



**Southern Region Program Leadership Committee Meeting
December 9-10, 2009
Crowne Plaza – Atlanta Airport**

AGENDA

Program Leadership Committee Members Present

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|----------------|---------------------|--------------|
| ANR | Nelson Daniels | |
| COM | Debbie Archer | Bob Reynolds |
| CD | Louis Whitesides | Joe Summers |
| FCS | Kasundra Cyrus | |
| 4-HYD | Dorothy Wilson | |
| IT | Lalit Rainey | Jim Segers |
| MM | Jewel Hairston | Ray Rice |
| PSD | Demier Richardson | |
| Assn Reps | | |
| Admin Advisors | Gina Eubanks | Jon Ort |
| Ex-officio | L. Washington Lyons | Ron Brown |
| SRDC | Alan Barefield | |

Tuesday, December 2

1. Welcome – Dorothy Wilson, PLC Chair
 - Opening comments
 - Approval of October meeting minutes (posted on website) – These minutes were approved as written
2. Update from AEA - L. Washington Lyons and Gina Eubanks
 - Ray McKinnie (North Carolina A&T State University) is now the Extension Committee on Policy (ECOP) chair
 - Gina Eubanks (Southern University) is the 1890 representative on the Board on Agricultural Assembly Policy Board Directors
 - BAA has appointed the 2012 Farm Bill Committee
 - An Extension Disaster Education Network (EDEN) workshop is to be held on December 15-16, 2009 for the 1890 EDEN delegates
 - NIFA is still developing. Raj Shah has left the Undersecretary/Chief Scientist position and will be the Director for USAID.
3. Update from ASRED - Ron Brown and Jon Ort
 - NIFA discussions are ongoing – efforts are underway to help new administration more fully understand Extension

- This includes the importance of a portfolio that is balanced between formula and competitive funding
 - The NIFA Institutes now include “Families” as part of an official designation
 - Important to note that no programs have been lost within NIFA – it’s basically a new structure for implementing programs
 - 1862 Extension representatives for the BAA Policy Board are Scott Reed (Oregon State University) and Doug Lantagne (University of Vermont)
 - Association of Public and Land-grant Universities (APLU) meeting time has been spent on determining 2011 funding priorities with Cornerstone (APLU lobbyist)
 - The federal priorities have changed to be more issues-based
 - A primary strategy is to continue to advance the importance of formula funding
 - Primary funding priorities for the Southern Region are:
 - Formula funds
 - eXtension
 - Integrated Pest Management
 - Extension priorities document is currently being revised
 - eXtension Communities of Practice (CoPs) are now being led by regions. Families, Food and Fitness has been launched and the new Primary Health Care CoP was initiated this year. This model is working well.
 - ASRED – new Chair is Jim Trapp (Oklahoma State University). Chair-Elect is Gaines Smith (Auburn University).
4. Logic Model Discussion – common impact indicators across states in the region, responses to questions posed by ASRED and AEA (handout)
- Demonstrates a measure of impact at the programmatic level
 - Provides insight regarding performance and accountability for formula funds. Aids in identifying consistent programs.
 - Enables consistent reporting of factors important to programmatic success
 - Provides a common reporting method of consistent, common impacts
 - Should be compatible with the federal One Solution reporting system that is used for the state reports (Bart Hewitt is the One Solution representative).

The following motion was made by Ray Rice, seconded by Kasundra Cyrus and passed unanimously to facilitate work on the logic model for individual programmatic committee programs:

To apply the logic model concept to one program or program area per subject matter Program Committee. This process will include developing common measures (key indicators) that could be used across the Southern Region.



Outputs of this process include common terminology and key indicators that states.

5. Discussion of Cross Committee Issues Work/Conference Planning Committee Charges – Dorothy Wilson and Joan Dusky
 - See #8 below.
6. Discussion of Conference Theme.
 - See #7 below.
7. Small Group Work
 - **Cross-Committee Issues Work – Sumners, Archer, Rainey, Richardson, Wilson, Rice**
 - i. Overview and discussion of notes and common themes
 - ii. Strategies for moving the process forward to generate a true-cross committee effort vs. each committee “doing its own thing” to address the issues
 - iii. Drs. Brown, Eubanks, Ort, and Lyons are not assigned to particular committees due to their Administrative Advisor or Ex-officio status

Issue to deal with:

- How do we get cross committee work to occur?

Small group felt that it was best to not address cross-committee work explicitly at this conference. Rather, individual committees should be encouraged to work with other committees as appropriate on programs.

- **Conference Planning – Hairston, Cyrus, Whitesides, Daniels, Reynolds, Segers, Brown, Lyons, Ort, Eubanks, Barefield**
 - i. Review previous year’s conference evaluations
 - ii. Develop final skeleton agenda
 - iii. Finalize conference theme
 - iv. Identify potential speakers based on conference theme
 - v. Provide suggestions and input for Newcomer Orientation materials including presentation and job description materials
 - vi. Provide suggestions and input for Program Committee Chair Training – Should we still provide a session to prepare chairs for the conference?
 - vii. Review and update PLC Plan of Work
 - viii. Review and approve Annual Accomplishment Report
 - ix. Other items



Conference issues to be addressed:

- What is the overarching goal of the conference?
 - i. Accountability
 - ii. Learning to be proactive
 - iii. Acquire a box of tools or strategies to move state Extension Services to become more sustainable
- Each Program Committee has expectations to have time to learn about states' programs
- Communications wanted to develop a position paper on the value of integrated and strategic communications. A keep to marketing is having something to market.
- Demonstration of how a specific logic model program would work and how it would fit into the regional framework
- Middle Management feels that a lot of good Extension programs are being conducted, but we aren't doing a very good job of marketing these programs.

