# Southern Region Program Leadership Committee Meeting

**April 19, 2012 Agenda**

<table>
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<th>Participants:</th>
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<td>ANR</td>
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<td>COM</td>
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<td>AEA</td>
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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.
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.)

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