



Southern Region Program Leadership Committee Meeting  
July 19, 2012  
Minutes

COMMITTEE REPRESENTATIVES:

- ANR           Joan Dusky
- COM           Ayanna McPhail
- CRD           Joy Moten-Thomas
- FCS           Ann Sorter
- 4-H Youth    No representatives
- IT             Lalit Rainey                   Jim Segers
- MM           Carolyn Nobles
- PSD           Scott Cummings

AEA                   L. Washington Lyons

ASRED               Ron Brown                   Tony Windham               Paul Coreil

SRDC                Vicki Vaughn               Rachel Welborn

1. June meeting minutes were approved as presented
2. Update from AEA – L. Washington Lyons
  - There were over 500 in attendance at the recent 1890 Conference in Memphis.
  - Winners of the 1890 Excellence in Extension will be submitted to ECOP for consideration in its Excellence in Extension award program
  - Farm Bill update: The House is recommending all competitive programs have a 1:1 match. This will create a difficult situation for many institutions, particularly 1890s and smaller institutions as coming up with the match from non-federal funds will be very challenging. Committee on Legislation and Policy will have a call this afternoon to discuss this concern and others.
  - The Joint COPs meeting is next week
  - The 1890 institutions participated in the display to celebrate the 150 Year anniversary of the Morrill Act.
3. Update from ASRED - Ron Brown, Tony Windham, and Paul Coreil
  - ASRED is still working with the Battelle Institute on the study to explore the impacts of research and Extension in the Land-Grant system in the Southern region. Most of the data are in, with only a few institutions left to report.
  - ASRED, in conjunction with our Experiment Station colleagues, plans to host an integrated multi-state grantsmanship workshop. Individuals were nominated for inclusion, but about twice the number that can be accommodated were submitted. ASRED may hold a second workshop in the spring.



- Water quantity and quantity are a growing interest for collaboration across the South. This item is on the agenda for the August meeting. ASRED is considering a possible regional coordinator since 406 funds are no longer available that formerly funded this work.
4. Conference Planning:
- a. University welcomes: Tom Obreza will provide the welcome for UFL
  - b. Cross Committee Topics and Break-out Sessions were reviewed. All facilitators report being ready.

<b>Social Media Break-Out Sessions</b>		
<b>SESSION NAME</b>	<b>FACILITATOR</b>	<b>PRESENTER</b>
<b>Administrator Support</b>	Paul Coreil	Tom Coon
<b>Content Development</b>	Ron Brown	Craig Wood
<b>Education</b>	Martha Sartor and Carolyn Nobles	Tiffany Colbert-Traylor and Carrie Brazeal
<b>Ethics</b>	Ann Sortor and Kasundra Cyrus	Matthew McCoy and Mark Hagemeyer
<b>Impact and Evaluation</b>	Scott Cummings	Mike Lambur
<b>Internal Networking</b>	Bob Reynolds	Roy Reid
<b>Marketing</b>	Frankie Gould	Elizabeth Gregory North
<b>Social Media 101</b>	Joy Moten-Thomas	Anne Adrian

<b>Cross Committee Topics</b>	
<b>TOPIC</b>	<b>FACILITATOR</b>
<b>Budget Issues in Cooperative Extension Service</b>	Jimmy Henning
<b>CES Agent Recruitment, Training, and Retention</b>	Greg Price and Darrell Dromgoole
<b>Climate Variability</b>	Mike Spranger
<b>Food Systems</b>	Steve Brown and Karen Gehrt
<b>Job Skills Training and Education</b>	Bo Beaulieu and Deborah Tootle
<b>Measuring and Reporting Impacts, Relevance, and Value</b>	Karen Ballard and Debra Davis
<b>Military Families</b>	Kasundra Cyrus
<b>Obesity</b>	Janet Fox

- c. Urban Task Force Session – The agenda and description are posted to the website. The topic will be water quality and quantity.
- d. PLC members were reminded of meetings on Monday, August 20<sup>th</sup> at 3:30 and Thursday, August 23<sup>rd</sup> at 6:45 including breakfast.
- e. Newcomer Orientation – Monday (5:00)
- f. Evaluation Planning – Scott is developing an on-line survey for evaluation and will forward a draft to the PLC for comments.



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## 5. Program Committee Reports

- ANR –Joan Dusky: A team is crafting the agenda for August. Farm Bill is a key issue to discuss. Multi-state climate Extension program will also be a key topic. Survey results of county agent attitudes and beliefs on climate variability and change will be discussed as will the potential water quality and quantity position
- COM – Ayanna McPhail – The committee is preparing for the conference. They are also preparing a strategic communications document which will be made available on the PLN website.
- CRD – Joy Moten-Thomas – CRD had a call yesterday to prepare for the conference. Looking at national CRD indicators remains in the forefront.
- FCS –Ann Sorter – FCS is working on getting representation for all cross committee topics. They are also working on online training modules and multi state plans and grant opportunities across programmatic areas.
- 4-H Youth Dev – no representatives were on the call
- IT – Lalit Rainey and Jim Segers – Last week the committee set up the agenda for PLN meeting. The committee will be providing support for conference equipment.
- MM – Carolyn Nobles – CRD and MM are planning a joint topic meeting at PLN. MM is working on a best management practices document. Kentucky is hosting the Spring 2013 MM conference.
- PSD – Scott Cummings: Conference points the committee plans to discuss include mentoring programs and enhancing electronic strategies for training

**PLC Meeting Monday, August 20<sup>th</sup>  
at 3:30 p.m. in Florida**