



Southern Region Program Leadership Committee Meeting  
Thursday, October 16, 2008  
9:00 am Central

**Present:**

Nelson Daniels, Ag and Natural Resources, Prairie View A&M University

Debbie Archer, Communications, University of Arkansas at Pine Bluff

Frankie Gould, Communications, Louisiana State University

Jenny Fertig, Community Development, West Virginia State University

Joe Sumners, Community Development, Auburn University

Kasundra Cyrus, Family & Consumer Sciences, Southern University

Shirley Hastings, Family and Consumer Science, University of Tennessee

Kellye Rembert, 4-H Youth Development, Clemson University

Dorothy Wilson, 4-H Youth Development, FCS, Langston University

Nina Boston, Information Technology, University of Arkansas

Lalit Raney, Information Technology, Southern University

Mitch Owen, PLC Chair, Program & Staff Dev., North Carolina State University

Demier Richardson, Program & Staff Dev., South Carolina State University

Ray Rice, Middle Management, Auburn University

Ellen Smoak, Middle Management, North Carolina A&T State University

Gina Eubanks, AEA Advisor, Southern University

Gaines Smith, ASRED Advisor, Auburn University

**Ex-Officio:**

Ron Brown, ASRED

L. Washington Lyons, AEA

Alan Barefield, SRDC

Rachel Welborn, SRDC

**AEA Update** – L. Washington Lyons

- Effective as of November 11 (the conclusion of the NASULGC meeting), Dr. Albert Essel (Delaware State University) will become the Chair of AEA. Dr. Gina Eubanks (Southern University) will assume the role of Vice-Chair. AEA will meet in conjunction with NASULGC.

- The Farm Bill implementation issues are receiving quite a bit of discussion and the Implementation Committee is very active
- The 1890 land-grant universities are now eligible for Smith-Lever competitive 3d funds (Special Extension Project funds made available to the states for specific Extension programs that have been identified by USDA).
- The 1890's Communications and Marketing Team is sponsoring a "Media Made Easy" workshop on December 8-10 at the Doubletree in Little Rock. Debbie Archer and Gloria Moseby are in charge of the meeting.
- There is a move to change the name of NASULGC to make it more relevant and easy to remember. Possible choices are:
  - Association of Public Research Universities (APRU)
  - Association of Public and Land-Grant Universities (APLU)
  - It seems that the most favored name change at this time is the Association of Public and Land-Grant Universities (APLU)

#### **ASRED Update** – Gaines Smith, Ron Brown

- The AFRI program will allow stand-alone Extension grants as well as integrated grants
- The Smith-Lever 3d programs with funds that are not already competitively awarded are required by FCEA (the Food, Conservation and Energy Act of 2008) to be awarded competitively, with the exception of EFNEP, which is awarded based on a poverty formula. IPM and CYFAR are two 3d programs that are impacted immediately. IPM and Cotton IPM funds will be competitive after the first of the year. CYFAR funds, which are already competitive, will be re-competed since the 1890 institutions are now eligible.
- The Extension System is completing its Priorities Study. More information will be forthcoming.
- There has been a discussion at the ECOP (Extension Committee on Organization and Policy) meeting about the distribution of new funds that may become available with CSREES's transformation into NIFA (National Institute of Food and Agriculture). ECOP recommends that the division of new monies should be 70 percent competitive and 30 percent non-competitive or formula-based. The Experiment Station Committee on Organization and Policy (ESCOP) has endorsed this idea and the Board of Human Sciences is considering it and is likely to agree.

#### **PLN Restructuring Study** – Mitch Owen (see Attachment A at the end of the minutes for ASRED's request for this study)

- Mitch reminded everyone of the e-mail that he sent on September 9 asking the PLC Representatives to poll their committees about the substantive **issues** that should be addressed in this study. Responses included:
  - Communications – Primary benefits include networking and professional development.
  - Community Development – Have not polled the committee yet; regular conference call is next week.
  - Family and Consumer Sciences – Have not polled the committee yet; regular conference call is next week.

