



Southern Region Program Leadership Committee Meeting
October 17, 2013
AGENDA

Phone: 559-546-1000, Participant code 1068380#

Participants

- ANR –Joan Dusky and Dawn Mellion-Patin
- COM – Frankie Gould
- CRD –Jimmy Henry
- FCS – Kris Grimes, Anne Sortor
- 4-H Youth Dev – Chris Boleman
- IT –Rhonda Conlon, Lalit Rainey
- MM – Martha Ray Sartor and Carolyn Williams
- PSD – Laura Downing
- ASRED – Tony Windham, Ron Brown
- AEA – L. Washington Lyons

SRDC: Rachel Welborn

1. August minutes were approved as presented and are posted on the PLN website:
<http://srpln.msstate.edu/plc/minutes.html>
2. Update from AEA - L. Washington Lyons,
 - We are pleased that the federal government shutdown is over. 1890's would not have been able to operate past mid-November if it hadn't ended.
 - AEA face to face professional academy begins next week, October 21-24, 2013, in Atlanta. This is a yearlong experience that focuses on professional development, targeting Extension professionals with five or less years of experience. About 65 people are planning to participate in the three day kick-off event. The intended outcome is to help train new professionals to develop high impact programs and be able to develop impact reports.
 - Plans are beginning for the 125th Second Morrill Act celebration. AEA will be looking forward to the 2015 celebration and would like to think about how to incorporate this important event into the 2014-15 PLN meeting. The planning committee will meet October 29-31 in Atlanta.
 - Dr. Marion Simon, Extension Small-Farm Extension Specialist, Kentucky State University, has been selected as the 1890 regional award winner for the Excellence in Extension Award. She will be recognized by ECOP at the APLU Annual Meeting in Washington, DC on November 10th.
 - Additionally, Dr. Marion Simon, Louie Rivers and the Kentucky State University Third Thursday Small Farm Program Team have been selected to receive a 2013 U.S. Department of Agriculture (USDA) Secretary's Honor Award in the category of enhancing the economic vitality and quality of life in

rural America. The award is scheduled to be presented by the Secretary of Agriculture on Tuesday, October 22.

3. Update from ASRED - Ron Brown, Tony Windham
Personnel

- ASRED officers for 2013-2014 are: Dr. Tim Cross, Chair; ASRED Chair-elect, Dr. Tony Windham; Dr. Paul Brown, Secretary; and Dr. Beverly Sparks, Past Chair.
- In a national vote of Land-grant directors/administrators, Dr. Tim Cross, TN, was elected to serve as Extension representative on the BAA Policy Board of Directors.
- Dr. Jimmy Henning, KY, is chair-elect of the Extension Committee on Organization and Policy (ECOP) and will assume the chair of ECOP at the close of the November APLU annual meeting.

ASRED and Cooperative Extension Updates

- ASRED has been and is active in providing input, through ECOP and directly, regarding issues important to the region. Examples include the importance of capacity funding, issues related to the federal administration rates that NIFA charges on funds it administers, and NIFA's Strategic Plan. In November, representatives from the region will be involved in reviewing the new Strategic Plan for USDA/REE.
- Based on an external evaluation of eXtension, the Governing Committee is working to lead the program through a pivot that refocuses efforts that are synchronized with the resources available and which match expectations of Directors. Dan Cotton has announced that he will be stepping down from his role as Director of eXtension and the GC is seeking interim leadership during the strategic planning that is taking place due to the external evaluation. The GC is also doubling its size to increase the representation from each of the five regions within Cooperative Extension so that ample input can be collected for the new strategic plan.
- The Excellence in Extension database is now called the Strategic Opportunities and Measuring Excellence database (<http://excellence.tamu.edu/database>). Recently, an Impacts Database was added to the site to allow for entry of impact data from each institution. The value of both these databases, excellence and impacts, is dependent upon participation from each institution. Please make sure your institution is represented in both.
- ASRED has joined Experiment Station directors in the southern region (SAAESD) in endorsing a document titled *Best Practices for Negotiating Sponsored Research Agreements*, (<http://asred.msstate.edu/toolbox/>) to provide a regional consensus on a common set of terms and conditions to pursue in negotiations with a variety of sponsors.

4. Conference Debrief:

- a. PLC Plan of Work 2013-14 was reviewed and additional commitments for volunteers were gained. The revised version is posted online:
http://srpln.msstate.edu/plc/plc_pow_recent.pdf

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- b. Chair Training will be offered in the fall to help orient new committee officers and again in the summer to help prepare for PLN Joint Meeting.
 - c. Conference Evaluations were previewed. Each PLC member was asked to read through the content, get feedback from their committees, and be ready for planning in December.

5. Program Committee Reports

- ANR –Joan Dusky and Dawn Mellion-Patin – ANR has not met since the August meeting.
- COM – Frankie Gould – COM’s first call was last week. They are working on a Strategic Communications white paper which they plan to finish by February. They are working on assembling social media best practices and are seeking success stories from the South. They are working on research on white paper on role of communication training for Extension professionals. Work continues on the centennial for the Smith Lever Act.
- CRD – Jimmy Henry - SRDC Director position is still open, with a first review date for applications on October 31. The position announcement is posted on SRDC’s website. The next NACDEP conference is scheduled for June 2014 in Grand Rapids. Award and presentation calls will be coming out in the next few weeks. The committee is working on collecting common indicators. ReadyCommunity has a grant specifically to work with 1890 institutions.
- FCS – Kristopher Grimes and Ann Sortor – FCS has not had its first call yet. They will be drafting a letter to eXtension to make suggestions about changes that would be helpful to FCS. Southern region met briefly during national meeting. The southern team will be working with national partners on a Master Volunteer program.
- 4-H Youth Dev –Chris Boleman- 4H work topics include updating eXtension 4H presence, developing a volunteer plan as part of a national initiative, conducting a needs assessment on how each state develops 4H curriculum.
- IT – Lalit Rainey and Rhonda Conlon – IT is looking at how best to push eXtension tools to our own university websites. IT members often attend the National Extension Technology Conference. The committee is looking into forming its own organization
- MM – Carolyn Williams and Martha Ray Sartor – Middle Managers have not had a call yet.
- PSD – Laura Downey – had to leave the call before committee reporting.

Next Meeting: December 11, 1:00 p.m. through December 12, noon
Hilton Garden Inn Atlanta Airport North
3437 Bobby Brown Parkway
East Point, GA 30344
Phone 404-477-6600
Room Block is PLC Committee Meeting
Room rate: \$119/night