



Southern Region Program Leadership Committee Meeting  
December 5-6, 2012  
Minutes

## Participants

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

**AEA:** L. Washington Lyons  
**ASRED:** Ron Brown Paul Coreil  
**SRDC:** Vicki Vaughn Rachel Welborn

## Wednesday, December 5

1. Scott Cummings, PLC Chair, provided a welcome and the October minutes were approved as presented.
2. Update from AEA - L. Washington Lyons
  - AEA's new chair is Delbert Foster (SC State University) and the new vice-chair is Mark Latimore (Ft. Valley State University). These two individuals will also serve as PLC's 1890 Representative and Advisor, respectively. Also, Carolyn Nobles has been elected as the AEA secretary.
  - The winter AEA meeting is scheduled for January 28-31 in Huntsville, AL, with an emphasis on urban programs.
  - ECOP has appointed two co-chairs of the 2014 Smith Leaver Act Celebration: Frankie Gould and Bill Woodrum. An initial toolkit is slated to be ready by March. Efforts are underway to align with national branding and marketing efforts through ECOP.
  - Based on information that we have received, Congress will not likely pass a budget until 2013 and we will continue operate under a Continuing Resolution until March 27, 2013.
  - It does not appear that the 2012 Farm Bill will be passed before the holiday recess. The issue regarding the proposed match requirement for competitive grant programs is being addressed by the Committee on Legislation and Policy so that it will not adversely impact the land-grant system.



3. Update from ASRED – Ron Brown and Paul Coreil

- The southern region is continuing to work on strengthening the case for formula funds. ASRED recently presented a white paper on the topic that ECOP has endorsed.
- The second integrated grant writing workshop was just completed in the south with very high attendance.
- The Battelle Study is complete now. A steering committee is reviewing the preliminary data, which seems to be making a good case for Extension’s role in the future.
- Paul Coreil is now the ECOP Chair Elect.
- The South continues to emphasize the importance of strong multi-state programs. eXtension is a significant resource in this endeavor. An RFA is currently out seeking bids for an external review of eXtension.
- Water quality and quantity are continuing to be topics of importance in the south. The concept of a regional water resource specialist is being explored.
- Impacts are consistently top agenda items on Sunny Ramaswamy’s priorities for NIFA. This may tie into the work being explored through the Excellence in Extension working group. A team is refining the elements of this database to align the variables more closely with those that institutions are actually collecting. Plans are to incorporate a place for entering impact statements at any time and to add a searchable feature. Once the infrastructure is completed, a train-the-trainer model will be implemented to help states learn to use the system effectively.

4. Review of Conference Evaluations

- Overall, the 2012 conference got very good reviews.
- Significant discussion revolved around cross-committee topics and how to move those initiatives forward. Challenges include a lack of ownership to a particular issue, absence of a “champion” to shepherd the work, and not having the right people at PLN to do the ongoing work.

5. Conference Budget

- Credit card fees are now being charged which impacts the conference budget.
- Speaker travel and/or honorarium are not included in the existing budget, but many of the 2012 conference participants indicated that they would value having an outside presenter to challenge us.
- After discussing the financial challenges and needs facing PLN, a new pricing structure was structure approved for 2013. This structure would cover the credit card fees, plus put approximately \$5,000 into the budget to pay for a speaker.

	Early Registration	Regular Registration (July 15 – August 10)	Late Registration (after August 10)
PLN only	\$350	\$400	\$450



PLN + AEA/ASRED	\$425	\$475	\$525
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To receive the discounted rates (early or regular), participants must register and either pay by check or credit card, or provide a purchase order by the deadline.

## 6. Conference Planning

- A conference theme was selected: “Connecting with Communities: Preparing for the next 100 years.” Under this theme, several potential sub-topics were identified. A committee was established to solicit proposals from the LGU system that would be high energy, high take-away value, 90 minute sessions. The committee members are Kris Grimes, Carolyn Nobles, Frankie Gould, Chris Boleman, and Rachel Welborn. The committee will draft an RFP and share with all of PLC by mid-January. Submission dates will be between the first of February and the end of March, with selections made by April. Potential topics are:
  - Social media
  - Marketing
  - Impacts
  - New audiences (diversity, underserved, non-traditional, military families)
  - Urban settings
  - Agent training
  - Partnerships
  - Funding
  - Vision/Leadership
- Last year’s agenda will be followed for the most part except the cross committee sessions will not be included. Instead, the early Tuesday afternoon session will be reserved for repeating the 90 minute sessions, if adequate proposals are received and the later afternoon session will be the beginning of regular committee work.
- Smith Lever celebration: a presentation will be made during Tuesday’s lunch on the plans for the celebration. PLC has requested that the SRDC look into having a birthday cake for dessert that day. Vicki will check on this.
- PLC will design some type of mechanism for asking committees and individuals to respond to the implications of the keynote presentation. Individual responses will be garnered through the conference evaluation. The PLC has yet to decide exactly how the committee responses will be gathered.
- Identify potential speakers based on conference theme: Devin Fidler was identified as the top choice for keynote. A link to a sample presentation is here: <https://learn.extension.org/events/741> Frankie Gould will check with him on availability and fee. Other potential presenters to be considered if Devin is unavailable include:

**Presenter**

- Brady Denton
- Dr. Woodson – NC State

**Suggested by**

- Rod Clouser
- Rod Clouser



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| • Someone from music industry | Rachel Welborn (she will check for a specific name) |
| • Gilbert Rochon              | L. Washington Lyons                                 |
| • Presenter on generations    | Frankie Gould (will provide contact info if needed) |
| • Luke Wroblewski             | Rhonda Conlon                                       |
| • Ted Abernathy               | Martha Ray Sartor                                   |
| • Amy Lynch                   | Frankie Gould                                       |
- Design/refine Newcomer Orientation: Chris Boleman, Joy Moten-Thomas, Lalit Rainey, Ayanna McPhail volunteered to assist in thinking through how to redesign this session, including some potential pre-conference interactions.
  - Design/refine Program Committee Chair Training: a preliminary webinar was held with committee officers to help them work throughout the year with their committees. As the conference approaches, an additional session will be held to help the officers prepare for that time.
  - Action and Information Items: Committees will be asked to submit at least a draft of these before the meeting. These will be sent as a draft to the Administrators and Directors as a preview draft prior to the Thursday formal presentations.
  - Smith-Lever birthday celebration at Tuesday lunch – Frankie Gould and/or Bill Woodrum will coordinate a presentation on the marketing tools that will be available for use in Land-Grant systems.

## Thursday, December 6

7. Future Joint Meeting Site Plans – Vicki Vaughn
  - 2013: Nashville, August 19-23, Sheraton
  - 2014: Ft. Worth, August 18-22, Hilton Fort Worth
  - 2015: Orlando, August 24-28, The Florida Hotel & Conference Center
  - 2016: For 2016, the SRDC will put out a “soft call” to land grant universities in the region to see if they can submit a competitive proposal for the conference rather than continuing the three year set cycle. The window for submission will need to be rather short given that these decisions are made soon. The SRDC has an RFP that it has used in the past and will refine it to share. The location must still be an airport hub city or one that can demonstrate competitive airline rates through a side-by-side comparison.
8. Program Committee Reports
  - ANR –Joan Dusky – ANR’s conference call is next week. Refining climate literacy proposal is one of the items ANR is addressing.
  - COM – Frankie Gould and Ayanna McPhail – Communication’s main focus on calls is continuing to work on the plan of work.



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- CRD – Joy Moten-Thomas and Rod Clouser – Last call was in November. An action item was approved to explore staffing issues with a committee composed of two representatives (1862 and 1890) from each committee. Rod forwarded the request for volunteers that had gone to chairs to PLC. The four regions are working together on common CRD indicators.
  - FCS – Kristopher Grimes: The most recent call included concerns for reaching military families and looking for grant funding that is a fit to FCS topics.
  - 4-H Youth Development – Dorothy Wilson and Chris Boleman – Southern Leadership Forum was one topic of discussion as was eXtension. National 4H checklist was given to all states, but the South has voted it down as written. Chris is working on the committee to help refine that product along with the national team.
  - IT – Lalit Rainey and Rhonda Conlon – Dr. Craig Woods will be on the next conference call to help the committee think through how to better use and market eXtension. Social media guidelines have been a high priority topic. The committee is discussing the use of apps at the various universities.
  - MM – Carolyn Nobles and Martha Ray Sartor – The middle manager Bi annual conference is being planned for Kentucky. Impacts and advisory groups will be two topics of the meeting. Agent retention and hiring continue to be a primary focus. Some discussion is also taking place about the importance of hiring staff that can relate to new audiences. Joan asked if the MM had considered the implications of new competencies for new agents to be able to respond to new opportunities.
  - PSD – Scott Cummings – National PSD conference is next week. This is the second event.

#### 9. Other Business

The Battelle study will be coming out early 2013 and will be of interest to the committees.

#### 10. Adjourn

**REMINDER – The next conference call will be held Thursday, February 21, 2013 at 9:00 Central. Phone: 559-546-1000, Participant code 1068380#**