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- 4-H Youth Development – Committee is working on this; regular conference call is next week.
  - Information Technology
    - Preliminary discussions indicate that there is no burning issue that needs to be addressed
    - The time spent in committee is the most valuable part of the conference
    - The general session is not always as valuable
    - A more efficient use of time should be the goal of the restructuring
    - The regularly scheduled conference call will be held next week.
  - Middle Management – No responses yet.
  - Program and Staff Development – Responses include:
    - Lack of participation by 1890s as well as AEA/ASRED Representatives and Administrative Advisors
    - Lack of communication/collaboration between committees.
    - Are we setting work priorities across committee lines?
    - Can we make the meeting cheaper?
    - General session has not been of benefit. (Frankie Gould indicated that the types of general sessions that we have had facilitate the destruction of silo mentalities.)
    - **CONCERN:** We are doing a lot of good work in the present committee structure; please don't change that.
  - Issues Raised by PLN Focus Group Evaluation Study – Most Valued Aspects of PLN
    - Networking and support through trusted colleagues
    - Multistate projects and support
    - Influence at the state and national levels
    - Unique personal and professional development opportunities
  - Mitch reminded everyone that the deadline for recommendations to AEA/ASRED is fast approaching. The goal is to have major issues identified by the time of the mid-winter meeting in Atlanta so that the major focus at that meeting can be the development of recommendations.
  - The PLN Restructuring Committee is comprised of Mitch Owen, Shirley Hastings and Alan Barefield with advice and assistance from L. Washington Lyons and Ron Brown.

**2009 PLN Conference** (see the Conference Planning Timeline in Attachment C at the end of the minutes)

- Please submit meeting room/equipment requests to Alan Barefield or Rachel Welborn as soon as possible.
- Meeting Theme – Maintaining Relevance in a Changing World
  - Major focus on the 2008 Farm Bill
  - Major focus on funding streams

- Are there any other huge changes that are coming down the pike?
- The PLC conference committee is composed of Jenny Fertig, Shirley Hastings, Dorothy Wilson, Alan Barefield and Rachel Welborn with advice and assistance from Ron Brown and L. Washington Lyons.

**Administrative Advisor Job Description**

- A committee comprised of Mitch Owen, Kasundra Cyrus and Frankie Gould will work with Paul Warner (University of Kentucky) to develop a draft job description for PLC consideration at the mid-winter meeting in Atlanta.

**Program Committee Logic Models – Ron Brown**

- After a presentation from the North Central region, ASRED has asked each of the four subject-matter program committees to develop one logic model each.
- These logic models would include a very few common indicators that could be used across state lines to ascertain the impact of programs.

**PLN Accomplishment Report** (see Attachment C at the end of the document)

- A draft of the accomplishment report has been completed.
- Committees are encouraged to examine their individual reports to insure that no content errors have been made in the editing process.
- The Agriculture and Natural Resources committee is in the process of completing their report.

# ATTACHMENT A

## PLC RESTRUCTURING STUDY REQUEST

## **Plan for Identifying and Addressing Issues in PLN**

### Background

Following an overview of the structure and purpose of PLN at the spring ASRED meeting, several issues were raised, for example:

- Some institutions lack the capacity to have people on all 8 program committees
- Replacement of continually absent ASRED and AEA representatives
- Sharing information - Administrative Advisors with program committees and with ASRED/AEA
- Encouraging and supporting committee members from ASRED/AEA
- Decision that PLN will meet in hub cities and the definition of hub cities
- Should we continue with the 8 program specific committees or consider integrated teams on key issues, e.g., water quality or obesity?
- Has this structure helped us meet our multi-state programming/funding mandate from the federal level?
- Should we involve CSREES National Program Leaders and others more?
- Some regions have developed logic models around issue-based multistate programs to meet Federal-funding requirements. Should we?

### Action by ASRED

Ron Brown will draft a plan of action related to addressing functional and structural issues in PLN. The draft will be reviewed by ASRED (done as of May 5) then shared with AEA via Dr. L. Washington Lyons, revised as needed, and placed on the agendas of AEA and ASRED at the August 08 meeting of PLN/AEA/ASRED.

If approved, the study group will work following the 08 joint meeting, share recommendations with AEA, ASRED and PLC and seek input, and have final recommendations ready for adoption in August 2009.

