



Southern Region Program Leadership Committee Meeting  
December 7-8, 2011  
Hilton Garden Inn Atlanta Airport

Minutes

**Participants:**

ANR	Nelson Daniels	
COM	Robin Adams	Bob Reynolds
CRD	Joy Moten-Thomas	Brian Calhoun
FCS	Kasundra Cyrus	Anne Sortor
4-H	Dorothy Wilson	
IT	No representatives	
MM	Carolyn Nobles	Martha Ray Sartor
PSD	Scott Cummings	Gail Long
AEA:	L Washington Lyons	
ASRED:	Ron Brown	Paul Coreil
SRDC:	Vicki Vaughn	Rachel Welborn

**Wednesday, December 7**

1. Welcome – Robin Adams, PLC Chair
  - Opening comments
  - Next PLC mid-winter meeting set for December 5-6, 2012
  - October meeting minutes were accepted as presented.
  - Review of the agenda
2. Update from AEA - L. Washington Lyons
  - Gina Eubanks is not able to attend this meeting due to another commitment.
  - The Federal budget passed with most programs at level funding. The two programs that were of particular concern to the 1890's (base funding and EFNEP) were both retained at 2011 level funding.
  - Extension recommendations on the Farm Bill have been submitted.
  - Extension decided not to pursue the one-line budget but is still considering reducing the total number of budget lines included in the federal budget for the land-grant programs.

- An 1890 system wide conference is being planned for June 24-28, 2012 in Memphis to increase the ability to plan and deliver programs that will have greater impact on the clientele being served.
  - 1890's anticipate participating in the 150 anniversary of the Morrill Act, contributing "Peanuts to Peanuts" an exploration of the work of George Washington Carver to present day. There will also be a skit of the history of the 1890 land-grant. universities presented by the students at Prairie View A&M University
  - Staffing changes:
    - i. Dr. Alton Johnson is now the Associate Dean and Extension Administrator at Prairie View A&M University
    - ii. Dr. Walter Hill is now the Dean, Research Director, and Extension Administrator at Tuskegee University
3. Update from ASRED - Ron Brown and Paul Coreil
- ASRED is working in the region to promote multi-state programming on key issues. Currently, they are conducting an inventory of the resources in the region around water. They are also considering the possibility of a multi-state specialist in this area.
  - SNAP Ed funding has recently undergone significant changes which will impact Extension, for example there is no longer a match requirement which opens the competition to many other groups.
  - In spite of expected cuts in all programs, appropriations for FY12 are mostly level. However, there were reductions in RREA and eXtension, and some of programs in the Integrated account were deleted. ASRED is exploring how these were targeted. ASRED is also working on the concept of reducing the number of lines in the federal budget by combining appropriate lines.
  - ASRED's chair is now Jimmy Henning, University of Kentucky
  - Gary Lemme is now Auburn's Extension Director following Gaines Smith's retirement.
  - Paul Coreil has been named to represent the 1862 Land-grant Extension programs on the Committee on Legislation and Policy, taking Ed Smith's place.
  - A political action committee is being formed – Research, Extension, Education Agricultural Leadership (REEAL PAC), to promote the Extension, research and education work in ways that we cannot do within the system. As numbers of members increase, so will the amount of leverage.
  - 4H Competitive Program Task Force representatives are Mark Tassin and Ed Jones
  - Lyla Houghlum (Drs. Brown and Lyon's counterpart in the West) has been named as a 50% liaison to the 4H Council

- 4H will soon be undergoing restructuring to help better manage and govern 4H. This will involve a new council, board, and by-laws.
4. Review of Conference Evaluations
- The topic of national indicators is still a strong interest but there is uncertainty about where it is headed.
  - Cross committee work received positive comments but needs to continue beyond the conference.
  - Branding/marketing (internal and external) is also a high interest area.
  - Discussion of future evaluation needs:
    - **Scott** volunteered to take lead in developing an evaluation instrument that gathers better information. **Rachel** will assist as SRDC liaison. May need to do a short version immediately following the conference followed by an online survey related more to impact around October.
    - Some questions of “creature comforts” may still be needed.
    - Several comments were made about where registration funds go. Include a note on the evaluation that outlines the basics of how the money is spent and ask for ideas on reducing costs. **Vicki** will help prepare this.
  - Convey what will be printed and what will be only on-line so people can print what they want to bring.
5. Conference Planning
- Finalize conference theme – options considered
    - National indicators/impacts
    - Branding & marketing – internal and external
    - Budget responses: sustainability
      1. Staffing
      2. Alternative funding
      3. Resource sharing
    - NIFA/Federal leader speakers on:
      1. Federal budget
      2. Vision for the future
      3. Future of Extension
    - Motivational/Challenging presenter
    - Success stories: Partners’ stories
    - Social media: rules for engagement
  - **DECISION:** Focus on Social Media
    - Marketing
    - Education – a tool to carry out Extension’s mission

- Internal
- Ethics
- Impact/evaluation
- Content development
- Social Media 101
- Administrative support strategies
- A skeleton agenda was developed and potential keynote speakers identified. **Bob and Joy** will work to secure a presenter from Disney (Duncan Wardle, VP Marketing possibly) **Rachel** will contact Ron Cates from Constant Contact as a potential speaker if the Disney option does not work.
- Design/refine Newcomer Orientation
  - Bring them up to speed on what happened last year that influences this year (such as cross committee work, etc.)
  - Purpose: Explain that this is a working meeting not a conference
- Design/refine Program Committee Chair Training
  - Committees control use of their time
  - Explain what is available on the website
  - Appropriate use of Administrative Advisors' time (Drs. Brown and Coreil will assist with content)
  - Stress the purpose of the meeting: Working group not a conference
- Cross-Committee Work – **Rachel, Robin and Scott** will work together to create a short poll to ask PLN members about their biggest concerns that may need cross committee work.

