



Southern Region Program Leadership Committee Meeting
Thursday, April 17, 2008
9:00 am Central

Present:

Tony Windham, Community Development, University of Arkansas
Bill Woodrum, Community Development, West Virginia State University
Debbie Archer, Communications, University of Arkansas – Pine Bluff
Paul Mask, Ag and Natural Resources, Auburn University
Gaines Smith, ASRED Advisor, Auburn University
Dorothy Wilson, 4-H Youth Development, FCS, CRD, Langston 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
Ellen Smoak, Middle Management, 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

ASRED Annual Meeting

The ASRED annual meeting was held in Baton Rouge April 1-3. The following topics were discussed:

Program Leadership Network

Extensive discussion on the PLN Plans of Action, Goals and Objectives. There is a significant need to reenergize the importance of PLN to the Directors, Administrators, Associate Directors and Associate Administrators. Education regarding the PLN structure and its importance may be necessary. Ron Brown will develop a draft plan to study PLN and will share this draft with AEA. This study will look at the limitations of the PLN structure and participation. A decision on whether to initiate the study plan will be made by ASRED and AEA in August. Gaines Smith indicated the need to include the Urban Task Force in this study, perhaps as a modification of the PLN structure.



Measuring Excellence in Extension

Paul Warner (U of Kentucky) is working through the Extension Committee on Organization and Policy (ECOP) to develop the National Database for Excellence in Extension. Data will be collected on measures that will facilitate evaluation, determine standing with peer institutions, stress the significance of budgets with legislators, etc. The website (<http://www.ca.uky.edu/ECOP/index.htm>) has a description of these measures. This will be discussed at the ECOP Leadership Advisory Council (LAC) meeting in New Orleans.

Extension Committee on Organization and Policy (ECOP) Staffing and Structure

There was a discussion on the staffing of the ECOP office that is currently housed in the National Association of State Universities and Land Grant Colleges (NASULGC). The Southern Region supports the idea of having regional directors and 1.5 FTEs in Washington, D.C. The Southern Region doesn't feel that the current proposal for changing the structure is acceptable and that ECOP should retain its current structure until an acceptable plan is authorized.

Strengthening Extension Advisory Leaders (SEAL) Proposal

The SEAL Conference proposal (see February 2008 PLC minutes) received a favorable response from ASRED. There was a discussion on whether this should be a conference for volunteers or a conference that is focused on Extension faculty who train and work with volunteers. ASRED indicated that the Program and Staff Development Committee should work with Paul Warner (Administrative Adviser) to determine the focus of this conference.

Southern Extension Research Activities (SERA) 38 – Bioenergy

There is a need for more participation in the Bioenergy SERA group.

ASRED Distinguished Leadership in the Region Award

ASRED has initiated a new award to recognize distinguished Extension Leadership in the Southern Region. The inaugural award was presented to Dr. Chester Fehlis (former Texas A&M University Extension Director) at the Baton Rouge meeting.

Cooperative Extension Marketing Task Force

The ECOP website (<http://www.nasulgc.org/NetCommunity/Page.aspx?pid=800&srcid=462>) has information regarding the national Extension branding effort being undertaken by the Copernicus group. Frankie Gould reported that the Branding Study Committee will review the questions used by Copernicus in the pilot studies with agents, specialists, clients, and leaders. The surveys will be conducted over the next two months. Fifteen states have indicated that they want intensive state sampling and these will be completed by December. The results of the national survey will be presented at the ECOP meeting in November.

Upcoming Meetings

- Bioenergy Awareness Day – April 19-22, 2008 – Washington, D.C. – Each state should be aware of the opportunity to present at this conference.
- ASRED Meeting – July 30-31, 2008 – Atlanta, GA.



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- Joint ECOP/ESCOP (Experiment Station Committee on Organization and Policy) meeting – July 21-24, 2008 – Puerto Rico
 - National Association of County Agricultural Agents (NACAA) – July 13-17, 2008 – Greensboro, NC.
 - Galaxy Conference – September 15-19, 2008– Indianapolis, IN.
 - Public Issues and Leadership Development (PILD) meeting – April 28-30, 2008 – Arlington, VA.
 - NASULGC Conference – November 9-11, 2008 – Chicago, IL.

