

Southern Region Program Leadership Committee Meeting

August 25 & 28, 2008
Greensboro, NC

Minutes

Update on PLN Evaluation Using Focus Groups – Mitch Owen

- There will be five focus group sessions held during the PLN conference
- Nancy Franz gave an update on the focus group agendas
- An analysis of the data will occur after the conference
- A written summary will be used as a follow-up

ASRED Update – Gaines Smith and Ron Brown

- Farm Bill
 - Paul Coreil and L. Washington Lyons are serving on the Farm Bill implementation team
 - A great deal of discussion is being carried out particularly as the Farm Bill does not explicitly address the areas of Youth and Family
 - The implementation team is attempting to get recognition for 4-H Youth Development, Family and Consumer Sciences, and eXtension in the roadmap
 - A Roadmap for the Future is being developed to determine the new national direction – this Roadmap is mandated by federal statute
 - Southern Region recommendations have been submitted to D.C. Costen (Chair of the implementation committee)
- eXtension Strategic Plan
 - The eXtension strategic plan has moved forward
 - It is critical for all PLN Program Committees to talk about this plan
 - The new \$30 million Specialty Crops Request for Applications (RFA) includes an acceptance of eXtension as a type of proposal
 - This RFA has recurring annual funding and it is classified as mandatory funding (it does not have to go through the appropriations process)

- In 2010, the Beginning Farmer and the Organic Crops RFAs will also fall into the mandatory funding classification
- Colein Hefferan conference call with ASRED
 - On Thursday, August 28, Dr. Colein Hefferan (CSREES Administrator) will host a conference call with ASRED
 - Two key issues will be discussed on the call
 - The new definition of multi-state, integrated programs
 - The problem with getting personnel funded through current Federal Grant Opportunities regulations
- Personnel Changes
 - Tim Cross has assumed the role of Dean with University of Tennessee Extension, replacing Charlie Goan. George Smith has assumed the role of Interim Assistant Dean until a national search is completed.
 - Melissa Mixon has assumed interim roles as the Vice-President of the Mississippi State University Division of Agriculture, Forestry and Veterinary Medicine; Dean of the College of Agriculture and Life Sciences; Director of the Mississippi Agriculture and Forestry Experiment Station; and Director of the Mississippi State University Extension Service.
 - Margaret Hale will be retiring from her role as the Executive Associate Director of the Texas AgriLife Extension Service
 - Sam Fowler has stepped down from his role as Associate Director of the Alabama Cooperative Extension Service and moved into a faculty position with Auburn University.

AEA Update – M. Ray McKinnie and L. Washington Lyons

- The Farm Bill Implementation Committee will have a conference call on Friday, August 29, 2008.
- There is a great deal of money available in various competitive grants programs
 - The National Research Initiative has been renamed the Agriculture and Food Research Initiative (AFRI) with \$700 million in funding
- AEA Activities
 - *Media Made Easy* Conference – Designed to assist Extension personnel in dealing with the media in crisis situations
 - Working with Southern University to hold a *Faith-Based Conference* that will be held September 24-26, 2008 in Shreveport, LA.



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- Jackie McCray has retired as Administrator of the Extension Program at the University of Arkansas-Pine Bluff.

Newcomer Orientation

- A special thanks was given to Nina Boston for her role in organizing the newcomer orientation session.

PLC Term Expirations

- Program Committees were reminded to fill expiring PLC Representative terms. These included:
 - ANR – Paul Mask was replaced by Joan Dusky
 - CD – Tony Windham was replaced by Joe Sumners
 - FCS – Thelma Sanders-Hunter was replaced by Kasundra Cyrus
 - 4-H – Lamar Nichols was replaced by Kellye Rembert
 - MM – Joe Schaefer was replaced by Ray Rice
 - ASRED Advisor – Paul Coreil was replaced by Ivory Lyles
 - AEA Appointee – Ray McKinnie will be replaced by Albert Essel in November

Action/Information Items

- Program committees were reminded that the PowerPoint templates for the Action and Information Items to be considered by AEA and ASRED at their joint meeting are posted on the srpln.msstate.edu.
- Action and Information items are due to Alan Barefield by 3:00 on Wednesday, August 27.

Accomplishment Report

- The Accomplishment Report template has been posted on the eXtension wiki (collaborate.extension.org)
- This is a new report for the committees and it should highlight what the committees think they have accomplished over the past year as a result of participating in the PLN Conference.
- Program Committees should notify Rachel Welborn when their report is finished.

Urban Programming Group

- The overarching question is "How do we deal with urban programs as they expand?"
 - IT was joint with the COMM committee – since the MM committee seems to be the de facto home for the Urban Task

Force, that committee should make the initial recommendation on whether Urban Programming should split into a separate committee.

