



STRENGTHENING

COOPERATIVE EXTENSION

FOR COMMUNITY IMPACT

AUGUST 18 - 21, 2025

ATLANTA, GEORGIA

Southern Region Program Leaders Network (SR-PLN)

Decision Items



Discussion Items



SNAP-Ed Discussion

FCS Committee

- Seek direct funding to expand capacity, program reach and impact
- Re-imagine EFNEP
 - Populations served
 - Community engagement
 - PSE work
 - Social marketing
 - Delivery mode
- Develop white paper that outlines
 - What we should focus on
 - Where we need financial support



Accomplishments



Accomplishments

4-H Committee

- Established the Southern Region 4-H Camping Task Force and partnered with Clemson on an IRB-approved study utilizing regional surveys and interviews to inform training, risk management, and a research agenda.
- Developed and implemented an organizational development plan for the SR-PLN 4-H Committee, including a defined committee membership list, liaison roles with descriptions and terms, and integrated professional development during quarterly meetings to address emerging needs.
- More than 400 participants from 13 Southern Region states attended the 2024 Southern Region 4-H Teen Leadership Conference, held September 19–22 at the Clyde M. York 4-H Center in Crossville, Tennessee.

Accomplishments

ANR Committee

- Three-part environmental resiliency webinar series developed and delivered to Southern Region audience, 85 people reached.
- Urban agriculture is a trending topic in ANR. An inventory was compiled of state programs related to the subject and posted to our Teams channel for access to the electronic resources and connections to colleagues for regional collaboration.
- Carbon credit literature review is complete and uploaded to ANR Teams site.

Accomplishments

COM Committee

- Successfully developed training modules for the Southern Region Communications Training curriculum, including slide decks on Social Media, Communications for New Employees, Media Relations, Photography, and Crisis & Issues Management that are ready to use.
- Created a framework for collecting and sharing member institution success stories to support collaborative quarterly news releases.

Accomplishments

CRD Committee

- Partnered with national CD Extension Professionals to deliver CD101 training to 42 in-person participants and 42 virtual participants spanning multiple Extension program areas. Received \$30,000 grant through NCHEMS for CD101 training and curriculum development.
- Revised indicators to align with national efforts, developed new reporting guidelines, conducted well-attended webinar training & posted resources on committee website. Culmination of these efforts is our 2024 Southern Region Impacts report released this week, our 12th year of reporting regional indicators.

Accomplishments

FCS Committee

- Developed directory of Specialists for dossier/promotion reviews and established list of priority areas and descriptions of each to prioritize and guide work of SR FCS committee
- FCS Recruitment & Retention Study: Submitted 2 journal articles and presented results to various groups
- Food & Nutrition Security: Piloted survey to identify programs, partnerships & resources addressing food security & access

- Members provided recommendations for those making policy when implementing AI.

Accomplishments

Middle Managers Committee

- Quarterly Zoom Meetings: These meetings provided updates on mental health, legislative successes, advocacy, hiring, onboarding, and retention strategies.
- Bi-annual Middle Managers Conference: Held in Huntsville, Alabama from April 8-11, 2025, this conference offered professional development training and educational tours.
- Southern Region Telework/Remote Work Survey: A survey of 604 employees revealed key recommendations for post-COVID remote work policies, including tailoring policies by role, expanding opportunities, investing in infrastructure, enhancing mentorship, ensuring equitable career advancement, and training supervisors for remote leadership.

Accomplishments

PSD Committee

- Hosted 17 virtual learning opportunities, through Leadership Lunch & Learn and Virtual Summer School, to reach Extension participants across the world through 860 live and 282 on-demand viewers.
- Conducted an inventory of 9 states and demonstrations from 5 states to learn how data and evaluation teams gather and report impact data and demonstrate program effectiveness to funders, leadership, and program stakeholders.
- Identified points of contact, training resources, and strategies that increase Extension professionals' success in program and staff development to improve collaboration and efficiency.

Information Items

Plans for the coming year

- Convene the camp task force for an activation summit at Rock Eagle 4-H Center to establish working committees and develop targeted plans of work for priority areas identified through the regional needs assessment.
- Create a Regional 4-H Artificial Intelligence Working Group to assess current AI tools in 4-H programming, identify curriculum needs, and design professional development opportunities that address ethical and safety considerations.
- Advance the Beyond Ready initiative through a regional needs assessment, internship study, partnership model development, resource creation, and ongoing coordination via bi-monthly calls.

- EDEN Advancing Disaster Education Development Grant proposal.
- Plan joint meetings with North Central-Southern Region ANR Program Leaders to include topical virtual meetings and a potential in-person meeting.
- Develop region-wide exit interview/stay interview for ANR Agents and Specialists. States would implement and committee would compile results.

- Develop a training module and one-page guide for marketing local programs across Extension
- Establish responsible AI standards and toolkit for marketing, communications, research, and Extension professionals
- Continue to develop a new PLN digital brand

- Host a virtual training series focused on grant writing, funding acquisition, and strategic partnership development to strengthen Extension capacity and increase external resource opportunities for community programs.
- Continue CED 101 curriculum development/ Training/ Online Webinars
- Showcase CRD program evaluation techniques/ Conduct Training

- Gather data to assess work being done at local and institutional levels, curricula used, impacts made, and staff professional development conducted as it relates to Mental Health & Well-Being and Food & Nutrition Security
- Workforce Development: Update FCS core competencies, identify WD programs and impacts, as well as gaps in programming
- Health Extension: Explore programmatic areas related to health to guide future collaborative work

- Gather experiences from land grant institutions that have implemented a robust CRM. Document what is working and not working. Share information with the Director Committee.
- Refine survey and collect data on IT staffing levels and areas of responsibilities at SR-PLN member institutions. An executive summary of the results will be shared with the IT Committee.
- Build information libraries regarding custom-built applications, AI agents, policies, and prompts, and security configuration policies for use by member institutions for reference and connecting SMEs.

- AI for Middle Managers: A focus on practical applications and guidelines for the use of AI.
- Quarterly Zoom Meetings: These meetings will provide state updates and professional development training.
- Performance Evaluation and Indicators of Quality: This initiative will compile instruments, guidelines, practices, and ratings, along with a list of quality indicators for different agent types.

- Host the following: Virtual Summer School, Leadership Lunch & Learn series, and a monthly Extension impact reporting showcase (including standardized surveys and economic impact tools).
- Conduct an inventory of online staff development tools, leverage archived webinar content for practical use and publication, and curate quarterly themes to enhance the utilization of our shared resource hub.
- Conduct interviews to explore the current practices, structures, and outcomes of Extension internship programs in the Southern Region.

Thank You!

