



Southern Region Program Leadership Committee Meeting
December 2-3, 2008
Hilton Garden Inn – Atlanta Airport

Minutes

Program Leadership Committee Members in Attendance:

ANR	Nelson Daniels (Dec. 3)	Joan Dusky
COM	Debbie Archer	Frankie Gould
CD	(no representatives)	
FCS	Kasundra Cyrus	Shirley Hastings
4-HYD	Kellye Rembert	
IT	Lalit Rainey	Nina Boston
MM	Ellen Smoak	Ray Rice
PSD	Demier Richardson	Mitch Owen
Assn Reps	Gaines Smith (ASRED)	
Admin Advisors	Gina Eubanks (AEA)	Ivory Lyles (ASRED)
Ex-officio	L. Washington Lyons (AEA)	Ron Brown (ASRED)
SRDC	Vicki Vaughn	Rachel Welborn

Tuesday, December 2

1. Welcome – Mitch Owen, PLC Chair
 - Opening comments – Mitch opened the meeting with a charge to each participant to fully engage in the work set before the committee.
 - Approval of October meeting minutes – The minutes were approved as presented.
2. Update from AEA - L. Washington Lyons, Gina Eubanks
 - As of December 1, AEA has selected new officers: Albert Essel is chair and Gina Eubanks is vice chair. Positions rotate up.
 - Debbie Archer and Gloria Mosier have been working diligently on the “Media Made Easy” conference. The purpose is to prepare Extension personnel to handle crisis communication.
 - AEA’s winter meeting will be February 2-6, 2009.
 - The Farm Bill is receiving a lot of AEA energy and attention. A Farm Bill leadership meeting will be held next week.
3. Update from ASRED - Ron Brown, Ivory Lyles, and Gaines Smith



-
- ASRED has been active in seeking a place within the REE Strategic Road Map, particularly for CRD, FCS and 4H which are not clearly spelled out in the Farm Bill. ASRED has also worked to provide input into the Integrated Pest Management (IPM), Children, Youth, and Families at Risk (CYFAR), and Beginning Farmer and Rancher programs. ASRED has been working with Cornerstone on IPM changes to include 1890 LGUs and to return to a formula basis rather than competitive.
 - New Cooperative Extension Service Priorities have been established and will soon be on the NASULGC website.
 - One possible change being considered by NASULGC is to change the staffing of ECOP. Currently, there are two national positions held by James Wade and Linda Kay Benning. A proposal is being considered to reduce staffing to one person and put 25% of one person in each of the five regions.
 - NASULGC has recently adopted a new name: Public Research and Land-Grant Universities
 - ASRED is asking each of the four subject matter PLN committees to submit logic models.
 - One emerging issue getting great interest right now is financial crisis management. Each program area has a role in this issue.
4. Discussion of Restructuring Study/Conference Planning Committee Charges and Committee Reports to full Committee– Mitch Owen
- After some general comments and discussions regarding the charge to plan the August 2009 PLN Conference and to draft the Restructuring Study Recommendations, the members divided into two work teams to accomplish the two tasks. Throughout the remainder of the day (12/2) and most of the next (12/3), the two teams worked in separate groups, taking time as needed to stop and share ideas and questions between the two groups to ensure whole committee consensus on the directions the tasks were taking. Each group kept its own minutes which will be submitted for review as separate documents.
 - PLN Restructuring Study
 - *Overview:* Mitch presented the preliminary results of the focus groups and on-line survey as starting points for the discussion. (These will be available in written format soon.) Additionally, the entire PLC reviewed the list of concerns identified through polling of the eight program committees. (See Appendix A) Each program committee was asked to poll its members to identify concerns or issues regarding the current PLN structure. The list in Appendix A was compiled from those responses. The PLC members were asked to review the list and identify any missing concerns/issues they had heard expressed. None were added. Thus, this was adopted as the working list of concerns to be considered by the work team. Dr. Lyles encouraged the group to revisit the PLN mission statement to ensure that the work stays in line with the intended purpose. According to the PLN website, *“The mission of the SR-PLN is to foster and strengthen Extension education programming throughout the southern region by promoting multistate cooperation,*

anticipating emerging program issues and needs, and implementing action processes to address them in a timely manner.”

