

Action, Information, & Accomplishments

August 2015

Southern Region
Program Leadership Network

Cooperative Extension System



Action Items

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ANR Action Item:

- Background: Extension Agents face the enormous challenge of staying abreast of current trends and knowledge in agriculture when balanced with time and expense of face-to-face training.
- Committee Involved -ANR
- Action Requested: Encourage Southern Region Extension Directors to promote development of ANR online professional development training courses for Extension faculty that can be shared regionally.
- Timeline: Sept. 2015 to Aug. 2020



ANR Action Item:

- **Background:** Integration of warm season forages can enhance ecosystem health in tall fescue belt and benefit beef producers
- **Committee Involved:** ANR
- **Action Requested:** A vote of support to encourage the development of a regional scale research and Extension project focused on the integration of warm season grasses in the tall fescue belt (10 states)
- **Timeline:** Sept. 2015



ANR Action Item:

- Background: Each state has significant educational programming associated with the Farm Bill.
- Committee Involved: ANR
- Action Requested: Encourage all universities to submit Farm Bill training data through the online Farm Bill reporting portal to collect outcomes associated with the Farm Bill.
- Timeline: Sept. 2015



CRD Action Item:

- Background: CRD is represented by various professionals from land grant institutions. Only 12 of the region's 29 land grant universities were present in this year's conference. A number of institutions did not report on CRD indicators for the 2014-2015 year. Limited participation restrictions regional level work.
- Committee: CRD
- Action Requested: ASRED and AEA reconfirm or appoint their strongest representative from each institution to the CRD committee as appropriate.
- Timeline: October 2015



FCS Action Items

- **Background:** In the southern region we are hiring Health Specialists that have backgrounds in public health and not Extension. There is a need for professional development in the area of the Extension delivery model and coalition building in this area.
- **Committee Involved:** FCS and related committees
- **Action Requested:** Support FCS preconference prior to the 2016 National Health Outreach Conference for professional development. A proposal for funding will be submitted to Directors/Administrators.
- **Time Line:** April 5-8, 2016



Information Items

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ANR Information Item:

- Background: Joint Southern and North Central region ANR meeting was held in Washington D.C. in 2015
- Committee Involved: Southern & North Central ANR
- Information: A joint meeting of the North Central and Southern ANR program leaders is being planned for 2017.
- Timeline: June 2017



COMS Information Item:

- **Background:** The region needs to establish guiding principles for Extension publications.
- **Committee:** Communications
- **Information:** The Communications Committee will take the lead to create the document and submit it for review to ASRED and AEA by March 2016.
- **Timeline:** March 2016



COMS Information Item:

- **Background:** Several studies have identified the importance of effective communications skills for Extension professionals.
- **Committee:** Communications
- **Information:** Trainings targeting these skills vary from institution to institution. The committee will identify a set of core communications competencies and share and/or develop trainings to address those competencies.
- **Timeline:** August 2016



CRD Information Item

- **Background:** Significant work on local foods programming is happening across the South. This resulted in a meeting (approx. 65 in attendance) to develop strategies to build capacity across the Southern Region. This was the result of this and other committee's work and SRDC. Over 300 people have been identified as working on local food systems in the South.
- **Committees:** all
- **Information:** As a result of the DC local foods meeting, a SERA proposal is being submitted. Land grant professionals from all program areas will be invited to participate.
- **Timeline:** Proposal will be submitted by December 2015.



FCS Information Item:

- Background: Based on the 2015 PLN Keynote Presentation, it is the desire of the FCS committee to develop language to help speak to our audience
- Committee Involved: FCS & Communications
- Information:

FCS plans to explore a message that will appeal to the critical needs of the audience we are trying to serve. For example: “Help you Live Better”...by:

 - a. Prevent Disease
 - b. Improve Home Life
 - c. Build Wealth
- Time Line: August 2015 – August 2016



FCS Information Item:

- Background: In order to better broaden our outreach to clientele, FCS needs to attract key partners to fund and join FCS in executing the feeling-based message effort.
- Committee Involved: FCS and Communications
- Information: FCS will:
 - a. Map FCS state/regional/county/parish coverage to show capacity
 - b. Market our capacity to partners
- Timeline: March 1, 2016



FCS Information Item

- Background: FCS wants to be more responsive to new audiences.
- Committee Involved: FCS
- Information:
 - FCS will develop a strategy to serve untapped clientele by:
 - Assessing how they want to learn from Extension and how Extension should learn from them
 - Adjusting pedagogy and platforms for offering programs to help them “Live Better”
- Timeline: January 2016



FCS Information Item

- Background: Land grant universities need to submit more proposals to various programs which are receiving competition from outside organizations.
- Committee Involved: FCS
- Information: Committee will actively submit proposals to Regional Nutrition Centers for Excellence and other related programs
- Timeline: August 2015 – August 2016



FCS Information Item:

- **Background:** For projects and programs that are either led by, or contain, large contributions from outside organizations, land grant programs need to be at the table.
- **Committee Involved:** FCS
- **Information:** FCS will seek opportunities to join steering and review committees for grant proposals related to FCS regional initiatives
- **Timeline:** August 2015 – August 2016



4-H Information Item

- Background: 4-H Agents Association meet annually around the nation.
- Committee Involved: 4-H
- Information: 2016 Annual NAE4-HA conference will be held in New Orleans, LA.
- Timeline: October 9-13, 2016



