



Southern Region PLC Conference Call Minutes
October 15, 2009

Program Leadership Committee Members in Attendance:

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|-----------------|---------------------|-------------|
| ANR | Joan Dusky | |
| COM | Debbie Archer | |
| CD | | |
| FCS | | |
| 4-HYD | Dorothy Wilson | Charles Cox |
| IT | Lalit Rainey | Jim Segers |
| MM | Ray Rice | |
| PSD | | |
| Association Rep | Paul Coreil (ASRED) | |
| Admin Advisor | | |

Ex-officio

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|-------|----------------|
| ASRED | Ron Brown |
| SRDC | Alan Barefield |
| | Vicki Vaughn |
| | Rachel Welborn |

- I. Welcome Dorothy Wilson

- II. Minutes from previous meeting (PLN Conference) approved as presented.
http://srpln.msstate.edu/plc/plc_conf-8-27-2009.pdf

- III. ASRED & AEA Updates
 - a. Ron Brown (ASRED)
 - i. CSREES has officially become NIFA as of October 1st. Roger Beachy is the Director
 - ii. Formula funds: Southern Region Directors have drafted a proposal calling for a balanced portfolio between competitive and formula funds. This dual funding strategy is being vetted nationally.
 - iii. Health Care Legislation: Dr. Brown has written a white paper proposing that language be added to the Health Care Bill to fund Health Care Extension. He is also working with a national group appointed by ECOP. Senator Harkin (Iowa), former chair of the Senate Ag Committee, and who is familiar with the LGU system, is now chair of the Senate Health Committee.

- IV. PLN Conference 2009 Alan Barefield
 - a. Evaluations
 - i. Comments were, in general, very positive.
 - ii. The presentation by Drs. Brown and Lyons was extremely well received. We may want to consider including this session every year.
 - iii. There were a few quirks with the hotel initially, but those seemed to be worked out quickly.
 - iv. All PLC members are asked to read through the entire evaluation document before the mid-winter meeting as a foundation for planning PLN 2010 Conference

- b. Rotation of future conferences: In order to keep costs low, the SRDC is proposing a rotation schedule among 3-4 hub city hotels within the Southern region. By committing to a rotation, hotels are more willing to give price breaks to help keep costs low. Proposed rotation cities are: Memphis, Dallas-Fort Worth, and Orlando. Charlotte was initially considered, but removed from the list because of high Internet charges that would significantly raise the registration costs. PLC members approved the proposed rotation of the three cities.

- V. Chair training Alan Barefield
 - a. Logistics of training: Training is set for Monday, November 16th at 1:30-2:30 Central via Adobe Connect.
 - b. Committee members are asked to review the PowerPoint that Mitch Owen sent out earlier this week and send him recommendations on content for the session.

- VI. Plan of Work 2009-2010 – Approved as presented Alan Barefield

- VII. Mid-Winter Meeting: Dorothy/Alan
 - a. Location – Crown Plaza, Atlanta: Vicki Vaughn will send out hotel registration information via email soon.
 - b. Dates/times:
 - i. Begin: December 9, 2009 at 1:00 Eastern
 - ii. End: December 10, 2009 at noon Eastern
 - c. Agenda:
 - i. Conference planning
 - ii. Cross committee issue work

- VIII. Cross Committee Issue Work Joan Dusky/Alan Barefield
 - a. Issue Discussion Notes <http://srpln.msstate.edu/ccid/>
 - i. Notes from all 10 cross committee discussions have been typed, reviewed and posted to the PLN website.
 - ii. Plans during the mid-winter meeting will include exploring options for moving this work forward.
 - iii. It will be important to ensure that the work is truly cross-committee, not just each committee doing their own thing.
 - b. Logic Models http://srpln.msstate.edu/logic_models/index.html

- IX. Committee Reports Committee Reps.
 - a. ANR – no items to report
 - b. Communication – Committee is moving forward a proposal to join the 4H and the National Extension Branding initiatives into a single effort
 - c. CRD - Foundations of Practice training is in progress. The on-line training sessions are designed for all program areas, with a focus on county level agents/educators. Approximately 40 participants are involved in the sessions.
 - d. FCS – no representatives on call
 - e. 4H – first call is coming up soon
 - f. Information Technology – working with the Urban Task force on an upcoming webinar, four sessions are set for the year
 - g. Middle Managers – see IT
 - h. Program & Staff Development – no representatives on call

- X. Other Business Dorothy Wilson
 - a. Add a more detailed explanation to Chair training on the difference between action and information items.

- b. The PLN Restructuring proposal presented to ASRED and AEA has been approved. Making requested revisions need to be added to the mid-winter agenda.
- c. All are encouraged to pay attention to the new NIFA priorities and to the institutes where programs are targeted. See where Southern Region aligns with priorities and institutes. Paul Coreil will send a brochure and video link