Conference

- Held June 8-11 and had over 600 participants
- Emerging issues included
  - Alternative energy
  - Youth development
  - Wellness and obesity
  - Food safety
- Thirty-two papers were selected for presentations
- Special recognition was given to:
  - Velma Blackwell
  - Lawrence Carter
  - Noland Williams
  - L. Washington Lyons
  - Linda Williams-Willis
  - Jacqueline McCray
- AEA and ARD is moving to hold joint conferences rather than separate annual meetings
- Invitations to include the 1862 institutions is under consideration
- Planning for the AEA Executive meeting is underway – the annual AEA summer meeting was not held due to the AEA/ARD joint conference

Dr. George Cooper has been named the new president of South Carolina State University. Dr. Cooper was formerly the Deputy Administrator for Science and Education Resource Development (Dr. Frank Boteler has been named interim Deputy Administrator). Dr. Cooper managed most of the CSREES programs dealing with the 1890 institutions. CSREES is planning on filling this position (depending on the direction of the implementation of the new Farm Bill).



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All of the 1890 provisions were included in the Farm Bill. This included a minimum of \$100,000 per institution for EFNEP programs and the 1890s receive 15% of new monies.

The 1890's are trying to more fully integrate research, teaching and Extension.

### **Strengthening Extension Advisory Leadership (SEAL)**

- The SEAL planning committee has met
- SEAL conference is being planned for Spring 2009
- In the process of issuing a call for presentations for those who want to develop content
  - A unique curriculum is being developed that targets county directors

### **PLN Evaluation**

- Nancy Franz (Virginia Tech), Mitch Owen (North Carolina State University), and Celvia Stovall (North Carolina State A&T University) are heading up the effort
- Franz is developing a framework for small, voluntary focus groups at PLN
- Question was asked regarding ASRED/AEA participation in the focus groups

### **New Committee Chair Orientation Program**

- Agenda for the orientation program is being developed
- Initial focus is on Committee Chairs, Vice-Chairs, and PLC Representatives. This will likely be expanded to include all committee members
- Orientation will be held through Centra
- Program committee responsibility documents will be discussed. Specific topics include:
  - State report wiki
  - Accomplishment report
  - Committee plans of work
- PLC should be able to reach out to new participants
- PLC representatives should make sure that people show up. Need to have at least two representatives from each PLN committee

### **State Report Wiki**

- Nina Boston needs to know what committees will submit their state reports electronically
- How does the report need to be formatted? Should it be organized by question or by state?
- There needs to be a link from the PLN committee website pages to the state reports listed on the wiki
- Persons entering state reports must have an eXtension account
- The IT committee has organized their reports by question (topic). This allows the committee to look at all states' responses to a particular question

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- The Communications committee members are not going to submit electronic reports because they basically do “show and tell” reports
  - The Middle Management committee indicated that they would prefer to have their reports organized by question

### **Accomplishment Reports**

- Accomplishment reports should be a 1 page, bulleted list of major accomplishments or values that are realized from participation in the PLN conference
- Question – How should the report be distributed?
- The idea of the accomplishment report came up before the evaluation study that will be performed by Franz, Owen and Stovall. Does the study take the place of the need for the accomplishment report?
- Dr. Coreil indicated that the Directors and Administrators need to know that the PLN conference is valuable. Focus should be on information, not whether we have a report or a study.
- Owen indicated that the processes will produce different products. The focus group will produce broad outcomes, particularly with controls over the focus groups.
  - After the focus groups are completed, key questions may be identified that could be used in a survey process of all PLN participants.
  - Dr. Brown indicated that the accomplishment report by committee would produce a different product than the focus group. For example, the focus group may mention the work that CECP has performed on moving internal educational opportunities to a national level that is not related to a specific committee.
  - Boston indicated that the report should be focused on what happens that would not have happened if PLN did not exist. This is important because of the turnover in the committees and within the Director/Administrator ranks.

### **Urban Task Force**

Charlie Vavrina (University of Florida) and Steve Mullen (Louisiana State University) is planning a meeting to discuss the Urban Task Force. It is hoped that at least two participants from each PLN committee will participate.

### **Future PLN Conferences**

- Discussion will be held at the August PLC meeting to discuss cycling the conference between 4-5 cities
- Dr. Brown indicated that at least one director has expressed concern that the hub city concept may not be recognized in the selection of conference sites.

## **COMMITTEE REPORTS**

**ANR**

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No report

### **Communications**

Teleconference was held on June 18. Haven Miller is retiring and Carolyn Whatley is the new secretary.

### **FCS**

- A spring face-to-face meeting was held
- Shirley Hastings has encouraged FCS faculty members to become eXtension CoP members
- Tennessee State University has a new Dean in charge of Agriculture and Family and Consumer Sciences research, teaching and Extension

### **IT**

The IT committee meeting was held at the Technology Conference  
Dwayne Hunter presented the new Disaster Recovery information

### **Middle Management**

- The Middle Management conference call was held last week
  - One topic of discussion for the August PLN meeting will be the role of Middle Managers within eXtension
  - A joint meeting with Program and Staff Development is being planned
- Two committee members attended the North Central regional professional development conference
- The Southern region professional development conference will be held April 6-9, 2009 in Athens, GA
  - General theme for the conference will be *Successful Planning for Leadership*

### **PSD**

- PSD is in the process of developing a national network of PSD professional. Many states do not have a contact – this presents challenges for national programming and coordination efforts.
  - Major factor in this effort is that there is no overall group focusing on program and staff development
- PSD is discussing the move of CECP to the eXtension framework and how the people that are actually doing the work involved in the transition