



**Southern Region Program Leadership Committee Meeting
December 11-12, 2013
Hilton Garden Inn Atlanta Airport**

Minutes

- ANR –Joan Dusky and Dawn Mellion-Patin
- COM – Frankie Gould and ChaNae Bradley
- CRD –Jimmy Henry and Rod Clouser
- FCS – Kris Grimes and Anne Sortor
- 4-H Youth Dev - Woodie Hughes, Jr.
- IT – Rhonda Conlon and Lalit Rainey
- MM – Martha Ray Sartor
- PSD – Scott Cummings

ASRED: Ron Brown, Ed Jones, Tony Windham

AEA: L. Washington Lyons

SRDC: Vicki Vaughn, Rachel Welborn

Wednesday, December 11

1. October minutes were approved as presented.
2. Update from AEA - L. Washington Lyons
 - Delbert Foster was recently appointed Chair Elect to ECOP
 - Mark Latimore will complete the term of Bill Woodrum (1 year) on ECOP
 - Albert Essel was appointed to the ECOP Budget and Legislative Committee and the Board on Ag Assembly Budget and Advocacy Committee
 - A Farm Bill will not be passed in 2013. One concern within the working document is an amendment to open the 1890 Land Grant System to other universities. This issue is being raised by a Congressman from the state of Ohio as they seek to add Central State University to the 1890 system. This proposal may threaten both future formula and competitive funds available within the land grant system.
 - A budget will not be passed this year, but hopes are that by January 15th, a two year budget agreement will be established to cover the remainder of



FY14 and all of FY15. This budget is expected to preserve base FY12 funding or possibly raise it some. SNAP Ed funding may be reduced.

- Talks on the Farm Bill are moving forward. The two main sticking points seem to be commodities and SNAP Ed. The biggest issue on SNAP Ed seems to be the requirement for the recipient to work.
- Title 7 Research funding appears to be in good shape.
- Matching issue of competitive funding is reportedly resolved but it is unclear what the outcome was.

3. Update from ASRED - Ron Brown, Tony Windham, Ed Jones

- New ASRED officers are: Tim Cross (Chair), Tony Windham (Chair Elect), and Paul Brown (Secretary).
- Jimmy Henning is chair of ECOP
- Extension Impact Database – a cross committee involving both Extension and research is looking at ways to strengthen the database and allow for more integrated (Extension/research) entries.

4. Review of Conference Evaluations – The summary was reviewed and discussions led to an agreement that the current agenda seems to be working.

5. Conference Budget

- Speaker travel and/or honorarium - Plans are to review the budget and registration fees based on the identified speakers' costs.

	Early Registration	Regular Registration (July 15 – August 10)	Late Registration (after August 10)
PLN only	\$350	\$400	\$450
PLN + AEA/ASRED	\$425	\$475	\$525

6. Conference Planning

- Develop conference theme: Our Next 100 Years: Why, What, and How
- Establish skeleton agenda – Depending on the speaker, the past year's conference schedule was considered to be a good mix of committee time and cross group time.
- Identify potential speakers based on conference theme: Andy Goodman was recommended. Scott Cummings will contact him to explore this option. Dr. Chris Brown from Alcorn University was also recommended, possibly as a lunch presenter if Andy Goodman can come and takes all of the keynote address time.

- Design/refine Newcomer Orientation – Plans are to do the orientation via webinar before the conference, but follow up with some more social meet and greet time with chairs on Monday.
- Design/refine Program Committee Chair Training – Chair training will be offered in February with a follow up conference call nearer to the meeting – Committee to work on this: Rhonda, Lalit, Joan, Rachel
- If breakouts are needed, small group to oversee the process: Dr. Lyons, Dr. Brown, Frankie, Rachel.
- Small Committee to rework agenda after speakers are determined: Scott, Dr. Lyons, Dr. Brown, Frankie, Lalit, Tony Windham, Rachel.

Thursday, December 12

7. Future Joint Meeting Site Plans – Vicki Vaughn
 - 2014: Ft. Worth, August 18-22, Hilton Fort Worth
 - 2015: Orlando, August 24-28, The Florida Hotel & Conference Center
 - 2016: To be determined
 - Decision: Keep the three year rotation, but open the fourth year to calls within hub or sub-hub cities. Dr. Lyons, Dr. Brown, Vicki and Rachel will develop a call for proposals.
8. PLN Website – the SRDC is working to redesign the website. The group was asked for suggestions:
 - Make it mobile friendly
 - Use hover windows to define acronyms
 - Add listserv address to the PLC page
9. Program Committee Reports
 - ANR –Joan Dusky and Dawn Mellion-Patin- last call a few weeks ago. Conversations primed on Farm Bill. Created a small group to make suggestions to directors on concept of shared specialists. We have some good examples of shared specialists from which we have learned.
 - COM – Frankie Gould and ChaNae Bradley – Working with Matt Browning on best practices on social media use. The committee is also collecting best practices resources. The committee is working on the national centennial for the Smith Lever celebration. We have created a national communications working group for the centennial celebration. The Southern region has three representatives. These three report back to the entire region. Social media avenues for the celebration are mushrooming in contacts.
 - CRD –Jimmy Henry and Rod Clouser – CRD indicators collection has begun in the South as a part of a larger national initiative. CRD 101 Institute was



reestablished and hosted in Florida this past fall. This level of training is appropriate for all program areas, particularly with county staff.

- FCS – Kris Grimes and Anne Sortor – Committee is developing a letter to eXtension to provide input to the reorganization of eXtension that would facilitate better usage by FCS professionals. They are also working on assembling resources related to competency assessment and growth within FCS. Master Volunteer program in Family and Consumer Science being developed through leadership of Beverly Samuel (NIFA).
- 4-H Youth Dev –Woodie Hughes, Jr. – 4H is in the process of aligning programs and initiatives across state lines so that they can be unified nationally. One of the outgrowths is to establish some first time 4H agent training used nationally and to establish common 4H indicators on a national level. 2014 new roll out from the Healthy Living working group. Five significant events offered nationally for 4H in the coming months.
- IT –Rhonda Conlon and Lalit Rainey – National Extension Technology Conference and Association for Communication Excellence have previously met together, but now NETC is considering becoming its own organization.
- MM – Martha Ray Sartor– MM are preparing quarterly newsletters Middle Managers are helping to plan the May 2015 Urban Conference
- PSD – Scott Cummings– The PSD association met at its annual conference last week. Plans are to encourage middle managers to consider joining. NAEPSPD – National Association of Extension Program & Staff Development Professionals. Applied for 501(3)c status and have begun conversations with JCEP about joining that group. Next year's conference is in San Antonio, TX on December 9-11, 2014. Gae Broadwater, current chair, is retiring at the end of the month. Vice Chair and Secretary will move up for the remainder of this term and a new secretary will be appointed on the next call.

10. CECP – Dr. Brown is sending an update to PLC through the listserv on the status of CECP campus.extension.org.

11. Adjourn

REMINDER – The next conference call will be held Thursday, February 20, 2013 at 9:00 Central. Phone: 559-546-1000, Participant code 1068380#