



Southern Region PLC Conference Call Minutes
June 18, 2009

Program Leadership Committee Members in Attendance:

ANR	Nelson Daniels	
COM		
CD		
FCS	Shirley Hastings	
4-HYD	Dorothy Wilson	
IT	Nina Boston	
MM	Ray Rice	
PSD	Mitch Owen	
Association Rep	Gaines Smith (ASRED)	
Admin Advisor	Jon Ort (ASRED)	Gina Eubanks (AEA)

Ex-officio

ASRED	Ron Brown
SRDC	Alan Barefield Vicki Vaughn Rachel Welborn

- I. Welcome Mitch Owen

- II. April minutes were approved as presented Mitch Owen

- III. [PLN Conference 2009](#)
 - a. Double Early Bird Registration and Deadline Alan Barefield
The hotel is discounting guest rooms by \$10/night for those that register by the end of June. There is also a price break in the conference registration if registered by the end of June. Payment does not have to be received by June, just registered.

 - b. Agenda Mitch/Alan
Please review the entire agenda for any corrections. All eyes are needed to ensure accuracy of titles, names, etc.

The Urban Task Force is planning to host a roundtable discussion at the hotel on Monday afternoon instead of the traditional tour.

Dr. Brown is still waiting to hear whether or not Dr. Shah can provide the keynote presentation on Tuesday morning. If he accepts the invitation to speak, Dr. Brown and Dr. Lyons will not present, and the presentation time will be expanded to allow time for both Dr. Shah and Dr. Sheely to speak.

Since Dr. Lyles has resigned from the University of Arkansas, Alan was charged with contacting Ann Sortor to present in his place on Tuesday at lunch regarding the Managing in Tough Times initiative.

- c. Cross Committee Work Mitch Owen
Committees will be in sessions by issues on Wednesday afternoon. PLC identified the following issues as possible discussion groups, based on the committees' input:
- i. Internal:
 - 1. Human capital development
 - 2. Fiscal resources/sustainability
 - 3. Organizational relevance
 - 4. Technology adoption
 - ii. External:
 - 1. Energy
 - 2. Availability of wholesome, safe foods
 - 3. Health education
 - 4. Natural resource base
 - 5. Community leadership development
 - 6. Benchmarking and Impacts
 - iii. Alan will develop a survey to send to registrants to allow them to select an issue of interest. Committee chairs will be asked to ensure that members spread out to cover each topic.
 - iv. Mitch, Gina, and Rachel will draft a set of questions and process for groups to use to guide the discussions. These will be sent to PLC for review.
 - v. Each PLC member was asked to recommend at least one good facilitator that might be willing to serve these issue committees. Submit names to Mitch for follow up.

IV. Chair training Nelson Daniels
Nelson, Mitch, and Alan will have a follow-up call to arrange logistics.

V. Logic Models: ANR, CRD, FCS, 4H/Youth Alan Barefield
CRD and 4H have submitted their logic models and these are posted to PLN's site. FCS and ANR need to submit theirs in time for preview before the conference. Nelson will check on the status of ANR's model.

VI. Instructions and Deadlines: Mitch Owen

- a. Accomplishment Reports – PLC agreed to use the same questions as were used last year. The deadline, however, was changed to the end of the conference to encourage the committees to work on the report jointly while meeting. Rachel will notify Rhonda Conlon and ask her to set them up.
- b. State Reports – Wiki's are set up for the committees listed below. If the other committees want to use the wiki for state reports, notify Rachel as soon as possible rachelw@srdc.msstate.edu
 - i. Communications
 - ii. Community Resource Development
 - iii. Information Technology
 - iv. Middle Managers
 - v. Program & Staff Development

- c. Plans of Work - committees need to remember that they are responsible for updating their 2008-2009 Plan of Work and developing a new 2009-2010 Plan of Work.

VII. Overview of 2011 and 2012 PLN Conference proposals Vicki Vaughn
Because of the current economic conditions, hotels are eager to offer contracts for events at reduced rates. Thus, the SRDC proposed that the PLC select a 2011 and 2012 hotel now, locking in these reductions. The PLC selected Hilton Fort Worth for 2011. Alan and Vicki will provide a few more details on the next call regarding options for 2012.

VIII. ASRED Update Ron Brown
Dr. Brown reported the following ASRED appointments to replace roles that Dr. Ivory Lyles held:

- Dr. Jon Ort – Administrative Advisor for PLC
- Dr. Ed Smith – ECOP Representative
- Dr. James Trapp – ECOP Budget and Legislative Committee
- Dr. Beverly Sparks – Administrative Advisor for 4H – Youth Development
- Dr. Tony Windham – Interim Director, University of Arkansas Extension Service

IX. Next call: July 16, 2009, 9:00 – 10:30 a.m. Central Time.