- *Restructuring Study Committee Members* –Ron Brown, L. Washington Lyons, Gina Eubanks, Joan Dusky, Debbie Archer, Shirley Hastings, Lalit Rainey, Ellen Smoak, Gaines Smith, Rachel Welborn
- *Tasks:*
 - Overview and discussion of PLC Committee reports
 - Overview and discussion of Franz, Owen and Stovall Evaluation Study and Survey
 - Identification of Process and Program Issues
 - Generation of recommendations to be taken forward to Directors/Administrators
- **Conference Planning Process**
 - *Overview:* Frankie Gould had volunteered to “word smith” the draft conference theme identified during the October PLC conference call. Her proposal was submitted for review and accepted as written. The proposal was:

Meeting the challenges of a changing world – Staying relevant, maintaining funding and adapting to shifting needs and priorities:

 - *What the 2008 Farm Bill means to us*
 - *How will we pay for it (keeping existing funding and finding new sources)*
 - *What changes can we expect in the years to come*
 - *Conference Planning Committee* – Ivory Lyles, Nelson Daniels, Frankie Gould, Kasundra Cyrus, Kellye Rembert, Nina Boston, Ray Rice, Demier Richardson, Vicki Vaughn
 - *Tasks:*
 - Review previous year’s conference evaluations
 - Develop final skeleton agenda
 - Identify potential speakers based on conference theme
 - Should a study of the various Southern Region Extension Services/Programs funding sources be performed and presented to PLN?
 - Provide suggestions and input for Newcomer Orientation materials including presentation and job description materials
 - Provide suggestions and input for Program Committee Chair Training materials



Wednesday, December 3

1. Rachel Welborn opened the meeting by providing an overview of the new PLN site. She asked for continued feedback on changes/additions needed to make the site more useful to committees.
2. The two working groups continued refining their associated products throughout most of the morning. Each group gave a brief overview at the end of the meeting, but will follow up with written reports for all to review before the February PLC call.
3. Program Committee Reports – Given the depth of the tasks associated with conference planning and restructuring study, program committee representatives opted to postpone reports until the next call.
4. Review and approve of the Annual Accomplishment Report – The PLC reviewed the Accomplishment Reports that had been submitted. One committee (ANR) has not yet completed their report and FCS would like to add to their report. All committees are to submit their final version by the end of December. Nelson Daniels, with assistance offered by Mitch Owen, will take charge of writing the introduction/overview section.
5. Logic Models – Dr. Brown reviewed the request from ASRED for each of the subject matter committees to submit logic models. FCS, CRD and 4H reported progress toward that goal. Joan Dusky will visit with the ANR chair regarding that committee's model

Adjourn

REMINDER – The next conference call will be held Thursday, February 12, 2009 at 9:00 CST.
The call-in number will be 662.325.8448.

Attachments:

- Structural and Functional Issues Shared
- Draft Conference Agenda
- Brainstorm notes from Conference Planning Committee
- Draft Restructuring Report



Attachment A: Structural and Functional Issues Shared

Process issue considerations

- Lack of participation of 1890 institutions at the Joint PLN/AEA/ASRED Conference
- Lack of involvement of 1890 institutions in Program Committee work throughout the year
- Ineffective use of the Administrative Advisors within Program Committee agendas
- Lack of clear job description and responsibilities for Administrative Advisors
- Limited focus on overarching issues within the general (plenary) session
- Lack of engagement of participants during general session
- Limited time to work on issues that impact more than one committee
- Committees value their time together and are fiercely protective of not losing time meeting together.
- Lack of staff development opportunities (in the past we had concurrent sessions where we developed each other through presentations)
- Other considerations

Programmatic issue considerations

- No method of identifying comprehensive issues that affect the majority (if not all) of Program Committees
- Limited integration of multi-committee dialog into the conference
- No clear process for working on new timely issues that may affect some or all of the program committees (i.e. urban programs, Latino/Hispanic initiatives, e-Extension, etc)
- Lack of clarity on whether we should add new Program Committees (i.e., there is discussion of forming an Urban Programs Committee – there is currently a task force focusing on this located in the Middle Managers Committee)
- The urban pre-conference has been useful. Can this and others like it continue?
- Other considerations



2009 PLN, AEA & ASRED
The Florida Hotel and Conference Center
Draft Agenda

Tuesday, August 25, 2009

7:00 – 8:00 Continental Breakfast

8:00 – 8:30 Welcome and Announcements

8:30 – 9:30 General Session Resourcing and Programs

30 Minutes – Farm Bill Dr. Ron Brown and Dr. L. Washington Lyons

30 Minutes – Funding Issues D. Sheely (Kasundra Cyrus)

9:30 – 10:00 Break

10:00 – 12:00 Committee Work

12:00 – 1:30 Lunch

“Innovation of Education To Build Awareness”

