



Southern Region Program Leadership Committee Meeting  
Thursday, February 21, 2008  
9:00 am Central

**Present:**

Tony Windham, Community Development, University of Arkansas  
Shirley Hastings, Chair-Elect, Family and Consumer Science, University of Tennessee  
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 Cooperative Extension Service  
Paul Coreil, ASRED Advisor, Louisiana State University  
Thelma Sanders-Hunter, Family & Consumer Sciences, Tennessee State University  
Joe Schaefer, Middle Management, University of Florida  
Nelson Daniels, PLC Chair, Ag and Natural Resources, Prairie View A&M University  
Nina Boston, Information Technology, University of Arkansas  
Frankie Gould, Communications, Louisiana State University

**Ex-Officio:**

Ron Brown, ASRED  
Alan Barefield, SRDC

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

The national launch of eXtension is foremost on the directors' minds. This is exciting work and the directors hope that everyone will spread the news to their colleagues. All Extension faculty and professional staff are urged to obtain eXtension IDs to find out what is going on and to participate.

*Funding*

The first National Formula Grants Teleconference to keep partners apprised of current and emerging issues regarding the CSREES Office of Extramural Programs formula grants program will be held on Wednesday, February 27, 2008 from 3:00-4:30 Eastern time.

The term "Formula Grants" is new and indicates that the funding process will probably use some form of the grants.gov website. Formula grants may be made under an RFP process, but no one is sure of what that means.

*New SERAs and eXtension CoP*

There are three new Southern Extension Research Activities (SERA) groups that have been approved by the directors. These include:



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- ❑ SERA-36 – *Beef Cattle Production Utilizing Forages in the Southeast to Integrate Research and Extension Programs Across State Boundaries*
  - ❑ SERA-37 – *The New Hispanic South: Strengthening the Capacity of the Region’s Land-Grant University System to Respond*
  - ❑ SERA-38 – *Biobased Energy Research and Information Exchange Committee*

The Southern Region FCS faculty are taking the lead in the eXtension Obesity Community of Practice.

#### *ECOP Branding Study*

The Extension Committee on Policy (ECOP) has commissioned Copernicus, a national marketing firm, to assist the national Extension system in determining a branding identity for marketing Extension on a national level. The base study will consist of interviews with a sample of households from across the country. Individual states may contract with Copernicus for more indepth studies at the state level to increase the awareness of the individual Extension Services.

#### *ASRED Annual Meeting*

ASRED will hold their annual meeting on April 1-3, 2008 in Baton Rouge, LA.

#### **AEA Update** – Nelson Daniels

AEA will host their mid-summer meeting in June.

The 1890 Land-Grant Conference is upcoming.

#### **New Committee Chair Orientation Program Update** – Nina Boston

A Centra session with all PLN Committee Chairs is planned for July. Nina will be getting in touch with the Committee Chairs to coordinate the training session.

#### **Accomplishment Reports Committee Update** – Nina Boston and Mitch Owen

This committee is proposing a report from each committee on the accomplishments of the committee over the past year as a result of participating in the PLN conference.

- ❑ The format of this report should be a concise one-page, reader-friendly bulleted list (including links to relevant websites) that would be presented to the Directors and Administrators after the PLN conference. The deadline will probably be in middle to late September.
- ❑ Ron Brown suggested checking on the status of the individual committee Plans of Work. These may suffice in lieu of a more formal report.

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- ❑ Mitch Owen raised the possibility of sponsoring an evaluation on the effectiveness of the PLN conference. Ron Brown agreed that this type of study would be good, but that the reports would be looking at more tangible accomplishments.
  - ❑ Nina Boston suggested that there is a need to further discuss the accomplishment reports and the evaluation study at the August conference. Ron Brown stated that Dr. Lyons would like this discussion to occur particularly since AEA has concerns that are centered around the attendance at and participation in the PLN conference by the 1890 institutions.

### **SEAL Report – Mitch Owen**

Mitch Owen inquired about the status of the SEAL proposal. This concept was passed by PLC; Alan Barefield will check with Ron Brown on its status with the directors.

