



Southern Region Program Leadership Committee Meeting
April 19, 2012 Agenda

Participants:

ANR	Joan Dusky	
COM	Ayanna McPhail	
CRD	Joy Moten-Thomas	
FCS	Ann Sorter	
4-H	Dorothy Wilson	
IT	Lalit Rainey	
MM	Carolyn Nobles	Martha Ray Sartor
PSD	Scott Cummings	Gail Long
ASRED	Paul Coreil	Tony Windham
AEA	Gina Eubanks	
SRDC	Vicki Vaughn	Rachel Welborn

1. Welcome – Scott Cummings, PLC Chair
2. February minutes were approved as presented.
3. New PLC Vice-Chair – Lalit Rainey was unanimously approved as PLC Vice Chair to complete this year and continue serving throughout next year.
4. Update from AEA - Gina Eubanks
 - a. Dr. Clyde Chesney (TN State Administrator) passed away yesterday. He will be greatly missed.
 - b. AEA is preparing for its system-wide conference June 24-28 in Memphis.
 - c. Dr. Lyons and Dr. Brown are currently at the Executive Administrators' Meeting in DC.
5. Update from ASRED - Tony Windham, and Paul Coreil
 - a. ASRED's spring meeting held April 10-12 in Nashville, TN.
 - b. ASRED is continuing work on a study being led by Batelle to showcase the economic impacts of Extension work in the Southern Region in cooperation with the Experiment Station Directors. A similar study was done in the NE Region and the resulting report was impressive.
 - c. Jimmy Henning was appointed to complete Ed Smith's ECOP term. Paul Coreil has been nominated by ASRED as chair-elect of ECOP for 2013, and chair in 2014.
 - d. ASRED is exploring the idea of a regional water coordinator for the Southern Region with a major focus on surface and groundwater quantity policy and management.
 - e. Ed Smith was honored as recipient of the ASRED Distinguished Leadership Award.



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- f. 4H Leadership and Governance task force has been appointed by ECOP to further discussion from the 4-H Summit initiative. The task force members representing the Southern Region are Marshal Stewart (4-H Program Leader) and Beverly Sparks (State Extension Director).
 - g. ECOP Continues Study of 4-H Leadership Model – Doug Steele, ECOP Chair, will convene Extension Directors/Administrator and 4-H Program Leaders representing the five regions May 31-June 1 to discuss 4-H leadership. This group will continue from the extensive work led by Gaines Smith, Extension Director Emeritus, Auburn University. Representatives are: 1890 Region - Latif Lighari, Tennessee State University and Boyd Owens, South Carolina State; North Central Region - Cathann Kress, Iowa State University and Renee McKee, Purdue University; Northeast Region - Doug Lantagne, University of Vermont and Mark Manno, University of Delaware; Southern Region - Beverly Sparks, University of Georgia and Marshall Stewart, North Carolina State University; Western Region - Chuck Gay, Utah State University and Jill Martz, Montana State University.
 - h. ASRED and SAAESD are working toward hosting a second integrated grant writing workshop.
 - i. Work on the Farm Bill is starting to move in the Senate and House. Dr. Coreil will forward an email with more information and updates as needed.
6. Conference Planning:
- a. Keynote presenter – Ron Cates of Constant Contact has confirmed his willingness to present the keynote address. However, he is asking that we assist with his travel expenses. We have worked out a way to cover expenses for this year, but Dr. Lyons recommended that we structure the PLN meeting budget to include travel expenses for keynote presenters in the future.
 - b. Cross Committee Topics – Rachel, Scott: PLC members volunteered to identify facilitators for the various sessions. See the table below for the PLC volunteer and the potential (or confirmed) facilitator. (NOTE: Some of these facilitators were confirmed following the call, but for the sake of timely communication are inserted in these minutes.)

Topic	PLC Volunteer	Facilitator	Confirmed
Budget issues	Tony Windham	Jimmy Henning	Yes
Agent recruitment, training, retention.	Martha Ray Sartor	Greg Price and Darrell Dromgoole	Yes
Climate variability	Joan Dusky	Mike Spranger	Yes
Food Systems	Joan Dusky	Steve Brown	
Job Skills Training & Education	Joy Moten-Thomas	CRD committee volunteer	
Measuring and reporting impacts	Scott Cummings		
Military families	Gina Eubanks	Kassundra Cyrus	
Obesity	Dorothy Wilson	Janet Fox	Yes

- c. Mini-sessions are selected and confirmed (summaries posted)
1. #CESValue: Social Media Adoption in the LSU AgCenter
Frankie Gould, LSU AgCenter
 2. Social Media: From the Farm to Online Delivery
Natalie A. Hummel, LSU AgCenter
 3. Backyard Wisdom: Traditional Media Transitions to Social Outlets
Carol Whatley and Margaret Lawrence, Alabama Cooperative Extension System

d. Panel Sessions

1. Topic	Lead	Potential Presenter
2. Marketing	Frankie Gould	Elizabeth Gregory North
3. Education	Martha & Carolyn	“Dinner Tonight” presenters
4. Internal	Bob	
5. Ethics	Ann & Kassundra	Two attorneys recruited
6. Impact/Eval	Scott	Mike Lambert
7. Content Devel.	Dr. Brown	Craig Wood
8. Social Media 101	Joy	Mobile Classroom
9. Admin. Support	Dr. Coreil	Tom Coon

Lalit will work with Bob to seek volunteers to video tape each panel session.

- e. Urban Task Force Session – Martha and Carolyn will check on the progress of this session.
- f. Evaluation Planning – Scott and Rachel – We will have a draft process for PLC members to consider before the event.

7. Program Committee Reports

- ANR –Joan Dusky: ANR had a conference call last month. High priority topics included the Farm Bill and the idea of shared specialists, particularly looking at water quality and quantity.
- COM – Ayanna McPhail: The committee has drafted a paper on the value of strategic communication. They are working with IT and PSD on social media best practices.
- CRD – Joy Moten-Thomas: NACDEP meets in May, during which the National CRD State Program leaders will be meeting to explore ways to strengthen the work of CRD nationally. Part of that discussion will be a look at identifying a few common indicators.
- FCS –Ann Sorter: The national FCS meeting was held in March in DC as a joint meeting with the Board on Human Science. Obesity was the focus. Beverly Samuels also shared information about Healthy Homes and Susan Sharkey discussed family economics. A national curriculum with national indicators was showcased: Small Steps to Health and Wellness.
- 4-H Youth Dev – Dorothy Wilson: The National 4H Leadership meeting was held in March and the National 4H Council meeting is coming up soon.



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- IT – Lalit Rainey: IT is working on eXtension promotion within the Land Grant system and with external audiences. The National eXtension Conference is coming up.
 - MM – Carolyn Nobles and Martha Ray Sartor: The MM biannual conference is planned for 2013 in Kentucky. Darrel Drumgoole has accepted the secretary vacancy in MM. MM is working on identifying best practices on retention, recruitment, and training.
 - PSD – Scott Cummings: As previously note, the PSD is working with COM and IT on Social Media best practices.

8. Other Business

Next Call: June 21st, 9:00 – 10:30 Central (10:00 – 11:30 Eastern)
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