#### Thursday, December 8

6. Unfinished items from December 7, 2011
  - Selecting a title for the conference: working title – #CESValue: Advancing Cooperative Extension's Mission
  - Identifying potential leaders for the smaller social media sessions (see the end of these minutes for details)
  - Designing an "RPF" and selecting a review committee for "best practices" (**Robin, Rachel, Dr Brown, Dr. Lyons**)
7. Future Joint Meeting Site Plans – Vicki Vaughn
  - 2012: Orlando, August 20-24, The Florida Hotel & Conference Center
  - 2013: Nashville, August 19-23, Sheraton
  - 2014: Tentative: same location as 2011 (Dallas-Ft. Worth)
8. Registration
  - Early bird registration by July 15<sup>th</sup> helps get final counts on food. To get credit, registration payment and registration form must be received in the SRDC office.



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- Cancellation by August 10 – transfer to another person or refund less \$50.
  - Florida Hotel requires one day room charge to make reservation.
9. Urban Task Force will plan a tour this year. **Martha and Carolyn** will visit with the Task Force on the next Middle Manager's call to get information.
10. Reception – if we have a sponsor again, we will have a reception. If not, it will be cancelled.
11. Program Committee Reports
- ANR –Nelson Daniel: Last call centered around one of the cross-committee issues – community based food systems. Community gardening was one of the top topics. When the community engages and owns the garden, it goes well. If not Extension gets stuck with the project. Locally grown was also a topic discussed. Locally grown is promoted as good, but if someone local uses poor practices and people get sick, it is a problem.
  - COM – Robin Adams and Bob Reynolds: Communications group is following up on this year's PLN conference working on the national branding initiative. This group is also working on a site to post best practices related to social media. Dr. Brown's comment: We need to get all committees working on branding. Robin expressed concerns about the images in the initiative as too "traditional" rural (county fairs, farms, etc.) COMS is working to help them increase the diversity of the images.
  - CRD – Joy Moten-Thomas and Brian Calhoun: CRD is working on national indicators with the North Central region. Sally Maggard, our National Program Leader, is retiring in December. Discussions have begun in Washington about how to best structure the support for CRD nationally.
  - FCS – Kasundra Cyrus and Anne Sortor: FCS has a national icon that has recently been released. Discussions centered around use and adoption. The spring meeting in Washington was also discussed as a key meeting to help strengthen the work of FCS. What FCS was doing to meet the needs of middle class was also a topic of discussion. Succession planning was also discussed. We don't do a good job of preparing people to take leadership positions. National indicators continue to be a part of the discussion, particularly in the area of obesity. The Southern region saw increase in fruits and vegetables as an important indicator to measure as also reduction of consumption of sweetened drinks. The national reporting website is now up. Most states indicated they were attempting to measure against those national themes where appropriate. FCS is working nationally with the American Dietetic Association to help Extension professionals to qualify for dietetic internships.
  - 4-H Youth Dev – Dorothy Wilson: Several in 4H are working with the national team to restructure 4H nationally. Southern Region Volunteer



Forum Conference is being planned. The curriculum task force is looking at new material. A website is available for reviewing what is available. The 4H conference is planned for February 27-29 in New Orleans. Access 4H training will be offered at Tuskegee with training provided by the National 4H Council. Some states have begun to charge fees to join 4H with some early success stories. This has helped support 4H with recent budget cuts.

- IT – Both of the representatives were unable to attend because of health issues.
- MM – Carolyn Nobles and Martha Ray Sartor: Middle Managers are working to host the Urban Task Force Tour at PLN. Middle Managers are working on the next conference that will be held in 2013 in Kentucky. We are also planning to meet at Galaxy. MM is working on a “best practices” on supervising, interviewing, hiring practices. Branding and marketing is also a topic of importance.
- PSD – Scott Cummings and Gail Long: PSD is having its first national professional conference this week. There are 65 paying members, with a goal of 50. Plans are to hold this meeting annually. The Southern region took lead on forming the organization. The committee is still working on national indicators. The national organization is also looking at ways to collaborate with eXtension. Dr. Brown suggested that the committee also contact Chuck Hibbart (Purdue) who is chairing the ECOP Personnel Subcommittee. Dr. Brown will forward contact information.

**REMINDER – The next conference call will be held Thursday, February 16, 2012 at 9:00 Central. Phone: 559-546-1000, Participant code 1068380#**

**Main Speaker followed by a panel.**

<b>Topic</b>	<b>Lead</b>	<b>Potential Presenter</b>
Marketing	<b>Robin</b>	Elizabeth Gregory North
Education	<b>Martha &amp; Carolyn</b>	
Internal	<b>Bob</b>	
Ethics	<b>Ann &amp; Kassundra</b>	
Impact/Eval	<b>Scott</b>	Mike Lambert
Content Devel.	<b>Dr. Brown</b>	Craig Wood
Social Media 101	<b>Joy</b>	Mobile Classroom
Admin. Support	<b>Dr. Coreil</b>	Tom Coon

***Report on all Action Items at next conference call.***