4-H Information Item

- **Background:** 4-H holds a Southern Region Biennial Conference to provide networking and professional development opportunities for 4-H Youth Development Specialists and Extension Specialists who work with youth.
- **Committee:** 4-H
- **Information:** Mississippi State University will host conference in Biloxi, MS. Presentations will focus on 4-H Professional Research, Knowledge, and Competencies and 4-H Mission Mandates.
- **Timeline:** Call for proposals 1/31/16; Conference - April 4-7, 2016



4-H Information Item

- **Background:** The National 4-H Council has been developing a national 4-H brand and marketing campaign in conjunction with State Leaders and Extension Directors/Administrators.
- **Committee:** 4-H
- **Information:** Southern Region has agreed to support and promote region wide and will continue to work with all partners for implementation.
- **Timeline:** National 4-H Week (October 2015-2016)



4-H Information Item

- **Background:** Limited opportunities above the state level exist to support science, engineering, and technology.
- **Committee Involved:** 4-H Youth Development Regional Science Committee
- **Information:** Regional Science Committee is developing a proposal for the creation of a regional science, engineering and technology challenge (to include contests, educational workshops, and career development).
- **Timeline:** 2016



IT Information Items

- Background: ASRED/AEA requested information on survey technologies.
- Committee: IT and PSD
- Information: IT & PSD Committees will partner in reviewing survey and evaluation tools and prepare a summary report of best practices.
- Timeline: August 2016



MM Information Item

- Background: An on-going need exists for professional development for MM.
- Committee Involved: Middle Managers
- Information: MM Committee will develop a webinar series on Management Development/best practices topics to be held in off-years of MM Conference.
- Timeline: April 2016



MM Information Item

- Background: Middle Management has previously hosted a pre-conference around urban issues
- Committee Involved: Middle Managers
- Information: MM will coordinate Urban PLN Pre-Conference 2016 and establish a sub-committee of MM to identify topics and prioritize for conference
- Timeline – August 2016



MM Information Item

- Background: eXtension is requesting input for content in its new model.
- Committee Involved: Middle Managers
- Information: Engage eXtension to insure MM has sufficient representation on the “pilot” group of professionals for 2016 trial.
- Timeline: August 2016



MM Information Item

- Background: A current version of a MM Best Practices document exists but needs review.
- Committee Involved: Middle Managers
- Information: MM will review and update the 2012 best-practices document and post on SRPLN MM website.
- Timeline: January 2016



MM Information Items

- Background: MM has held a Professional Development Conference in odd-years
- Committee Involved: Middle Managers
- Information: North Carolina will host a Middle Management Conference in 2017; Arkansas is back-up host
- Timeline: April 2017



PSD Information Item

- Background: Various competency models were developed both in the southern region and nationally in 2002.
- Committee Involved: PSD
- Information: PSD has established a subcommittee to revisit the Extension educator competency models.
- Timeline: August 2015-August 2016



PSD Information Item

- Background: NIFA convened a panel of experts in June 2015 to discuss potential improvements to the AREERA Plan of Work.
- Committee Involved: PSD
- Information: The PSD committee is monitoring recommendations and progress of the AREERA Plan of Work changes.
- Timeline: August 2015-August 2016



Accomplishments

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ANR Accomplishments:

- Prepared a recommendation report on the sharing of online resources: Regional Professional Development for Extension Faculty via Online Moodle Courses
- Held a joint North-Central and Southern Region ANR meeting June 2-4, 2015 in Washington, DC
- Reviewed the Farm Bill reporting portal and determined it is a good platform for capturing the impact of the Farm Bill Education Program



COMS Accomplishments

- Created the social media guidelines depository and posted it on the PLN website.
- Completed a Southern Region communications training survey.
- Completed a digital communications literature review.



CRD Accomplishments:

- CRD has produced its second annual impact indicators report. In 2014, enhanced instructions for each data point collected were written.
- In January 2015, five 1890 teams were trained in ReadyCommunity emergency planning program. As of July 2015, 3-4 have active regional planning initiatives.
- The 2015 PLN preconference on landgrantimpacts.org was well attended. CRD voiced a strong desire for this through PLC reps and others. It fits well with groups' regional and national impact data collection initiatives.



FCS Accomplishments

- Submitted Health Core Competencies to the Health and Wellness task force
- Individuals from the Southern Region served on the ECOP Health Action Committee
- Submitted Multiple Multi-State proposals to Regional Nutrition Education Centers for Excellence
- Four southern states received direct funding from the CDC



4-H Accomplishments

- Developed and implemented a peer mentoring program for newly hired State Program Leaders
- Implemented two workshops on 4-H Common Measures for State Program Leaders
- Assessed member participation in existing working groups and committees on the state and national level and filled gaps based on regional needs.
- Examined 4-H materials on eXtension for revision or deletion



IT Accomplishments

- Performed a review of ADA and Accessibility requirements and developed a set of best practice guidelines
- Communicated and served in an advisory role to eXtension.
- Shared policies and procedures to manage equipment and sensitive information that adhere to Information Security frameworks and risks with Southern Region IT members.



MM Accomplishments

- Published 3 Middle Management Newsletters to share issues pertinent to Middle Managers
- Drafted a State Update regarding emerging issues related to Extension budget and staffing.
- Planned and executed the Administrative Track for the 2015 Urban Conference.
- Planned and executed the 2015 Middle Managers Conference in Charleston, South Carolina.



PSD Accomplishments

- Conducted Program Evaluation Virtual Summer School July 2015 (4 training sessions; 251 participants with duplicates)
- Established the Southern Region PSD Educational Resource List framework with 36 resources currently available.
- Determined a method for estimating the value of training new employees based upon growth in competency and initial salary.
- Served as resources and expert reviewers of an instrument used to collect agent perceptions of Extension specialist performance.



Questions or Comments

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