### Draft Plan

The general plan is to form a study group, identify functional and structural issues (the PSD committee is doing an evaluation of the benefits of PLN; these efforts will be coordinated), and recommend actions that address issues. The following draft schedule and action steps are recommended:

August 2008                      Decide whether to proceed (at AEA and ASRED meeting)

August 2008                      Select study group members

After considering several different group formats, it seems to make sense to use a group already in existence – PLC. This group has 16 program leader-level members, 2 AEA/ASRED members, and 2 Administrative Advisors (AEA/ASRED), but since meetings will probably be electronic, this number should not be an issue.

PLC is representative of AEA, ASRED and the PCs and already has regularly scheduled teleconferences.

PLC is staffed by Alan Barefield (SRDC), Ron Brown (ASRED) and L. Washington Lyons (AEA).

- Sept – Oct 2008 Identify Functional and Structural Issues with PLN; review operational and organizational guidelines for PLN that may need refinement/changes  
This could be done using distance technology, e.g., email, web survey, wiki discussion, Google docs, etc.
- December 2008 Summarize issues and discuss possible solutions during the mid-year PLC meeting.
- Jan – Mar 2009 Discuss and refine possible solutions; draft recommendations, using distance technology.
- April/June 2009 Present preliminary report to ASRED and ASRED for April and June meetings
- August 2009 Present final report to PLN (PLC, AEA, and ASRED) for action

# ATTACHMENT B

## PLN CONFERENCE PLANNING TIMELINE



# PLN Conference Planning Timeline

## **August:**

- Dates selected and approved by PLC/ASRED/AEA
- Select a meeting site – two years out

## **October:**

- Review Committee Plans of Work
- Review Committee Accomplishment Reports
- Review previous year's conference evaluations
- Select a conference theme for next year
- Review PLC Plan of Work

## **December:**

- Identify speakers based on theme
- Assign members to contact potential speakers
- Review PLC Plan of Work

## **February:**

- Report back on potential speakers for general session
- Develop draft agenda for general session(s)
- Review PLC Plan of Work

## **March:**

- Finalize agenda
- Get bios for speakers
- Review PLC Plan of Work

## **April:**

- All conference details posted to SRDC website
- Review PLC Plan of Work

## **May:**

- Conference registration open
- Begin preparation for:
  - Newcomers session/ Orientation – PLC Chair
  - Chair training – PLC Past-Chair
- Review PLC Plan of Work

## **June:**

- Develop PLC Agenda for conference
- Preview plans for:
  - Newcomers session/Orientation
  - Chair Training
- Review PLC Plan of Work

## **July:**

- Conduct Chair Training
- Go over final details of conference
- Review travel arrangements for guest speakers – determine who will pick them up, if needed
- Review PLC Plan of Work

# ATTACHMENT C

## DRAFT PLN ACCOMPLISHMENT REPORT

# 2008 JOINT MEETING ACCOMPLISHMENTS REPORT



**AMERICA'S HEALTH CRISIS: THE LAND GRANT'S ROLE**

*Program Leadership Network,  
Association of Extension Administrators and  
Association of Southern Region Extension Directors  
Greensboro, North Carolina  
August 25-29*

**PLC CHAIR COVER LETTER**

**AGRICULTURE AND NATURAL RESOURCES (ANR)**

## COMMUNICATIONS (COMM)

### 1. What has your committee accomplished together in the last year as a result of PLN?

- Our committee had five conference calls as scheduled for 2007-08, and through those calls, we planned topics for the 2008 annual meeting. Topics covered were cost centers, e-commerce, the Cooperative Extension Curriculum Project (CECP), and the communication unit's involvement in eXtension.
- We continued working on a document addressing costs, royalties and permissions, realizing it should not be considered standards but rather "Best Practices for Production and Dissemination of Extension Publications and Other Communication Products in The Southern Region"
- The committee also completed and posted meeting minutes, promoted the eXtension rollout in February and used a wiki to complete some state reports.

### 2. What has your committee accomplished together that it could not have accomplished without PLN?

- Networking is the primary benefit and accomplishment of PLN: professional relationships that develop both within and beyond the organizational structure of PLN. At meetings, we are able to discuss and gain new ideas about cost centers, e-commerce, marketing products and practices, educational products and practices, professional development, and other topics.

