



Southern Region Program Leadership Committee Meeting
April 21, 2011
Minutes

Participants

ANR	Joan Dusky	
COM	Robin Adams	Bob Reynolds
CRD	Adolphus Johnson	
FCS	Karen Gehrt	
4-H	Dorothy Wilson	
IT	Jim Seger	
MM	Martha Ray Sartor	
PSD	Scott Cummings	
ASRED	Tony Windham	
Ex-Officio:	Ron Brown	
SRDC:	Vicki Vaughn	Rachel Welborn

1. Approval of February meeting minutes – Minutes were approved as presented.
2. Update from AEA – No representatives were able to join the call.
3. Update from ASRED - Ron Brown, Tony Windham,
 - a. ASRED and SAAESD are working jointly in an effort to reinvigorate the case for Formula Funds. We are generating a white paper in support of that effort that will be shared with Directors in the South, then with other regions.
 - b. In the FY 2011 budget, most Smith-Lever funds were restored. The current level is likely to be the ceiling for FY 2012 without intervening efforts. The administration is seeking increases in AFRI, which with a flat or decreasing budget, means that increases in competitive funding will come from formula funds.
 - c. ASRED and SAAESD are proving feedback to the REE plan just released by Dr. Cathy Woteki (Under Secretary for REE). Most of what we have said in response to the REE plan is towards recognizing more favorably what the Land Grant system contributes through Extension and research.
 - d. A National 4H summit is being planned that will include a director and a 4-H State Program Leader from each of the five regions. Dr. Gaines Smith (Auburn) is providing leadership for that summit. The focus will be determining appropriate roles for the 4-H Council, 4-H Headquarters at USDA and for Land-Grant universities.

- e. ASRED has proposed to ECOP that the Extension system consider continuing its support of the group that is working on behalf of the system related to the SNAP-Ed program. Considering that we have new legislation, this program is important enough to have our continued support. This proposal is being discussed by ECOP today.
 - f. Most of RRDC funds were restored to the FY 2011 budget. The Centers received a 24% reduction over FY 2010 funding.
 - g. ASRED and SAAESD are working jointly on a survey designed to align regional teams around regional priorities. Plans are to provide training to these teams on grantsmanship and other related skills with emphasis on increased success in seeking AFRI funding.
 - h. Altria has offered \$5000 support for PLN's fall 2011 meeting. After a short discussion, the PLC agreed to accept the funding offer and to note the contribution on the agenda and other programming materials as requested. Dr. Brown will work with the SRDC staff to appropriately acknowledge the contribution.
 - i. The Cooperative Extension system recently approved another four years of support to eXtension at the same level as currently provided, recognizing the importance is this initiative.
4. Registration is open! PLC members were asked to help ensure that committee members took note of the requirements for receiving early bird rates and for cancellation as noted on the registration form.
5. Conference Planning: Sub-committee reports
- a. Keynote presentation and mini-sessions (Brown, Boleman, Reynolds, Johnson, Welborn) – Elizabeth Gregory North is confirmed as the main session presenter, with three shorter presentations to follow. Chris Boleman and Anne Adrian have confirmed as two of the three. We are still working with Charlie Vavrina to confirm the presenter for the third session.
 - b. Poster sessions (Welborn) – The hotel has consented to setting up 10 tables for the poster sessions. Rachel has contacted all of the original mini-session presentation submitters. To date, about half of them have confirmed. She will follow up next week to solidify the rest. The PLC decided not to open the process back up to additional presenters if any of the original set decided not to present.
 - c. Cross committee sessions (Dusky, Daniels, Cyrus, Rainey, Segers) – Joan is preparing initial instructions to the facilitators of each cross committee session. These facilitators will be responsible for preparing an agenda for that time prior to the conference. These agendas will be posted to the PLN website for preview. Rachel noted that the registration form requires participants to pre-select a committee so that each group can be assigned to the room that best fits its participation.
 - d. Evaluation tools (Boleman, Sarter, Dusky, Welborn) – National indicators meeting update (Scott Cummings) The participants of the national meeting

are nearing completion of a list of potential indicators for the five national program areas. NIFA presented a webinar last week on the early efforts coming from this initiative. The webinar is on the NIFA site under “Plan Accountability.” For 2012, reporting against these indicators will be voluntary.

- e. Newcomer orientation (Dusky, Boleman, Welborn). Joan thanked PLC members for their feedback on both the Newcomer orientation and Committee officer training PowerPoints.
 - f. Committee officer training (Dusky, Welborn) –The date for the officer training will be on June 8 at 1:00 Central/ 2:00 Eastern. PLC members are encouraged to communicate these dates/times with committee officers and are also encouraged to join the session. Rachel will send out a notice to the officers also as a reminder.
6. Program Committee Reports
- ANR –Joan Dusky – ANR has a call coming up in June. On the last call, discussion focused on the budget, the new Farm Bill, coordinating programs and common indicators. The North Central Region is coordinating a meeting at the end of May for ANR leaders to meet with National Program Leaders to discuss competitive grants, formula funding, national indicators, and the implications to Extension with reduced funding. Several from the South are planning to attend.
 - COM – Robin Adams and Bob Reynolds – The committee met yesterday with conversations centering on funding situations across the South. We also discussed sessions in which members would be presenting and/or attending soon. Several are attending ACE beginning June 13th with discussions on issues management for LGUs. Conversation started last year and will continue as we seek to identify and share good tools to help LGUs deal with difficult issues. ECOP marketing tools are under development to be used across the nation.
 - CRD – Adolphus Johnson – Turning the Tide on Poverty (civic engagement) initiative is adding 7 new states. Many states participating in the National Issues Forum on Economic Security. Stronger Economies Together (partnership with USDA Rural Development) is also expanding. Also, the South is engaged in a number of Broadband adoption initiatives. SRDC RIDGE Center has two RFPs out right now - for doctoral dissertations and research grants.
 - FCS –Karen Gehrt – Not able to join the last call.
 - 4-H Youth–Dorothy Wilson – 4H is still working on the Tax situation. Most of the Southern region got everything in that was required.
 - IT – Jim Segers – IT met on March 24th, we had a guest speaker from eXtension. The purpose was to learn how eXtension is using social marketing and how to communicate the value to Extension directors. IT has also been contacting a few states where there is limited committee participation to increase involvement.
 - MM –Martha Sartor – MM met in Arlington, Texas, earlier this month. Much time was devoted to looking at state models and talking about

accountability. MM completed the online curriculum and is posted to MM webpage within PLN.

- PSD –Scott Cummings – On its last call, the committee talked about the upcoming conference in August. We reviewed the plan of work that we want to accomplish and plan another conference call before the August meeting.
7. PLN 2013 Update: Vicki reported that we were not able to get any quotes from hotels in Memphis that were within the PLN price range. The Sheraton National hotel in downtown Nashville is offering free Internet in meeting rooms. Round trip shuttle is available for \$20 and the room rate is \$145. Vicki will work to negotiate a reduction of the room rate. PLC approved the location.
 8. PLC's mid-year meeting for 2011 will be December 6-7 at the Atlanta Hilton Garden Inn Airport North on Bobby Brown Parkway.

REMINDER – The next conference call will be held Thursday, June 16, 2011 at 9:00 Central.