AEA Update – L. Washington Lyons

AEA Annual Meeting

AEA will host their mid-summer meeting June 8-11, 2008, in Memphis. This is a joint conference for AEA and ARD (Association of Research Directors) and all 1890 faculty will be involved. Conference organizers are projecting 500 participants. Major focus is being placed on four areas:

- Biofuels
- Obesity and Wellness
- Food Safety
- Youth Development – Science, Technology, Engineering and Mathematics (STEM) education

Grantsmanship Workshop

The Integrated Grantsmanship workshop was held in Memphis with participation from 1890 universities, 1862 universities, non land-grant universities, and private participation.

AEA Winter Meeting

The AEA winter meeting will be held in February 2009 in Washington, D.C. AEA has invited Colien Hefferan (CSREES Administrator), Ralph Otto (CSREES Associate Administrator) and the National Program Leaders to participate.

Small Ruminant eXtension Community of Practice

AEA is helping to provide leadership for the small ruminant eXtensionCommunity of Practice (CoP).

2008 Program Leadership Network Conference Updates

Committee Chair Orientation Program – Nina Boston

A Centra session with all PLN Committee Chairs is planned for July with a notice to be sent out in June. This session should be about one hour in length. Nina will be getting in touch with the Committee Chairs to coordinate the training session. Topics to be covered include:

- Difference between action and information items

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- Committee Plans of Work
 - Deadlines
 - Accomplishment Reports

State Reports – Nina Boston

The state reports will be submitted through the eXtension wiki. The Information Technology committee will coordinate this.

Evaluation of PLN – Mitch Owen

Mitch Owen, Nancy Frank and Celvia Stovall will perform this evaluation that will not focus on the structure of the PLN organization, but on the impacts that this entity has on regional programming efforts. The committee will use a focus group approach at the PLN meeting in August.

Accomplishment Reports – Nina Boston

No further update.

Newcomer Committee and PLN Representative Job Description – Dorothy Wilson

No further update.

Social and Committee Night Out

The Joint Meeting Social with a cash bar will be held from 5:00-6:00 on Tuesday, August 26. The Program Committee Night Out will be held on Wednesday, August 27. See revised draft agenda at the end of the minutes.

Program Committee Reports

ANR – Paul Mask

No report.

Communications – Frankie Gould and Debbie Archer

The Communications Committee held a teleconference on April 16. The committee must recruit a new secretary due to the retirement of Haven Miller.

The Communications Committee had a question about the use of Moodle as the new CECP platform. Also, would it be possible to provide Moodle training at the PLN meeting? Alan Barefield will check on this at the eXtension Professional Development CoP meeting in San Antonio in May.

Other reports made by the Communications Committee concerned the national Extension branding effort and are included in that discussion above.



Community Development – Tony Windham and Bill Woodrum

The Community Development Committee held a conference call on March 31. A Business Retention and Expansion training will be held July 21-23 in Galveston, TX and the annual SERA-IEG 19 (Rural Health) Conference will be held August 4-6 in Houston, TX.

Also, the official launch of the Entrepreneurs and Their Communities eXtension CoP was held in Washington, D.C.

Family and Consumer Sciences –Thelma Hunter-Sanders

The Family and Consumer Sciences Committee will hold a conference call on April 24. The spring FCS meeting will be held May 15-16 in Nashville. The EFNEP Conference was held in Washington in March.

The University of Tennessee Extension Dean search has three finalists that have been associated with PLN and/or PLC. These include Tim Cross, Gina Eubanks, and Lamar Nichols. The other finalist is Daney Jackson from Penn State.

Increased 1890 faculty participation is needed for the Family Caregiving eXtension CoP.

Tennessee State University was among the awardees for the Magrath Award given through the National Association of State Universities and Land Grant Colleges (NASULGC). This award was given for participation in service learning and community based participation. Description of the award can be found at

<http://www.nasulgc.org/NetCommunity/Page.aspx?pid=906&srcid=836>.