### 3. Please give a few examples of specific benefits to individual states.

- Extension in Alabama wanted to see how its practices regarding charging for publications, giving permission to reprint, and other issues involving production and dissemination of communication products compared with other states' practices and if there might be enough commonality to establish policies the entire region could agree on. This was not the case because states vary in these practices. The benefit is knowing the facts.
- North Carolina has used a baby calendar produced in Alabama to reach Latino audiences. We would not have known this publication existed were it not for SRPLN. We have also sought and received information about printing operations. This information may influence the future of our print shop.

## COMMUNITY DEVELOPMENT (CD)

### 1. What has your committee accomplished together in the last year as a result of PLN?

- Business Retention and Expansion training was held in Clemson, South Carolina in January 2008. Training was also held in Galveston, Texas in July 2008. A total of 51 individuals were trained with 28 of those being Extension.
- A proposal was submitted to Kettering Foundation to support regional training on public deliberation.
- An e-commerce webinar series has been developed for launching Fall 2008.
- Information on distressed and low-wealth communities across the United States was incorporated into the Southern Rural Development Center (SRDC) Web site as a resource for practitioners.
- The SRDC held several roundtables in 2006, and the results of these conversations were used extensively by PLN members to develop strategic plans for their community development programming.
- Discussions with Extension Disaster Education Network (EDEN) at PLN led to a multi-state effort to successfully secure Smith-Lever funding focused on community-level disaster preparedness and recovery.

### 2. What has your committee accomplished together that it could not have accomplished without PLN?

- The Community Development Extension community is relatively small, and PLN is attended by a significant majority of the specialists in the area. As such, all of the accomplishments listed above in question one (1) are truly a result of our collaboration during the face-to-face PLN meeting.

### 3. Please give a few examples of specific benefits to individual states.

- All 28 states who participated in the National E-Commerce Extension Initiative training, led by the SRDC, reported establishing e-commerce networks in their state.
- The SRDC state roundtables have been the foundation upon which many of our states based their strategic planning for their individual community development programs. Key examples include the following:
  - Tennessee developed the Sustainable Tennessee program.
  - Alabama changed programming to emphasize leadership, led to adding staff and development of a statewide network of community development programs.
  - Louisiana, Arkansas, South Carolina and Kentucky adopted e-commerce curriculum for statewide deployment.

## **FAMILY AND CONSUMER SCIENCES (FCS)**

### **1. What has your committee accomplished together in the last year as a result of PLN?**

- FCS enjoyed a very productive spring meeting. We also completed an inventory of resources utilized to address adult and youth obesity initiatives.

### **2. What has your committee accomplished together that it could not have accomplished without PLN?**

- From PLN, we received support to produce quality modules for CECP and engagement in the development Community of Practice (CoP).

### **3. Please give a few examples of specific benefits to individual states.**

- Specialists benefited from the opportunity to travel and work with other colleagues in the South, which resulted in relevant fact sheets written and published.
- Access to educational resources and speakers (colleagues) supported base program initiatives and federal goals.



## 4-H YOUTH DEVELOPMENT (4-H)

### 1. What has your committee accomplished together in the last year as a result of PLN?

- Fourteen jury approved CECP modules were coordinated and completed.
- The Biennial 4-H Staff Development Conference for specialists was attended by 115 participants who experienced 24 juried workshops and 11 roundtable presentations that were strengthened by 10 posters.
- Southern Region Volunteer Forum, which has a long tradition in the region, was held with over 600 volunteers participating.
- We participated in a collective action in support of the Science, Engineering and Technology mission mandate with curriculum and marketing.
- We maintained a strong presence in liaison roles at regional and national levels.