Speaker from EPCOT

1:30 – 3:00 Committees report back from Morning

3:00 – 3:30 Break

3:30 – 5:00 Committee Work

5:30 – 6:30 Reception

STATE NIGHT OR DINNER ON OWN

Wednesday, August 26, 2009

7:30 – 8:30 Continental Breakfast

Committee Report out from innovation

8:30 – 10:00 Committee Work

10:00 – 10:30 Break

10:30 – 12:00 Committee Work

12:00 – 1:00 Lunch

1:00 – 3:00 Cross Committee Issue Work

3:00 – 3:30 Break

3:30 – 5:00 Committee Work

COMMITTEE NIGHT OUT

Thursday, August 27, 2008

7:00 – 8:00 Continental Breakfast

7:00 PLC Committee Meeting

10:30 - PLC Committee with Administrator/Directors.

8:00 – 12:00 Committee Work

Evaluations completed and turned in via PLC members.

NEEDS:

Template/Structure:

- Committee “Report out” work (Consult with PSD to make interactive) - Kellye will send structure to conference group



-
- Cross Committee Work - Frankie will fine tune and report back to group
 - Schedule chairs into February 12, 2009 conference call - Mitch and Rachel will send email to chair of the committee
 - Communicate with chairs about information and action “pre”-work - February conference call with follow-up email
 - Identification of issues – February conference call with follow-up email
 - Communicate with chairs about 2-hour block on Wednesday about selection of committee members for cross-committee work – February conference call
 - Request assistance from Dr. Ron Brown and Dr. L. Washington Lyons for Tuesday morning session. Ask Dr. Brown and Dr. Lyons at Mid-Year PLC meeting. **COMPLETED**
 - Speaker from EPCOT – Nina
 - Speaker D. Sheely - Kasundra

STATEMENTS OF JUSTIFICATION FOR CHANGES:

1. Direct response to issues identified by committees from August 2008 meeting (i.e. crowding too much into the day, rushed committee time)
2. Increased requirement for collaboration due to the changes in the Farm Bill
3. To identify over-arching issues that will impact all committees.



PLC Winter Meeting Notes – Brainstorm notes from conference planning committee

Free form suggestions and questions from the conference planning sub-group relating to ways to make the conference more engaging and to encourage cross committee interaction:

1. Have each committee identify and report on issues that are related to each of the other committees.
2. Have committee mixers
3. Provide a template for discussions
4. Set up issues tables at meals
5. Have one hour cross committee focus groups for discussions of changes to come
6. Have voting during the conference on the most important issues and biggest opportunity of 2010
7. Do a pre-conference survey on emerging issues, threats, opportunities; present those results at cross committees during the conference
8. What are we going to do with these issues we collect?
9. Create a strategic opportunities document
10. Introduce a motivational speaker on change and then facilitate round table discussions
11. Revisit committee structure
12. Have individual note cards available for suggestions
13. Share recent request through a testimonial
14. Provide incentive for people to provide program idea that is selected
15. Provide understanding of PLN for newcomers
16. Have sessions that target relevant issues
17. Getting chairmen to discuss how change affects the integration of programs
18. Have motivational speaker that can focus on national change in the program areas
19. Issue of funding (economic, health) across programs in a changing environment
20. If funding is flat, how do you reallocate resources to address changing priorities?
21. How to share resources
22. How to attract outside funding
23. Working smarter, maybe virtually

DRAFT
PLN Restructuring Plan

The mission of the SR-PLN is to foster and strengthen Extension education programming throughout the southern region by:

- 1. Promoting multistate cooperation,***
- 2. Anticipating emerging program issues and needs, and***
- 3. Implementing action processes to address them in a timely manner.***

Promoting Multi-State Cooperation

One of the primary strengths of the SR-PLN is its ability to bring professionals, institutions, and states together in a seamless manner to address common issues. However, given multiple demands, limited funds, and other challenges, some committees lack the participation that might foster greater cooperation. Thus, one of the identified recommendations is to work with both administrators and committee chairs to increase participation on all program committees. This participation will help strengthen and foster engagement between institutions. Recommendations to promote multi-state cooperation are three-fold:

