

Southern Region Program Leadership Committee Meeting
July 17, 2008
9:00 a.m. Central
Conference Call – SRDC Call-in Number: 662-325-8448

Minutes

Attending:

- Debbie Archer, Communications, University of Arkansas – Pine Bluff
- Nina Boston, Information Technology, University of Arkansas
- Paul Coreil, ASRED Advisor, Louisiana State University
- Nelson Daniels, Agriculture and Natural Resources, Prairie View A&M University
- Gina Eubanks, AEA, Southern University
- Frankie Gould, Communications, Louisiana State University
- Shirley Hastings, Family and Consumer Sciences, University of Tennessee
- Lamar Nichols, 4-H Youth Development, Auburn University
- Joe Schaefer, Middle Management, University of Florida
- Gaines Smith, ASRED Advisor, Auburn University
- Ellen Smoak, Middle Management, North Carolina A&T State University
- Dorothy Wilson, 4-H Youth Development, Langston University
- Tony Windham, Community Development, University of Arkansas

- Ron Brown, ASRED
- Rachel Welborn, SRDC
- Alan Barefield, SRDC

June conference call minutes were approved as posted –
http://srpln.msstate.edu/plc/08_june_mins.pdf

ASRED Update

Farm Bill Implementation Update (Paul Coreil)

- The Farm Bill Implementation Assistance Committee has met with USDA
- There is still a great deal of work left to be done
- The biggest issues addressing Extension:
- There are six divisions in the Research, Education and Extension Offices – none of these deal directly with Families or Youth Development. The implementation assistance



committee may request a seventh programming area, Family and Youth, for the National Institute for Food and Agriculture (to be called the National Institute).

- The committee is meeting with Colein Hefferan in Puerto Rico next week during the joint COPs meeting.
- The Specialty Crops Request for Applications was sent out last week. Dr. Coreil thinks that there will be some good applicants for this \$30 million program.
- One of Dr. Coreil's main objectives is to make sure that Youth and Family, eXtension and Capacity Funding stay at the forefront of the Implementation Assistance Committee. There is a great deal of attention in the Farm Bill regarding competitive funding, but Coreil thinks that capacity funding should receive more than inflationary adjustments.
- Dr. Brown – Dr. Coriel's representation on the Farm Bill is extremely important.
- Dr. Eubanks – Dr. L. Washington Lyons' participation on the part of the 1890 institutions makes sure that the concerns of the Southern region are being heard.

Staffing Updates (Ron Brown)

- Dr. Melissa Mixon – Interim Vice President of the Division of Agriculture, Forestry and Veterinary Medicine; Interim Director of the Mississippi Agriculture and Forestry Experiment Station; Interim Director of the Mississippi State University Extension Service; and Interim Dean of the College of Agriculture and Life Sciences (replaced Dr. Vance Watson)
- Dr. Joe Street assumed the role of Associate Director of the Mississippi State University Extension Service and ANR/CRD State Program Leader on July 1 (replaces Dr. Will McCarty)
- Dr. Gary Jackson will assume the role of Interim FCS Program Leader for the Mississippi State University Extension Service on August 1 (replaces Dr. Beverly Howell)
- Dr. Margaret Hale is retiring as Executive Associate Director of Texas AgriLife Extension
- Dr. Roland Smith will retire as Associate Director and State ANR Program Leader from Texas AgriLife Extension on July 31
- Dr. Tim Cross will assume the role of Dean of University of Tennessee Extension on August 1 (replaces Dr. Charlie Goan)
- Dr. George Smith will assume the role of Interim Assistant Dean and State Program Leader for ANR and CRD for University of Tennessee Extension on August 1 (replaces Dr. Tim Cross)

ECOP Staffing Update (Gaines Smith)

All regions are considering a new ECOP staffing structure that will include both regional and national staffing to support Extension Section. This new structure will include regional staffing for all region (including 1890 institutions) as well as how we will staff a national office in Washington, D.C. This proposal would require that each region (Northeast, North Central, Southern, Western, and 1890) has a regional director (similar to the role that Ron Brown serves in the South) and one-fourth of these Directors' time would be spent on national issues. The



Northeast and North Central regions have met to look at the same question. Dr. Lyons has sent the proposal to the 1890 Extension Programs for feedback. This will be an issue at the Joint COPS (ECOP and ESCOP) meeting in Puerto Rico – a decision will be made regarding proceeding with a national vote on this proposal to be held after the Joint COPs meeting.

AEA Update (Gina Eubanks)

Joint AEA/ARA conference was held in Memphis. AEA is looking for ways to better organize program teams and pull research and Extension together around program areas.

L. Washington Lyons is serving on the ecops team with Dr. Paul Coriel

PLC Term ExpirationsThe following PLC members have terms that expire after the August meeting. The appropriate committees or associations need to be aware that new representatives need to be appointed.