### 2. What has your committee accomplished together that it could not have accomplished without PLN?

- The completion of the 14 CECP modules was the result of a collaboration of state leaders and a commitment of \$500 from each state totaling \$8,000.
- The depth and quality of information and contacts associated with the healthy living and science, engineering and technology curriculum were enhanced by this PLN.
- Diverse leadership for 4-H Program Leader group was accomplished through PLN.
- PLN fostered engagement between 1890 and 1862 staff.
- We were able to establish protocols/handled issues about jointly sponsored ongoing events and advance national mission mandates.
- PLN facilitated the development of partnership and supported opportunities with the technology group for Access 4-H, the community development group for Youth Entrepreneurship, and family and consumer sciences for 4-H Healthy Living. Committee members from various states have been assigned to ensure positive productivity.

### 3. Please give a few examples of specific benefits to individual states.

- Program and resource sharing through state reports, quarterly teleconference calls and the Biennial seminars have resulted in: CECP professional development for staff at county and state levels, new research ideas, and resources that aided in the prevention of potential problems. One state has identified at least 20 items to replicate based on program sharing.
- PLN has encouraged the replication of successful programs and resource development strategies:
  - Louisiana is now producing a 4-H youth Development Research Review similar to one shared by Texas.
  - Tennessee implemented “Project Citizen” as a result of the Biennial 4-H Professional Development Conference.
  - Arkansas is holding its first “4-H Gala” patterned after North Carolina and Georgia’s programs.

## INFORMATION TECHNOLOGY (IT)

### 1. What has your committee accomplished together in the last year as a result of PLN?

- We created a resource list of social networking tools at Web2 where Extension professionals can become familiar with various tools, learn about their potential uses, and select appropriate tools for adoption in program delivery and engagement.
- We created a best practices document, IT and Disaster Management, which addresses disaster preparedness and information security. The document includes overarching resources that are critical to the success of disaster preparedness and recovery policies and procedures in Extension.
- We began creating a professional development course on Information Security. The course combines IT security training material from Alabama, Louisiana and Texas into a Moodle training module at <http://pdc.extension.org>.
- We established a national virtual Extension collaborative consisting of Instructional Designers within land-grant institutions. We also conducted a national Instructional Design & Development survey of Extension faculty and staff involved in or interested in instructional design, soliciting information about distance learning tools they use, extent of involvement in distance learning, as well as ideas for establishing this collaborative.
- We served as a resource to other PLN committees, creating the Accomplishment Report wiki for all committees and creating the State Report wiki for Middle Managers, Program & Staff Development, Communications and Information Technology.

### 2. What has your committee accomplished together that it could not have accomplished without PLN?

- All accomplishments identified in question one (1) are the result of PLN collaboration.
- The continuing collaborative agreement among five member states to use Centra grew specifically out of the committee discussions.
- The increased adoption of the Bomgar remote desktop appliance is a direct result of committee discussions and has progressed into discussions of reciprocal back-up agreements.

### 3. Please give a few examples of specific benefits to individual states.

- Social media is the “next frontier” in interacting with the younger generation of clientele. The Extension IT staff in several Southern region states have been promoting these tools among agents and specialists. As each state begins integrating social media tools into program delivery, we are sharing our experiences and developing common approaches.
- As Extension’s reliance on information technology continues to grow, so must each state prepare for disasters that may interrupt internal operations and impact local communities. Although local situations may differ, each state benefits from the individual experiences of other states that have dealt with various disasters.
- IT security is a common concern throughout Extension. As agents and specialists have become more mobile with various devices and interact more with non-Extension online resources, proper education about information security is necessary to ensure that users and information are protected. Combining training material developed in a few states will result in a comprehensive professional development course that will benefit all states.
- The Instructional Design & Development survey resulted in 47 individuals from 27 states joined a mailing list ([idd@lists.extension.org](mailto:idd@lists.extension.org)) to facilitate communications and exchange of ideas related to instructional design and development. The results of this survey were also shared during a session at the 2008 National Extension Technology Conference, further expanding interest in this work.
- Arkansas purchased the Bomgar remote desktop appliance the year it was first discussed at PLN. The deployment of that device contributed directly to the establishment of a central help desk, significantly reducing staff and travel costs while increasing the level of support.
- Kentucky also became aware of the Bomgar appliance through the PLN IT committee. It has helped them reduce travel costs, increase the number of problems resolved remotely, and increased the level of support.

