



Southern Region Program Leadership Committee Meeting
June 21, 2012 Minutes

Participants:

ANR	Nelson Daniels		
COM	Lorna Norwood (COM Chair) for COM PLC representatives		
CRD	No representatives on call		
FCS	No representatives on call		
4-H	Dorothy Wilson		
IT	Lalit Rainey	Jim Segers	
MM	Martha Ray Sartor	Darrell Dromgoole (MM Sec.)	
PSD	Scott Cummings		
ASRED	Ron Brown	Paul Coreil	Tony Windham
AEA	L. Washington Lyons	Gina Eubanks	
SRDC	Vicki Vaughn	Rachel Welborn	

1. April meeting minutes approved as presented
2. Update from AEA - L. Washington Lyons and Gina Eubanks
 - o 1890 AEA conference in Memphis begins Sunday with about 500+ registered. The conference will be focusing on professional development, working to ensure our Extension educators and Specialists are focused on impactful programming. The theme is 1890 Visible, Accountable and Viable.
 - o Awards program: The 1890 system has aligned its awards to the ECOP awards. Each institution makes recommendation for the awards and winners are submitted to ECOP awards
 - o Farm Bill – Senate debating their bill now. Amendments are under consideration. Most of what was requested for 1890 and Extension in general was included. Not sure what will come from the House bill.
 - o Senate has completed its mark up on budget. Most programs have level funding. Base programs are level with 2012. House subcommittee is proposing less funding than Senate with 1890 down by about 1 million based on House budget. It is not as bad as it could have been given the current budget situation. Yesterday, Cornerstone reported that they do not think a final version of the budget will be approved until some time after the election.
3. Update from ASRED - Ron Brown, Tony Windham, and Paul Coreil
 - o Extension Directors, along with Experiment Station Directors, in the Southern region are sponsoring a second Multistate, Integrated Grants Workshop scheduled for November 27-28 in Atlanta. This workshop is designed for groups that are already working together on a common issue, which should provide a head start on developing significant competitive proposals. We have 25 different groups that have been nominated by directors.



- Extension and Research directors in the Southern region are sponsoring a study of economic impact of Extension and Research in the region. The Battelle Institute has been contracted to do the study, which is now underway. All data collection forms are out and some universities have already submitted their data.
 - Several personnel changes have taken place in the Southern Region. Dr. Jimmy Henning, UK, has been elected to replace Dr. Ed Smith on ECOP, since Dr. Smith is retiring. Dr. Paul Coreil has assumed the role of serving on the Committee on Legislation and Policy (the Farm Bill committee). Dr. Shirley Hastings has been elected to replace Dr. Millie Ferrer-Chancy, who is retiring, as the Administrative Advisor to the FCS Committee. Dr. Ed Smith was recognized by ASRED with the ASRED Distinguished Leadership Award.
 - Paul Coreil is chair elect of ECOP and welcomes any input.
4. Conference Planning:
- a. University welcomes – We just received confirmation that Dr. Mobley from Florida A&M will present a welcome from that university. Joan is working to identify the UFL representative to provide their welcome.
 - b. Farm Bill presenter – Joe Outlaw, specialist at Texas AgriLife will be presenting an update during Tuesday’s lunch.
 - c. Cross Committee Topics – We need the names of all presenters. Martha Ray will confirm Education. Gina will follow up with Kasundra.

Social Media Break-Out Sessions

SESSION NAME	FACILITATOR	PRESENTER
Administrator Support	Paul Coreil	Tom Coon
Content Development	Ron Brown	Craig Wood
Education	Martha Sartor and Carolyn Nobles	"Dinner Tonight" (Names?)
Ethics	Ann Sortor and Kasundra Cyrus	TBA
Impact and Evaluation	Scott Cummings	Mike Lambur
Internal Networking	Bob Reynolds	Roy Reid
Marketing	Frankie Gould	Elizabeth Gregory North
Social Media 101	Joy Moten-Thomas and Anne Adrian	FVSU Mobile Classroom

Cross Committee Topics

TOPIC	FACILITATOR
Budget issues in Cooperative Extension Service	Jimmy Henning
Cooperative Extension Agent Recruitment, Training, and Retention	Greg Price and Darrell Dromgoole
Climate Variability	Mike Spranger
Food Systems	Steve Brown
Job Skills Training and Education	Bo Beaulieu and Deborah Tootle
Measuring and Reporting Impacts, Relevance, and Value	Karen Ballard and Debra Davis
Military Families	TBA (Gina Eubanks)
Obesity	Janet Fox

- d. Urban Task Force Session – The agenda and details are posted to the website.
- e. PLC Meetings on Monday (3:30) and Thursday (6:45 a.m. w/ breakfast) – Please make travel plans accordingly.
- f. Newcomer Orientation is on Monday at 5:00. Committee officers and PLC representatives are encouraged to attend to welcome new committee members.
- g. Evaluation Planning – Scott sent out a draft evaluation document prior to the call. Please review and send comments to him as soon as possible.

5. Program Committee Reports

- ANR –Nelson Daniels: ANR set the August agenda on the last call
- COM – Lorna – nothing to report
- CRD – NACDEP conference was held last month. There is work started to identify and collect a common set of indicators on the national level
- FCS – no representatives were on the call
- 4-H Youth Dev – Dorothy Wilson – 4H worked to plan for the August meeting on the last call
- IT – Lalit Rainey and Jim Segers- During the May call, IT reviewed its plan of work. They asked committee members to send in preferences for cross committee topics to make sure representation is across all topics.



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- MM –Martha Ray Sartor – MM is surveying its membership for best manages practices. Virginia is giving leadership to the project. Kentucky is coordinating the spring 2013 MM conference. They are working to get the August agenda together. Cross talks with CRD are planned for Orlando on strengthening CRD work
 - PSD – Scott Cummings – PSD’s last call before PLN is coming up. They will be getting ready for the August meeting. PSD has been working with eXtension on identifying competencies.

6. Other Business

- IT needs: Rachel asked for volunteers to coordinate setting up equipment for plenary sessions and to offer assistance in individual committee rooms if needed. Lalit and Jim will take this to their committee
- Committee chair orientation was held last Monday to help officers prepare for the upcoming meeting
- July 15 is the early bird registration deadline. Registration and payment must be received by that date to get the discount.

Next Call: July 19th, 9:00 – 10:30 Central (10:00 – 11:30 Eastern)

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