



Southern Region Program Leadership Committee Meeting
February 21, 2013
Minutes

Participants

- ANR –Joan Dusky
- COM – Frankie Gould and Ayanna McPhail
- CRD – Joy Moten-Thomas
- FCS – Ann Sorter
- 4-H Youth Dev – Dorothy Wilson
- IT – Lalit Rainey and Rhonda Conlon
- MM – Carolyn Nobles and Martha Ray Sartor
- PSD – Scott Cummings

AEA:	L. Washington Lyons	Mark Latimore
ASRED:	Ron Brown	Tony Windham
SRDC	Vicki Vaughn	Rachel Welborn

1. Welcome – Scott Cummings, PLC Chair
 - December meeting minutes were approved as presented
2. Update from AEA - L. Washington Lyons, Mark Latimore
 - AEA's chair is Delbert Foster, chair-elect is Mark Latimore, and Carolyn Nobles is secretary.
 - AEA held its winter meeting January 28-13 in Huntsville, AL focusing on urban audiences and updates from NIFA and Cornerstone.
 - Discussions are underway about how to celebrate the upcoming Smith Lever Centennial. Also, the 125th anniversary of the Second Morrill Act is in 2015.
 - Budget: the federal budget is currently operating under a Continuing Resolution through March 27th. Sequestration begins on March 1st which could mean a 5% budget cut for the remainder of the year for federal programs.
 - AEA is working with ECOP to develop a survey of Extension to identify 2015 budget priorities.
 - Farm Bill has been extended for one year, AEA continues to be involved in shaping this important piece. Right now it is not clear as to when Congress will take up the Farm Bill to pass the new version.
 - CARET meets once a year to work on federal budget for Extension, research and teaching. The central message for this year is to request that if sequestration happens, it takes a minimal effect on the land-grant system. Also, that 2013 funding is not less than the 2012 budget. Finally,



CARET is asking Congress to pass the 2014 budget in a timely manner and maintain 2012 funding levels.

- AEA is working to become more engaged with eXtension.
3. Update from ASRED - Ron Brown, Tony Windham
- Integrated Grants Workshop – held in Atlanta; participants nominated by Directors; had more than we could take who wanted to be part of the workshop; evaluations are positive
 - Battelle study has been completed – report is out, but not yet officially released. We are working with Battelle, KGlobal, and a regional communications team, along with communicators in each institution to conduct a coordinated release that follows a national release. Frankie Gould (LA), Faith Peppers (GA), Ruth Borger (FL), and Heather Sabharwal (KGlobal) comprise the communications team. They will provide a toolkit and a schedule to communications contacts at each institution that participated in the study so that we can get maximum advantage from the report.
 - In addition to a National Extension Director and Administrator meeting next month, ASRED will meet jointly with SAAESD in April in Little Rock. We are currently building the agenda for that meeting.
 - Dr. Paul Coreil is retiring from his position as Vice Chancellor and Director of Extension at LSU and will be assuming the role of Chancellor of LSU Alexandria.
 - The Chair of ASRED as of January is Dr. Beverly Sparks, GA. Dr. Tim Cross, TN, will replace Dr. Coreil on ECOP and Dr. Jimmy Henning, KY, has been elected as Chair-elect of ECOP.
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4. Conference Planning: “Connecting with Communities – Preparing for the Next 100 Years”
- Keynote speaker: Frankie Gould is checking on Devin Fidler, but has played phone tag. Devin has acknowledged the request but has not confirmed. Frankie is also checking on Luke Wroblewski and Amy Lynch as back-ups.
 - Implications of presentation – how to gain responses: Will discuss further when the speaker is identified
 - Breakout sessions: Chris Boleman, Kris Grimes, Carolyn Nobles, Frankie Gould, Rachel Welborn – A number of proposals were submitted and all but two have been selected. The committee put out a second call to fill two spots that seemed to be void of proposals. Rachel will forward the second call to the PLC.
 - Smith Lever Celebration: Tuesday at lunch – Frankie and Bill Woodrum are co-chairs for this project. Frankie will coordinate the 15-20 minutes

session for Tuesday lunch to share the tool kit being developed for the celebration.

- Newcomer Orientation: Chris B., Joy, Lalit, Ayanna – will be presenting something to PLC at next meeting
 - Program Committee Chair Training: Scott will take charge of this and refine as the conference approaches.
5. Future PLN sites: 2016 call & the SRDC's role – SRDC Director Bo Beaulieu is taking another position at Purdue University as of April 1. The Board of Directors will be making a decision about the long-term future for the SRDC. Thus, the SRDC staff has been instructed to wait on the 2016 site selection process until this decision is made.
6. Program Committee Reports
- ANR –Joan Dusky– ANR had a conference call last week with two main discussion points: shared specialist and impact on funding. ANR is working to design a climate variability professional development proposal. ANR program leaders and directors will review.
 - COM – Frankie Gould and Ayanna McPhail – The committee met yesterday. They are working on white papers on strategic communications and the type of skills for Extension educators as they are being hired. These will be presented to administrators/directors. They gave an update about the Batelle study and upcoming press releases as well as updating the committee about the discussions during the PLC meeting in December. Templates and fact sheets will be distributed related to the Batelle study. The committee is working on a national train-the-trainer training module on impact reporting under the request of Sonny Ramaswamy, NIFA Director
 - CRD – Joy Moten-Thomas – CRD indicators team is continuing to work on a national level to identify common indicators
 - FCS –Ann Sorter – FCS had a call last month in which they discussed military 4H programs and the SNAP-ED budget reduction of 28% for the year. Some universities will have to cut positions related to this reduction. Dr. Beverly Samuel is the committee's NIFA liaison. Committee members are currently at the Spring FCS meeting.
 - 4-H Youth Dev – Dorothy Wilson – 4H had a call on January 15th, during which they discussed next week's national 4h leadership meeting. Volunteer leaders conference and changes in the military families program were also discussed. Dorothy reported on the PLC December meeting.
 - IT – Lalit Rainey and Rhonda Conlon – Feb 7th was the committee's last conference call. Craig Wood presentation on eXtension's overhaul. A number of points where the system was having problems were identified such as the "Ask an expert" which is currently lacking in subject matter experts willing to respond. The committee is also looking at mobile designs as well as its regular plan of work.



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- MM – Carolyn Nobles and Martha Ray Sartor – MM released their first newsletter. Best practices for hiring and interviewing were completed and posted. Tennessee will be hosting an urban conference in Nashville.
 - PSD – Scott Cummings– During the committee’s January call, the group discussed sessions for breakouts. Most of the committee are heavily involved in writing federal reports this time of year.

7. Other Business

- CECP to eXtension – action item presented in August. Clarification was asked of each committee in determining concerns related to CECP’s translation into eXtension. Each committee was asked to make notes on any issues needing to be addressed. Please be specific about what needs to happen. ALL committees are asked to respond even if no action is needed. Send responses to Scott Cummings and Rachel Welborn by April 16th in preparation for our next call on April 18th. The old CECP site is: <http://srpln.msstate.edu/cecp/>
- Mid-winter dates: Rachel will send a Doodle poll to determine best dates for the next mid-winter PLC meeting.

8. Adjourn

REMINDER – The next conference call will be held Thursday, April 18, 2013 at 9:00 Central. Phone: 559-546-1000, Participant code 1068380#