1. Identify appropriate communication bridges to each of the land-grant universities in the Southern Region:
 - Ensure that issues addressed are important and timely, impacting all institutions and their stakeholders. By honing in on solutions to vital issues, administrative support is likely to be greater. (Section Two addresses this challenge of identifying appropriate issues in more detail.)
 - Recognize that some institutions do not have persons in roles that correlate with all eight committees and that it is the role of the Administrator or Director to designate committee members. Additionally, some institutions may lack the budget necessary to send representatives to each committee during the PLN Conference. Thus, if an institution lacks representation on a committee, the committee should share information with that institution's Associate Administrator or Executive Administrator/ Director or his/her designee.
2. Foster year-long engagement in the work of PLN. For some, the most costly portion of the PLN work may be that which tends to get the most attention – annual conference. While this face-to-face time is vital to year-long planning and collaboration, individuals that cannot attend conference can still play vital roles within committees by joining into conference calls, projects selected for the year, etc. Thus, by embracing the year-long perspective of PLN work, more individuals and institutions may be able to get involved.
 - Foster buy in from Administrators and Directors by embracing important multi-state issues.
 - Develop a logic model and plan of work embraced by each committee member, chair and advisor that provides meaningful direction for the year. Provide updates to the model and

Plan of Work on a regular basis (monthly/quarterly vs. waiting until the Conference to look at the year's plan.) Make addressing the Plan of Work a part of every conference call and/or meeting agenda. Post updates to the website after each call.

- Ensure that those in committee leadership roles understand the year-long process and obligations of the positions and that their administrators support their participation in those roles before accepting the challenge. (See Section Three below for more details on job descriptions).
3. Pursue multi-state funding opportunities to enhance and expand multi-state efforts. During challenging financial times, funding can be a barrier to much needed, positive initiatives. Committees should focus efforts to purposefully seek avenues to bear the cost of these vital programs.
- Seek alignment with multi-state programming/funding mandates from the federal level. (This opportunity fits some program committees better than others.)
 - Develop programmatic logic models (Being piloted during 2009 with the four subject matter committees.) Identifying and measuring multi-state impacts provides a more solid foundation for future multi-state funding.
 - The informal networking resulting from PLN has probably led to multi-state cooperation. Capture successes of previous multi-state initiatives through accomplishment reports or other mechanisms supported by administration.
 - Monitor RFA's from CSREES (AFRI grant) and all special programs that are grant funded to seek appropriate matches to jointly identified concerns.
 - Strengthen connection between committee work and funding stream by involving National Program Leaders and other important stakeholders when it is advantageous. Strategies might include:
 - Invite National Program Leaders to attend Conference
 - Invite National Program Leaders to participate in conference calls

Anticipating Emerging Program Issues and Needs

The South, like the other four regions of our nation, faces many unique issues and concerns that ignore state and institution lines. Yet with the combined strength of 13 states and 29 universities, positive strides can be made against even our toughest challenges. In order, though, to unite our forces, we must jointly identify the issues in a timely manner and be ready to cross the visible and invisible boundaries of states, institutions, and committees while still valuing the uniqueness of each. Two recommendations are identified below.

1. Encourage Committees to work jointly to identify and address overarching and emerging issues as they arise throughout the year.
Strategies for identifying joint issues include:
 - Involve committees in identifying issues. Assess committee members through a group process at intervals throughout the year.

- Involve outside experts and stakeholders in identifying emerging issues. Individual committees are best posed to identify their stakeholders and experts related to their fields.
- Ensure that all committee conference calls include an agenda and follow up report/minutes. (See Section Three below)
- Ask for emerging/overarching issues on each committee call – report results to PLC/PLN. Post results on the website
- Encourage each committee to address key issues in the Plan of Work. A column could be added to the Plan of Work form to allow committees to designate the connection of a strategy to the key issues addressed.

Strategies for jointly addressing issues include:

- Designate representatives from each appropriate committee to brainstorm on issues identified. (Ensure that the person identified has the interest, expertise and time needed to contribute to the process.)
 - Form action focus teams composed of members from each appropriate committee around strategic issues.
 - Use time outside of PLN to strengthen connections around issues. For instance, technology can provide a bridge to year-long, multi discipline work (webinars, eXtension, Centra, etc.)
 - Program Committees should mirror leadership of states. **(This was added to the chart, but I didn't hear any discussion about it. Need some help to clarify.)**
2. Balance time during the face-to-face annual conference to allow for both joint committee work while preserving much needed individual committee time. Both are needed to develop appropriate strategies to address common issues from a variety of directions.
- Encourage each committee to build flexibility into its committee agenda to include time for multi-committee items/issues, realizing program committees need their own time, too.
 - Limit general session time during PLN to one keynote speaker during the morning session of PLN Conference. Follow up with a lunch speaker.
 - Create and showcase an overall relationship through general session and Program Committee meetings
 - Design and build a multi-committee session on emerging/over-arching issues.
 - Encourage committees to have draft action/info items before the annual meeting.

