

Southern Region Program Leadership Committee Meeting  
July 22, 2011  
**Minutes**

**Participants**

ANR	Joan Dusky	Nelson Daniels
COM	Robin Adams	Bob Reynolds
CRD	No representatives	
FCS	Kasundra Cyrus	
4-H	Dorothy Wilson	
IT	Jim Segers	Lalit Rainey
MM	No representatives	
PSD	Scott Cummings	
ASRED	Tony Windham	Paul Coreil
Ex-Officio:	Ron Brown	L. Washington Lyons
SRDC:	Rachel Welborn	

1. June meeting minutes were approved as presented
2. Update from ASRED - Ron Brown, Tony Windham, Paul Coreil
  - At the most recent ECOP meeting, a proposal was introduced by Cornerstone for a One-Line Budget request for NIFA. The ramifications of this proposal will be vetted over the next few weeks. Cornerstone's perspective is that a great deal of push-back is coming from Congress on the many different special interest lines related to Extension and research funding. Putting all of these under a single line would increase the chances of support for the single line rather than having to continually be seeking support for multiple lines. Each line now in the budget would be written into authorization language and would be included as part of the single line concept.
  - Plans would include putting capacity funds and competitive funds into a single line. Increases would be shared between the two, but cuts would be applied to competitive funds first, protecting capacity funds with the 2011 budget amounts as a proposed baseline.
  - ECOP voted to support this concept dependent upon how the details work out. Some concern has been expressed for the possibility of "lost lines." Cornerstone states that funding for specific lines will not be lost, but rather that it would be easier to make the case for funding for a single line. The

thinking is that if they can decrease the number of advocacy lines, they can increase support overall and each line will benefit on a pro rata basis.

- Dr. Lyons added that an additional concern was the potential lack of opportunity to differentially increase a single category within the funding initiatives. For example, if the single line funding level was raised, would it then be distributed evenly across the program areas or would there be flexibility in the distribution? This question is yet to be worked out.
- Regional AFRI Grant Teams: ASRED and SAAESD have agreed to form regional teams to increase successful applications for AFRI grants. A survey has been distributed to identify top regional priorities related to AFRI. States will be invited to recommend team members to the selected priority areas. Dr. Brown is formulating an invitation to AEA and ARD to ask them to join the venture. Selected teams will be provided specific training on writing successful AFRI proposals.
- ASRED and SAAESD recently composed a white paper on the importance of formula funds. The paper was shared with the other regions and endorsed nationally by ECOP.

3. Update from AEA - L. Washington Lyons

- AEA and ARD will be meeting jointly next week.
- The House 2012 budget has cut 1890 formula funds by 15%. Research and Extension funds have both been cut, but Extension received the greater cut. AEA is preparing an impact report on the proposed cuts.
- Next summer, an 1890 System wide conference is planned bringing all of the members together from state and local levels. The purposes will be to focus on program development, increase engagement, and developing impactful programs.
- The first two winners of the 1890 Excellence in Extension Award were announced at this year's annual summer AEA meeting. They were Dr. Claudettee Smith, North A&T state university and Dr. Dawn Mellion-Patin, Southern University AG Center

4. Registration is open! Deadline for hotel registration is July 29<sup>th</sup>.

5. Reception, Monday evening 6:00 – 8:00 – Encourage attendance. Dr. Brown agreed to recognize and thank Sharon Anderson and others as appropriate during the event.

6. Conference Planning: Sub-committee reports

- Keynote presentation and mini-sessions – Set and ready to go
- Poster sessions - 9 of the 10 confirmed

- Cross committee sessions – Rachel will send a summary of which committees have committed to attending which sessions and ask chairs to encourage members to spread out across all topics.
- National indicators meeting update (Scott Cummings) – The final report of selected indicators was just released. Scott will forward a copy to the PLC.
- Newcomer orientation – PLC members were encouraged to attend orientation along with committee officers to welcome newcomers.

#### 7. Program Committee Reports

- ANR – Nelson Daniels and Joan Dusky – The committee is making final adjustments to the conference agenda.
- COM – Robin Adams and Bob Reynolds – The committee has been focusing on a national marketing plan for Extension
- CRD – not on the call
- FCS – Kasundra Cyrus has been working with the military cross committee meeting organizers.
- 4-H Youth–Dorothy Wilson – The committee has prepared its agenda for the conference
- IT – Jim Segers and Lalit Rainey – The committee is working on a report of how Extension is using video clips for programming and marketing.
- MM – not on the call
- PSD –Scott Cummings – PSD has its final call this week. Focus has been on how PSD can support Extension during this time of declining funding.

#### 8. Quick conference notes to share with committees:

- Committees can update their 2010-11 Plan of Work prior to the conference.
- State reports are optional. If a committee chooses to do state reports through the eXtension Wiki, it must be reset for 2011.

#### 9. Adjourn

#### **REMINDER – PLC Meetings during Conference:**

- **Monday, August 22, 3:30 p.m.**
- **Thursday, August 25, 6:45 a.m. (bring breakfast to the room)**