- Paul Mask – ANR
- Tony Windham – CD
- Thelma Sanders-Hunter – FCS
- Joe Schaefer – MM
- Paul Coreil – ASRED Advisor
- Ray McKinnie – AEA Appointee
- Lamar Nichols – 4-H Youth Development

PLN Conference Agenda (Alan Barefield)

- Moodle Training – This training will be held on Monday. Larry Lippke will be teaching this all day training on Moodle. The registration fee is \$125 (this fee covers lunch and Dr. Lippke’s travel). Space is limited and filling up quickly.
- CECF Meeting – is set for Monday afternoon at 5:00 p.m.
- Urban Task Force Tour – Monday afternoon from 1:30 – 4:30 p.m.
- Urban Task Force Planning Meeting – Tuesday at 4:00 p.m.

Transportation for PLN Guest Speakers (Alan Barefield)

- Dr. Donald Weaver – Thearon McKinney (NCSU)
- Dr. Bill Richardson – He is going up the week before for vacation and will be renting a car – does not need transportation.
- Dr. James Painter – Carolyn Dunn (NCSU)
 - Reminder of Painter workshop – Encourage Attendance!

Newcomer Orientation (Nelson Daniels and Nina Boston)

- Newcomer designation was added to registration form. SRDC can supply a list of those newcomers.
- PLC will alert the committee chairs to their new members before PLN begins and will point newcomers to the information available on the web for preview.



PLN Evaluation using focus groups (Alan Barefield)

The focus group agenda and participants names will be inserted into the focus group participant packets at registration.

New Committee Chair Orientation Program (Nina Boston)

- Dates – Nina sent dates out yesterday along with who was registered for each day - only 9 people scheduled so far. Not mandatory, but certainly will help committees work more efficiently. Need at least one person from each committee
 - Thursday, July 24, 10:00 a.m.
 - Alan Barefield
 - Jonathan Davis
 - Karen Craig
 - Joyce Martin
 - Rachel Welborn
 - Joe Schaefer
 - Dee Shore
 - Wednesday, July 30, 1:00 p.m.
 - Tony Roberts
 - Tony Windham
 - Darlene Millard
 - Carolyn Nobles
 - Mike Wilcox
- Agenda
 - State Report wiki – four committees want to do state reports via the Wiki. – Should all be ready by next week.
 - Plan of Work
 - Importance of Plan of Work – all committees need to complete the Plan of Work, including PLC.
 - Plan of Work template – developed a Word table that mirrors the form that was online last year. Plans are to place these within a searchable database to improve
 - Updating 2007-2008 Plan of Work
- Contact List Review – Due September 15
- Action/Information Items – Due at 3:00 p.m. on Wednesday, August 27th
- Update on Accomplishment Reports – Nina Boston
 - Progress in posting report templates to eXtension wiki – Ready next week
 - Report due date – Sept 15, 2008



Program Committee Reports

ANR (Nelson Daniels)

ANR had a conference call three weeks ago. Keith Baldwin (North Carolina A&T State University) will provide the response to Dr. Weaver's presentation.

COMM (Frankie Gould and Debbie Archer)

COMM had a conference call yesterday and developed a clear-cut agenda for the August meeting. Highlights include:

- Initial results of the ECOP Extension Marketing Survey that will be ready at end of July in Boston;
- Roundtable discussions on:
 - Ecommerce
 - CECP modules
 - communication's involvement in eXtension
 - round table for cost centers (who is charging, what are you charging - internal and external clients)
- There is the possibility of a tour of the American Express corporate offices in Greensboro

CD (Tony Windham)

- The eXtension team is getting an award at NACDEP for work with entrepreneurship
- James Barnes will be delivering CRD's response to Dr. Weaver's presentation

FCS (Shirley Hastings)

FCS has a call next week to finalize the August agenda. The Committee has been very involved in recruiting for the Family, Food and Fitness eXtension Community of Practice; this is going well and there was excellent representation of the CoP at the national eXtension workshop held in Louisville. The committee is continuing work on CECP modules.

4-H (Lamar Nichols and Dorothy Wilson)

4H had its July call last week, but has not yet determined who will give response to Dr. Weaver.

IT (Nina Boston)

IT had a conference call last week. Their Plan of Work is near completion and in good shape for Greensboro meeting.

MM – Joe Schaefer and Ellen Smoak

The Middle Management conference call was held a few weeks ago. Vans will be provided to transport participants on the Urban Programming Tour. The tour will include looking at container gardens, youth entrepreneurs, etc. Some of the topics for the committee meeting will include succession planning and plans for the April 2009 conference in Athens, GA. Southern Middle Managers are interested in meeting with Middle Managers from other regions at Galaxy.



Greensboro PLC Committee meeting agenda topics (Alan Barefield)

- Reporting database
- Program Committee accountability
- PLC Plan of Work for 2008-09
- Rotation of PLN Conferences between 4 cities/hotels
- Urban task force status recommendations to AEA/ASRED
- December PLC Meeting - Atlanta

Other Business

Tuesday evening social

- We have the use of the hotel bar since it does not open until 7:00 p.m. We have it starting at 5:30 p.m. We can have background music playing. What kind of music? Something like easy listening or smooth jazz softly so as not to compete with conversations.
- If you need any supplies (charts, markers), may want to get Greensboro participants to assist with these.
- Screens in the rooms, wireless internet available, not supplying projectors, charts, markers.
- Rachel Welborn (rachelw@srdc.msstate.edu) will post committee agendas when ready.