Implementing Action Process to Address Issues in a Timely Manner

In order for the vital work of PLN to be accomplished, individuals willing and able to take leadership roles are essential. However, great variance exists in the way these roles are filled within the committees, leaving some committees with a void while others flourish. Thus, roles and responsibilities of key committee leadership positions should be clarified to foster better communication and progress toward identified goals. Additionally, participation guidelines should be adopted to ensure adequate involvement takes place. Below are suggested guidelines for each key committee leadership position:



Administrative Advisors:

- Serve as a liaison between the committee and ASRED and AEA
- Communicate the thinking, priorities and expectations of ASRED and AEA to the committee
- Provide administrative guidance and perspectives on behalf of AEA and ASRED.
- Communicate the work, ideas and contributions of the committee to ASRED and AEA
- Encourage committee progress by participating in the annual meeting , conference calls, listserv communication, committee meetings, and video conferences of the committee
- Communicate and clarify operational procedures governing actions of the committee (i.e., that proposals have to be channeled through PLC)
- See that the committee has a Plan of Work guiding its activities
- Encourage the committee to continue to progress on the goals of the Plan of Work
- Encourage the committee to work jointly with other committees
- Help the committee to focus on high priority issues of the region on which committee members can make an important contribution
- Stress the importance of producing concrete deliverables, not just getting together for a meeting
- Communicate with committee chairs to ensure that information presented during a committee meeting can be more resourceful and straight forth.
- Advisors should be able to articulate a summative reports and/or findings from other state or national meetings that may directly impact the committee's interests.
- Ensure fulfillment of committee member obligations by monitoring individual commitments. If an individual is not fulfilling his/her role on a PLN committee, the Administrative Advisor will notify the person's administrator/director.

We identified a need to define roles and responsibilities of Chair, Vice-Chair, and PLC Rep, but very little actual input was given. I've made a stab at the pieces I know or that were mentioned during the discussion (below), but the group needs to weigh in on this.

Committee Chair

- Convene committee conference calls on at least a quarterly basis. This entails setting dates and arranging logistics, sending out notices appropriately, preparing and disseminating an agenda, ensuring that a record of the decisions is maintained and posted on the website.
- Promote meaningful multi-state, cross-committee work to address emerging and over-arching issues.
 - Seek input from committee members on key issues needing attention.
 - Incorporate issue-focused strategies on the Plan of Work, ensuring that timely progress is made toward identified goals.
 - Cultivate cross-committee work on joint issues by seeking out and/or allowing time for joint committee discussions and planning.
- Lead the annual face-to-face meeting, which includes preparing the agenda, facilitating the development of a Plan of Work for the next year, updating the current Plan of Work, completing



accomplishment reports, preparing information and action items to be shared with ASRED and AEA, and any other reporting required from the committee.

- Serve as the first point of contact for the committee ensuring that timely communication advances to all members via conference calls, website, listserv.
- Work with the PLN webmaster to ensure that all committee information is submitted in a timely manner and kept current. (i.e. minutes, contact information, officers, Plan of Work, etc.).
NOTE: Some committees assign a role of “secretary.” If this position exists, the Chair is still charged with ensuring that tasks are complete.

Committee Vice-Chair

- Provide side-by-side support for the Committee Chair in all assigned roles.
- Provide leadership for the Chair’s assigned roles if he/she is absent for a call.
- Be prepared to serve as Chair the following year to provide a sense of continuity for the Program Committee.

Program Leadership Committee (PLC) Representative:

- Participate in PLC calls and meetings to represent the program committee.
- Be prepared to report committee successes/ progress to the entire PLC.
- Serve as a communication bridge between the PLC and Program Committee.
- Ensure that the Program Committee Chair is apprised of any new information coming to or from the PLC.
- Ensure that the needs and concerns of the program committee are voiced to the PLC as appropriate.

PLC wrote these guidelines below, but didn’t complete the last piece in red:

Participation guidelines for those in key roles to foster performance of duties:

- All Program Committee members should be encouraged to take ownership of the committee’s work year around. However, given the nature of the leadership role, officers, advisors, and representatives should be required to participate in at least 75% of all committee communication including conference calls, meetings, etc.
- If a person cannot participate, he/she should designate someone to sit in and report for them.
- All representatives and officers should have the support of their administrators before accepting a leadership role.
- If an individual serving on a Program Committee is not fulfilling his/her role (i.e. chair, vice-chair, committee member that has accepted specific responsibility) on a PLN committee, the Administrative Advisor will notify the person’s administrator/director.
- If an individual serving as Administrative Advisor is not fulfilling his/her role....