



Southern Region Program Leadership Committee Meeting
February 16, 2012 Agenda

Phone: 559-546-1000, Participant code 1068380#

Participants:

- ANR no participants
- COM Robin Adams Bob Reynolds
- RD Joy Moten-Thomas Brian Calhoun
- FCS Kasundra Cyrus Anne Sortor
- 4-H Dorothy Wilson Chris Boleman
- IT Lalit Rainey Jim Segers
- MM Carolyn Nobles Martha Ray Sartor
- PSD Scott Cummings Gail Long

AEA Gina Eubanks

ASRED Ron Brown Paul Coreil Tony Windham

SRDC Vicki Vaughn Rachel Welborn

1. Approval of December meeting minutes (posted on website) – approved as presented.
2. Update from AEA - Gina Eubanks
 - AEA is planning its system wide conference June 24-28 in Memphis. Gina thanked 1862 institutions that are working with AEA on a systems approach.
 - Plans are also underway for the 1890 institutions to participate in the 150 year celebration to take place this summer in Washington DC.
3. Update from ASRED - Ron Brown, Tony Windham, and Paul Coreil
 - Dr. Coreil sent federal budget information prior to the call for PLC's review.
 - ASRED is working with the Battelle Institute on a joint research and Extension study to show the impact that Land Grant Institutions have on the region. The NC region has completed a similar study.
 - The NAREEE Board, which is presidentially appointed, advises USDA. NAREEE's spring meeting is scheduled in Texas and we putting together a program to show how Extension works. Natalie Hummel, LSU, will be presenting to the NAREEE Board on eXtension work.
 - ASRED is also facilitating stakeholder input back to NIFA on AFRI and Extension IPM.
 - ASRED is working with the ECOP program subcommittee to develop a new set of priorities for the Extension System. These should be released soon.

- The President's 2012 Budget proposal has been released. The budget proposes to decrease Hatch and Smith Lever by 1.5 – 1.6 million. A 60 million increase is proposed to AFRI. Most 3d programs are held steady. eXtension is increased by \$200,000 to the previous level. Pest management is zeroed, but the plan is to add a new crop protection line. 1890 Extension and facility improvement are proposed as level, but rural health and safety is zeroed out. RRDC funding is level with last year. All of these are just starting points. ASRED and AEA will be working to address concerns.
- The National Extension Directors and Administrators Meeting is approaching and will include a discussion of the budget.
- The spring ASRED meeting is being hosted by the University of Tennessee, [April 10-12](#) in Nashville.

4. Conference Planning:

- a. Keynote presenter – Bob and Joy – Bob is still doing email and phone tag to set up a phone call to talk to Duncan Wardle, VP for marketing at Disney, about the event. The delay is not unusual. Same process for another conference. In an initial brief conversation he indicated interest.
- b. Cross Committee Topics – Rachel, Robin, Scott – PLN representatives responded to the on-line survey that Rachel sent out. Since the survey has just closed, Rachel has not had time to analyze the results yet. Once that is complete, she will send the highest ranked topics out to the PLC.
- c. Mini-sessions – Dr. Brown, Dr. Lyons, Robin, Rachel – Several good proposals were submitted. The subcommittee expects to finalize these before the next call.

d. Panel Sessions

	Topic	Lead	Potential Presenter
i.	Marketing	Robin	Elizabeth Gregory North
ii.	Education	Martha & Carolyn	
iii.	Internal	Bob	
iv.	Ethics	Ann & Kassundra	
v.	Impact/Eval	Scott	Mike Lambert
vi.	Content Devel.	Dr. Brown	Craig Wood
vii.	Social Media 101	Joy	Mobile Classroom
viii.	Admin. Support	Dr. Coreil	Tom Coon

- e. Urban Task Force Session – Martha and Carolyn: MM had a conference call. Urban leadership will communicate the details to Rachel
- f. Evaluation Planning – Scott and Rachel will develop draft evaluation questions for PLC to review once the topics are all selected.

5. Program Committee Reports

- ANR: no participants
- COM: Robin Adams and Bob Reynolds – Social media plan of work is not completed yet. First draft of white paper has been written which deals with the role of Communication within Extension.



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- CRD: representatives were not on the call. However, Rachel reported that the committee was working on identifying common indicators with the NC CRD committee.
 - FCS: Kasundra Cyrus and Anne Sortor – Shirley Hastings has been serving on the leadership team for Snap Ed. However, Paula Peters from Kansas State University replaces Shirley effective March 1. We are preparing to attend the Board on Human Science meeting and interaction with National Program Leaders in DC. Snap Ed and measuring outcomes for other subject matter disciplines are under discussion. Doug Steel, the new chair for ECOP, will be sharing at the Board on Human Science meeting.
 - 4-H: Dorothy Wilson – The 4H Leadership conference will be in New Orleans. 4H Bi-annual conference is planned for in Georgia in March
 - IT: Lalit Rainey and Jim Segers – IT's first conference call was last week. We are looking at how we are fitting eXtension into our programming at our own universities. National Extensions Technology Conference is scheduled for May 28 through June 1 at LSU. The southern IT committee will have a face to face meeting there.
 - MM: Carolyn Nobles and Martha Ray Sartor - our conference call was last week. We discussed this conference topic and everyone was thrilled about the subject. We recently lost our vice chair, so are working to replace that position. The South may host the national urban conference in the next few years.
 - PSD: Scott Cummings and Gail Long – PSD had a meeting in January. Work is progressing nicely, nothing major to report.

6. Follow up steps:

- Go back to Plan of Work and review to make progress on your plans.
- Review the draft agenda
- Review the President's budget that Dr. Coreil sent

Next Call: April 19th, 9:00 – 10:30 Central (10:00 – 11:30 Eastern)
<http://srpln.msstate.edu>