4-H Youth Development – Dorothy Wilson

The 4-H and Youth Development Conference call was held on April 3 and the Program Leaders meeting was held in Boston on April 7-10. The National 4-H Conference will be held in Washington on November 28 - December 2.

Information Technology – Nina Boston

The Information Technology Committee will hold a conference call at the end of the month.

Dwayne Hunter (Oklahoma State) took on the task of developing educational materials in the form of a “Best Practices” document for Disaster Preparedness that include:

- What skills would be needed if disaster struck?
- What are the technical skills that agents and field personnel have to learn if disaster strikes (much of this information was provided by Mississippi and Louisiana in the aftermath of Hurricanes Katrina and Rita).

This document will be presented at the National Extension Technology Conference later this month and will be linked from the IT Committee’s Plan of Work.

Middle Management – Ellen Smoak



The Middle Management Committee is looking for new Program Committee officers.

Program and Staff Development – Mitch Owen

No further reports on programming efforts. The Program Development Committee will host a conference call on Monday.



Southern Region Program Leadership Network Joint Meeting
August 25-29, 2008
Greensboro, NC

Meeting Theme: America's Health Crisis – The Land-Grant's Role

Draft Agenda

Monday, August 25	
1:30 pm	Registration Opens
1:30-4:30 pm	Urban Extension Program Tour
3:30 pm	Program Leadership Committee Meeting
4:00 pm	Program Leadership Committee Meeting with Program Committee Chairs and Vice-Chairs
5:00 pm	Newcomer Orientation
6:00 pm	PLN Executive Committee Meeting
Evening	Dinner on your own

Tuesday, August 26	
7:00 am	Continental Breakfast
8:00 am	General Session Welcome: Nelson Daniels Host State Welcome Housekeeping
8:30 am	Keynote Speaker Dr. Donald Weaver Assistant Surgeon General Deputy Associate Administrator for Primary Health Care Health Resources and Services Administration <i>Epidemic Crisis in the U.S.: Critical Health Issues in the Country</i>
9:15 am	Break
9:45 am	Response to Health Care Crisis from subject matter committees
10:45 am	Questions and Discussion
11:00 am	Chancellor Bill Richardson Louisiana State University AgCenter
11:30 am	Adjourn for lunch
1:00 pm	Program Committee Meetings (includes Administrative Advisors)
2:45 pm	Break
3:15 pm	Program Committee Meetings (includes Administrative Advisors)
5:00-6:00 pm	Joint Meeting Social
Evening	Dinner on your own



Wednesday, August 27	
7:00 am	PLN Continental Breakfast, AEA Breakfast, ASRED Breakfast
8:00 am	Program Committee Meetings, AEA Meeting, ASRED Meeting
9:45 am	Break
10:15 am	Program Committee Meetings (Joint time if needed), AEA Meeting, ASRED Meeting
12:00 pm	Lunch Speaker: Dr. James Painter, Eastern Illinois University
1:00 pm	Program Committee Meetings (includes Administrative Advisors) (Joint time if needed)
2:45 pm	Break
3:15 pm	Program Committee Meetings (includes Administrative Advisors) (Joint time if needed)
5:30 pm	Dr. James Painter Workshop
Evening	Program Committee Night Out

Thursday, August 28	
7:00 am	PLN Continental Breakfast, AEA Breakfast, ASRED Breakfast
7:00 am	Program Leadership Committee Meeting
8:00 am	Program Committee Meetings, First Joint Session of AEA and ASRED
10:00 am	Break
10:30 am	Program Leadership Committee presents action and information items to AEA and ASRED
12:00 pm	PLN Adjourns
12:00 pm	Lunch – AEA/ASRED
1:00 pm	AEA Meeting, ASRED Meeting
2:45 pm	Break
3:30 pm	AEA Meeting, ASRED Meeting
Evening	Dinner on your own

Friday, August 29	
7:00 am	AEA Breakfast, ASRED Breakfast
8:00 am	AEA Meeting, ASRED Meeting
9:45 am	Break
10:15 am	AEA Meeting, ASRED Meeting
12:00 pm	AEA Adjourns, ASRED Adjourns