### **2008 PLN Conference Planning Discussion (see draft agenda on page 7)**

#### *Opening Plenary Session*

Discussion centered around the programmatic committee's responses to Dr. Donald Weaver's presentation *Epidemic Crisis in the U.S. – Critical Health Issues in the Country*.

- ❑ Programmatic committees include Agriculture and Natural Resources, Family and Consumer Sciences, 4-H and Youth Development, and Community Development.
- ❑ These committees need to identify respondents for a brief (5 minute) response to address the accomplishments that the subject matter area has made regarding the promotion of a healthy lifestyle. Suggestions included:
  - ANR – Growing Healthy Fruits and Vegetables
  - CD – SERA-19: The Changing Rural Health System: Education for Consumers and Providers
- ❑ Alan Barefield will send a note to the PLN Chairs information them of this session and asking them to seek appropriate individuals to participate

#### *August 27 Lunch Speaker*

The decision to invite Dr. James Painter (<http://www.eiu.edu/~famsci/faculty/Painter.php>) from Eastern Illinois University was made. Dr. Pinter will share his expertise as it relates to the conference theme.

- ❑ Alan Barefield will contact Dr. Painter
- ❑ Dr. Painter has indicated that he would be willing to hold a workshop in addition to his luncheon presentation. This workshop will likely be offered on Wednesday afternoon at 5:30. Alan Barefield will have an interest checkbox placed on the registration for to determine the number of interested participants if Dr. Painter is still willing to do this.

#### *Social and Cash Bar*

There will be a social on Tuesday, August 26, from 5:00-6:00 with heavy hors d'oeuvres served. Alan Barefield will check on the possibility of having a cash bar concurrent with the social hour.

*Urban Program Tour – Joe Schaefer*

The Urban Program Tour will be held on Monday, August 25 from 1:30-4:30.

A discussion arose as to the origin of this group. Joe Schaefer provided the authority language for the Southern Region PLN Urban Task Force (see page 9). The question then arose as to whether the Urban Task Force should be the basis for forming a ninth PLN Committee. Disadvantages to this were cited as being the additional cost associated with forming a new committee and the fact that a number of participants would have to make a difficult choice regarding the committee that they would choose to attend.

Gaines Smith stated that urban programming falls into the same category as a number of other issues (Hispanic programming, etc.) that don't fit very well into the PLN committee concept. Further discussion of this needs to take place at the August meeting.

*Newcomers Committee and Job Description – Nina Boston and Nelson Daniels*

- ❑ A check box needs to be placed on the registration form so that first-time attendees can be identified. Alan Barefield will take care of this.
- ❑ Newcomers will be invited to participate in a teleconference or Centra conference orientation centered on their roles and responsibilities. This could be held August 20 or 21, 2008.
- ❑ A newcomer social will be held at 5:00 on August 25.

*Program Night Out*

It was determined that Tuesday, August 26, will be designated Program Night Out.

**2009 PLN Conference Discussion**

Orlando was selected as the site for the 2009 PLN Joint Conference. It will be held on August 24-28. Alan Barefield will pursue the contract and begin to develop the plans for this conference.

**Program Committee Reports**

*ANR – Paul Mask*

The ANR committee hasn't met by teleconference lately; Paul Mask is not sure why. He will explore and try to get a teleconference set up with the committee.

*Communications*

No report

*Community Development*

No report

*Family and Consumer Sciences – Shirley Hastings and Thelma Hunter-Sanders*

The FCS committee will hold a conference call in June. They are making progress on their Plan of Work. Trying to get a regional meeting set in April or May in Atlanta, Birmingham, or Nashville. The eXtension Obesity Community of Practice is moving forward.

AEA held their winter meetings in Washington, D.C. They are interested in the Strengthening the Families program team. A representative from Southern University gave a report on engaging families through care-giver programs.

- ❑ There is a need for more involvement from specialists
- ❑ The 1890 institutions are a part of the integrated programs conference being held in Memphis by Florida A&M University
- ❑ Tennessee State University received a \$5,000 grant with the University of South Carolina to focus on infectious disease awareness
- ❑ Several universities are hosting a caregivers conference that will be held October 1-2 in Chattanooga.
- ❑ Tennessee State University and the University of Tennessee came together for an FCS professional conference
- ❑ Tennessee State University is looking at pre-K audiences and those working with childcare

*4-H and Youth Development – Dorothy Wilson*

- ❑ A conference call was held on January 10.
- ❑ The Senior 4-H biannual conference will be held March 10-13, 2008 in Tunica, MS
- ❑ The EFNEP conference will be held in Washington on the same dates
- ❑ Science and Engineering Technology (SET) preproposals are due March 1, 2008
- ❑ The National 4-H Program Leaders will meet in Boston, MA on April 7-11.

