



Southern Region Program Leadership Committee Meeting
October 18, 2012
Minutes

Participants

- ANR – Joan Dusky
- COM – Frankie Gould
- CRD – Rod Clouser
- FCS – Kris Grimes
- 4-H – Dorothy Wilson Chris Boleman
- IT – Rhonda Conlon
- MM – Carolyn Nobles Martha Ray Sartor
- PSD – Scott Cummings
- ASRED – Tony Windham Ron Brown
- AEA – No representatives on the call

SRDC: Rachel Welborn Vicki Vaughn

1. August meeting minutes (posted on website) were approved as presented.
<http://srpln.msstate.edu/plc/minutes.html>
2. Update from AEA – no representatives were on the call
3. Update from ASRED - Ron Brown, Tony Windham
 - There was a very successful eXtension National Meeting October 1-4 in Oklahoma City. It was well attended and there were many excellent presentations. The southern region was well represented.
 - On November 14th, there is a meeting of the Battelle Institute Steering Committee where we will receive a first draft of the Battelle study of impacts of Southern Region Extension and Research programs.
 - The southern region Extension and Research directors are sponsoring a second Grantsmanship Workshop in Atlanta. Good participation is expected since there were more applicants than slots available.
 - In conjunction with the Excellence in Extension leadership team, the ECOP Program Subcommittee is developing a system to facilitate impact statements ordered around the 7 strategic opportunities identified by the Extension system.
 - The Marketing and Communications Implementation is working to finish products for distribution to Directors and Administrators.
 - ECOP has established two new Task Forces
 - Smith-Lever 2014 Centennial Celebration – co-chaired by Frankie Gould (LA) and Bill Woodrum (WV). This TF will provide a toolkit for states to use in celebrating the Centennial as well as leading a national celebration.

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- Nutrition, Health and Health Care Reform
 - Dr. Brown also reported that several comments were made about the 2012 meeting being the best organized ever. Dr. Brown expressed appreciation for the good leadership that continues to be shown by Southern Region professionals.

4. Conference Debrief:

- PLC Plan of Work 2012-13 is posted on line.
- http://srpln.msstate.edu/plc/plc_pow_recent.pdf
- Chair Training – Plans are to provide one training in the fall and one in the summer prior to the conference.
- Conference Evaluations – The electronic survey seemed to work well. Response rates were approximately equal to what we received from paper copies in the past. Frankie noted that it may be valuable to capture some of the successes that have resulted from PLN (i.e. best practices implemented, new training offered, new collaborations)
- Cross Committee Time – Comments were very positive. How does PLC help facilitate on-going work throughout the year? A small group from PLC will join the cross-committee facilitators on a conference call to ask the facilitators to provide input on how we might move this forward. Rachel will set up a Doodle poll to help identify a date.
- Pre-planning for Dec. Meeting. PLC members are urged to review the evaluation summary document and to poll their committees for ideas prior to the meeting. Some ideas that have surfaced include urban audiences and non-traditional audiences.
- Logic Model – Scott will contact Paul Coreil to get some guidance on how to proceed with this.

5. Program Committee Reports

- ANR –Joan Dusky – Subcommittees formed during the PLN meeting have met. The first call with the whole group is November 13th. We are watching the Farm Bill.
- COM – Frankie Gould had to leave before the report but reported by email that their first post-PLN call was last week and had a large number of participants.
- CRD –Rod Clouser – Their first call was yesterday. The committee is working with a national team on evaluation measures for CRD. The South will begin its first attempt at gathering measures in the coming months. NACO raised issues about the relevance of Extension to their organization. CRD is working with MM on strategies to address these concerns. One related action item is the formation of a sub-committee that has two representatives from each program committee (one 1890 and one 1862) to help look at possible strategies. Brian Whitacre, CRD chair, will be contacting committee chairs to ask for help in recruiting representatives.



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- FCS – Kristopher Grimes – Their first call is scheduled for November 8th . .
 - 4-H Youth Dev – Dorothy Wilson and Chris Boleman – They have had one conference call since PLN in which they discussed developing a logic model for national events. Several states are still working through IRS issues. 4H is also looking at its role with eXtension. Dorothy added that the 1890's are particularly focused on teen leadership.
 - IT –Rhonda Conlon – IT had its first call last week but Rhonda was not able to join.
 - MM – Carolyn Nobles and Martha Ray Sartor – MM has its first conference call on November 7th. MM southern region conference is scheduled for next year in April. MMs are working with the Galaxy planners to convene a meeting at Galaxy of all Middle Managers.
 - PSD – Scott Cummings – PSD has not had a call yet. The national association's conference is scheduled for December in Denver. A good sized delegation from the south plans to attend.

6. Other Business

7. Adjourn

**Next Meeting: December 5, 1:00 p.m. through December 6, noon
Hilton Garden Inn Atlanta Airport North
<http://srpln.msstate.edu/plc/meetings.html>**