Conference Theme: ***Affecting a Changing Economy***

- The economy is changing
- Anything that is important can fit under this theme
- Cover the subthemes that have been suggested:
 - Funding options
 - Programming priorities
 - Staffing priorities
 - Partnership opportunities

Wednesday, December 3

8. Presentation of the Cross-Committee Issues Work Committee's discussion and recommendations to AEA/ASRED
 - Joint committee work should be conducted by appointment – impart to Program Committees that the Wednesday afternoon session should be reserved for this work
 - SRDC will develop appointment scheme for groups to meet with each other (appointment matrix to be distributed to Program Committee chairs)
 - A way to encourage Program Committees to recognize common objectives or interests and then work together
 - Question: When Program Committees do their Plans of Work, determine if there are strategies in the Plans of Work that should involve additional committees.
 - i. Should (could) administrative advisors provide additional importance for this message?
 1. The responsibility of the Administrative Advisors is to bring examples of good programs to the Program Committees



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2. Revised duties should be sent to the Administrative Advisors
 - ii. Remind Program Committee chairs to use the appointment matrix to schedule cross committee work.
 9. Presentation of the Conference Planning Committee's discussion and recommendations to AEA/ASRED
 10. PLN Structural Study and Operational Guidelines – Discuss changes needed, develop committee to draft Operational Guidelines changes
 - i. Committee includes: Ron Brown, L. Washington Lyons, Jim Segers, Dorothy Wilson, Bob Reynolds, Rachel Welborn, Alan Barefield
 - ii. Ron Brown will submit draft of proposed changes for the committee's reaction
 11. Future Joint Meeting Site Plans
 - 2010 – Memphis, TN
 - 2011 – Dallas, TX
 - 2012 – Contract being worked out with Orlando, FL
 12. 2009-2010 Plan of Work updates and corrections
 - Gina Eubanks was reappointed as the PLC 1890 Advisor.
 - Officer training – completion date was November 2009.
 - Move Issue Forum discussions to the next level – completion date was December 2009.
 13. Program Committee Reports
 - ANR – Nelson Daniels and Joan Dusky
 - COMM – Debbie Archer and Bob Reynolds
 - i. PC conference calls have been scheduled.
 - ii. Priority is to develop position paper on integrated strategic communications.
 - iii. COMM will develop a letter for AEA and ASRED to support sending letter to the National 4-H Council to more solidly link the Extension System to 4-H marketing efforts.
 - iv. Develop policies and procedures to utilize social media in Extension
 - CD – Louis Whitesides and Joe Sumners
 - i. Developing a comprehensive listing of CD agents in the region
 - FCS – Kasundra Cyrus
 - i. Priester National Extension Health Conference will be held April 20-22, 2010 in Mobile, AL. <http://www.aces.edu/priester/>
 - ii. The Caregiver Conference will be held September 29-October 1, 2010 in Nashville, TN. <http://www.clemson.edu/fyd/caregivers.htm>



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- 4-H Youth Dev – Dorothy Wilson
 - i. A new curriculum development process is underway with the National 4-H Council
 - IT – Lalit Rainey and Jim Segers
 - i. Working with the Urban Task Force on cross-committee issues, particularly with respect to eXtension repository for document sharing.
 - ii. Focusing on Plan of Work
 - iii. Working with COMM on various technology issues such as webinars, etc.
 - MM – Jewel Hairston and Ray Rice
 - i. Ken Lewis, Claude Bess and Alberta James are working with the national Extension associations to host a meeting of Middle Manager participants on their respective national meeting agendas.
 - ii. Future MM conference calls/meetings are set for February 4, April 8 and June 2.
 - iii. Claude Bess is assisting in the planning of the biannual MM conference. Charlie Vavrina and Steve Mullins are working on the Urban Inservice for the pre-PLN 2010 Joint Conference.
 - iv. The MM program committee has submitted manager training modules in collaboration with the PSD committee. One of the results of this effort will be a clearing house of resources across state lines for training modules. This is a MM plan of work goal.
 - v. Committee members are asked to encourage state directors and administrators to emphasize the importance of creating and maintaining effective advisory systems.
 - vi. Connie Heiskell is working with IT representatives to establish a site on eXtension for MM use. This site will serve as a repository for sharing meaningful documents between states so they will be accessible to all.
 - PSD – Demier Richardson
 - i. Foremost effort is strengthening state advisory councils.

14. Other Business

- None

15. Adjourn

REMINDER – The next conference call will be held Thursday, February 18, 2010 at 9:00 CST. The call-in number will be 605-475-4860. Participant code 235023#.