## MIDDLE MANAGERS (MM)

### 1. What has your committee accomplished together in the last year as a result of PLN?

- We began a connection with the PSD committee to develop succession plan.
- Representatives implemented a plan developed at PLN to attend the North Central Region MM training conference for the purpose of sharing ideas and exploring collaborative interests.
- We pursued common interests pertaining to MMs and discussed possibility of future joint meetings with other regions.
- We planned national MM session for Galaxy III.
- The development of the Urban Task Force was initiated during PLN.
- We planned and hosted an Urban pre-PLN Conference Tour.
- We shared ideas on staff recruitment, professional development, program evaluation, staff retention and other issues confronting MMs.
- Planning began for 2009 Southern Region MM Conference in Athens, Georgia.
- We prepared background information, e.g., characteristics of an effective MM, positive reasons to become a MM, and barriers that will be used to plan a succession strategy.

### 2. What has your committee accomplished together that it could not have accomplished without PLN?

- Most of these tasks could not have been performed without PLN and some were totally dependent on PLN, i.e., PLN, face-to-face discussions resulted in better outcomes.
- eXtension updates and collaborations with PSD would not have occurred without PLN.
- Pre-conference tour and discussions with local Extension staff would not have occurred.

### 3. Please give a few examples of specific benefits to individual states.

- PLN allows more in-depth discussions of critical issues that we all address in our respective states and allows us to bring back to our states effective techniques and strategies used by others.
- Discussions and sharing ideas about the development of performance appraisal tools and career ladders result in improved practices in all member states.
- PLN enhances our ability to begin planning for our biannual professional development conference.
- PLN serves as a dynamic catalyst for uniform change with directors, administrators and MM being exposed to the same information.
- PLN results in outcomes that have been adopted by states outside of our region so that the entire system benefits.
- When states are going through economic down-turns or difficulties, it is helpful to hear of previous approaches that other states have used for similar situations.
- It is most beneficial when all member institutions are involved in our deliberations of issues.

## **PROGRAM AND STAFF DEVELOPMENT (PSD)**

### **1. What has your committee accomplished together in the last year as a result of PLN?**

- We planned and hosted the Southern Region PSD Conference, which other states attended from throughout the nation.
- PLN afforded the creation of the Inventory of Middle Management Leadership resources.
- We created the National Extension Professional Development Directory, which included 1862, 1890, and 1994 institutions.
- We provided a network for multi-state research and multi-state projects, i.e., “How Farmers Learn Southern - A SARE Research Project,” “Building Effective On-line Course Design”, and “Excellence in Extension.”
- A strong presence on the NEPD Steering Committee was preserved through PLN.
- We completed online modules on the History of Extension and Presentation Skills.
- During PLN, we were able to make plans for the 2009 PSD Conference.
- We provided leadership and implementation for focus group research on the value of PLN.
- We conducted a survey of nationwide Web-based new agent orientation training for professional development.
- After a meeting with Middle Managers during PLN, we have begun to formulate the components of a succession plan for Extension County Directors and Middle Managers.

### **2. What has your committee accomplished together that it could not have accomplished without PLN?**

- PLN allowed networking and joint grant opportunities, including multi-state grant partnerships.
- All other accomplishments identified in question one (1) are the result of PSD networking and collaborative efforts.

### **3. Please give a few examples of specific benefits to individual states.**

- We will use the CECP modules to supplement the New Faculty Orientation process and other in-state training.
- PLN presented the opportunity for Faculty and Staff Program Development to collaborate through the PSD Conference, i.e., was able to find merit reviewers for the federal plan of work requirements.
- PLN fostered the addition of staff, i.e., instructional designer to address distance education.
- Trusting relationships for multi-state Extension projects have been built during PLN.
- PLN has enhanced our influence at the state, regional, and national levels. An example is the formation of a national professional development association.
- Two national awards have been won as a result of networking among PLN members.
- Each state has an opportunity to benchmark their progress against other states.
- PLN saved dollars for equipment, technology, time, and energy.
- PLN helps enhance relationships within the states but also helps build the bond between 1862 and 1890 institutions.
- PLN also provides support for interpreting federal plan of work guidelines.
- Through PLN, we have implemented surveys which have benefited states and regions.
- We gained input for promotion and tenure packet reviews for peers.