- The question was raised about creating a new committee simply to address a new focus area
- Each Programming Committee should encourage 1-2 members to participate in the UPTF planning meeting on Tuesday, August 26. The UPTF organizers didn't have many registrants for this planning meeting.

Committee Updates

- ANR
 - Focusing on a better understanding of the Farm Bill and the CSREES reorganization
 - Wanting to work on getting the PLN information updated
- COMM
 - Roundtable discussion on cost recovery systems and utilizing e-commerce
 - Discussion on preliminary results from the ECOP survey that is targeted to building a better Extension
- CD
 - Wants to discuss participating in the Urban Task Force
- FCS
 - Spring meeting was held in May and focused on partnerships and multi-state teams
 - Survey of Southern Region curricula on obesity
 - Continued work on CECP modules
 - Launched the eXtension Food, Families and Fitness CoP
 - Developing a summary report on health disparities
 - A caregivers conference will be held in Tennessee
- 4-H
 - The committee plans to accomplish everything that they've been working on for the past year
 - The 4-H National Program Leader has resigned
 - In light of the changes in the new Farm Bill, Ron Brown suggested that the 4-H committee develop a list of concerns and recommendations that could be presented to Colein Hefferan in her teleconference with ASRED on Thursday afternoon.

- IT
 - The last conference call was held on July 9 and most of the discussion centered on this meeting
 - Another critical issue is the migration of CECP to eXtension
- MM
 - Professional Development Meeting will be held in Athens, GA on April 7-10, 2009. Conference theme will be centered around "Succession Planning."
 - There is a national planning committee for Galaxy that is using the wiki to create an agenda
- PSD
 - The first biannual staff development conference began as a Southern Region meeting, but turned into a national conference. It demonstrated the lack of professional outlets for staff development faculty.
 - The eXtension Professional Development Community Steering Committee has developed a national list of Program and Staff Development contacts.
 - An inventory of new worker orientation modules has been developed
 - The PSD committee hopes to finish planning work on the upcoming SEAL conference

PLC Officer Elections

- Dorothy Wilson (Langston University) accepted the nomination for PLC Chair-Elect and was elected by unanimous consent.

PLC Work Plan

- Develop a draft job description for administrative advisors. Should get feedback from AEA/ASRED.
- Develop recommendations on PLN structure given the guidelines provided by Ron Brown (see Appendix 1).
- Increase the marketing effort for newcomers
 - Have this session highlighted on the Save-the-Date card
 - Mitch Owen (PLC Chair) should send an RSVP card to newcomers and committee chairs regarding their attendance at the newcomer orientation.
 - Mitch Owen should also send a note to the Administrators and Directors encouraging them to encourage their newcomers to attend the orientation

- A newcomer orientation announcement should be prominently displayed on the PLN registration form
- The workplan should continue to recruit and educate newcomers.
- Evaluate the effectiveness of the accomplishment report.

Potential 2009 PLN Conference Themes

1. Farm Bill reorganization with REEO offices
2. PLN Restructuring Study
3. Going Green
4. Extension Organizational Issues
 - a. Succession
 - b. Retention
 - c. Ensuring long term leadership
5. Remaining relevant in a changing, global, virtual world
6. Benchmarking and reporting – how do we tell our stories effectively?
7. Funding streams for Extension Services/Programs

PLC Representatives (new representatives are in *italics*)

- **Agriculture and Natural Resources**
 - *Joan Dusky (University of Florida)*
 - Nelson Daniels (Prairie View A&M University)
- **Community Development**
 - *Joe Sumners (Auburn University)*
 - *Jenny Fertig (West Virginia State University)*
- **Family & Consumer Sciences**
 - Shirley Hastings (University of Tennessee)
 - *Kasundra Cyrus (Southern University)*
- **4-H Youth Development**
 - *Kellye Rembert (Clemson University)*
 - Dorothy Wilson (Langston University)
- **Communications**
 - Frankie Gould (Louisiana State University)
 - Debbie Archer (University of Arkansas at Pine Bluff)
- **Middle Management**
 - *Ray Rice (Auburn University)*
 - Ellen Smoak (North Carolina A&T State University)
- **Program and Staff Development**
 - Mitch Owen (North Carolina State University)
 - *Demier Richardson (South Carolina State University)*
- **Information Technology**
 - Nina Boston (University of Arkansas)
 - Chris Rogers (Southern University)
- **ASRED Representative**
 - *Ivory Lyles (University of Arkansas)*
- **AEA Representative**
 - M. Ray McKinnie (North Carolina A&T State University); Dr. McKinnie will be replaced by *Albert Essel (Delaware State University)* on December 1, 2008
- **Advisors**
 - Gaines Smith (Auburn University)
 - Gina Eubanks (Southern University)
- **Ex Officio**
 - Ron Brown (ASRED)
 - L. Washington Lyons (AEA)
 - Rachel Welborn (SRDC)
 - Alan Barefield (SRDC)