*Information Technology – Nina Boston*

- ❑ A conference call was held last week.
- ❑ A note was sent to the committee about the decision to go to Orlando for the PLN Joint Conference in 2009.
- ❑ The IT committee is integrally involved in the eXtension launch.
- ❑ Larry Lippke from Texas A&M University has retired.

*Middle Management – Joe Schaefer*

- ❑ Is there to be a follow-up with the PLN committees to talk about the eXtension launch. Nina Boston suggested that this needed to be discussed within the committees.
- ❑ Will the state reports be posted online again this year. Nina Boston indicated that there is a suggestion to input these through the eXtension wiki. This would allow each committee to have more flexibility to input their report. The IT committee is going to work on this.
- ❑ There is a need for the PLC committee to plan ahead and minimize the last minute requests. This takes up a great deal of the program committees' time.



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- ❑ The North Central Professional Development Conference will be held in Columbus, OH on April 7-10, 2008. They are going to plan a discussion session that will be held at Galaxy in Indianapolis.
  - ❑ There will be a Professional Development Conference held April 6-9, 2009 in Athens, GA.
    - Focus of the conference will be Succession Planning
    - Looking for speakers, resources, etc. Send suggestions to Joe Shaefer.
    - Mitch Owen indicated that the PSD committee has done a lot on this subject.
    - There needs to be a joint meeting between MM and PSD at the PLN Conference to address core competency curriculum. Much discussion on this needs to take place.
  - ❑ The next MM conference call will be held on February 20, 2008.

*Program and Staff Development – Mitch Owen*

- ❑ The PSD Committee teleconference is coming up.
- ❑ A subcommittee is being created to explore national PSD relationships. The Southern committee will focus on this in August.



**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 Representatives
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
	Social – Cash Bar?????
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 – PROGRAM NIGHT OUT



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	Dinner on your own

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





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## **Southern Region PLN Urban Task Force**

During the 2007 PLC meeting, the Southern Region Extension Directors and Administrators approved a Middle Manager Committee request to appoint an Urban Task Force that will report to the Middle Manager Committee. Membership on this Task Force will include at least one representative from each PLN Committee. The charge of this Task Force is to develop a strategic model that directs future urban Extension efforts for the greatest program impact. The preferred approach will allow for the efficient and effective utilization of urban faculty in delivering educational information to urban audiences.

Nationally, 83% of the population lives in urban settings. As we witnessed the transformation of the academic community from mostly a production-oriented emphasis to more of a consumer-oriented emphasis, the need for highly effective, directed, and targeted urban Extension programs became clear. As urban areas expand, urban programming will continue to position Extension as the best organization to serve non-formal educational needs of all people. Extension is a catalyst and facilitates bringing together residents, neighborhood groups, organizations and agencies that develop plans to address priority community needs and local issues. Extension then empowers residents with knowledge that helps them to solve these identified problems.

Outcome measures to indicate change resulting from effective urban programming include: improved livability, stronger families, strengthened community leadership, increase of youth involvement in community projects, the creation of citizen based advisory committees and improved economic stability.

### **Task Force Goals:**

- Develop a strategic plan for Southern Region that defines a framework for Urban Extension.
- Identify Best Practices of Extension education for urban audiences.
- Develop new models of program delivery to urban audiences.
- Identify new roles for Extension educators as collaborators and partners in innovative urban programs.
- Identify Best Practices for program dissemination to key decision makers.
- Develop new approaches to marketing and interpreting programs.
- Develop strategies for effectively documenting impact for program accountability in urban areas.
- Identify opportunities that show how total organization can support program needs of urban counties.
- Develop internal marketing tool to recruit educators to urban counties.
- Establish a structure for two-way communications between Task Force members and Southern Region states.