

*Southern Region 4-H Program Leaders Committee Conference Call
February 27, 2019, 2019
12:30 EST*

The meeting was called to order on 2/27/2019 at 12:30 pm by Janet Fox, Chair.

Present: Membership consisted of the representatives from the SR States and 1890's colleges who were presented at the National Program Leader's Meeting.

NAE4-HA Rebranding Discussion:

A discussion was initiated around this topic. NAE4-HA Rebranding document was reviewed by the group. Comments/Discussion is summarized below:

Concerns about outside organizations using the Clover or other aspects of our programming efforts without approval or incorrectly. There seemed to be a general preference for leaving Extension in the selected title. There are concerns with presenting the term "4-H & Youth Development" instead of "4-H Youth Development". The "&" creates a separation which was generally not supported. Concerns about removing the term "National" from the title to distinguish it from state associations.

Question: Do you support a name change: Yes – 19, No – 2

Question: What benefits could be achieved from a name change for...

Individuals? Increased membership, attract others outside of the 4-H YD program. Create more visibility of the organization. Foster growth of diversity.

System? Increased partnerships/collaborations. Re-emphasizes the youth development piece. Internal buy in. Influence other extension agents (FCS/Hort) or paraprofessionals to join. Situates us as a leader in PYD.

Question: What concerns do you have for the name change for...

Individuals? The term "4-H & YD" is not acceptable to our membership...it should be 4-H Youth Development. There could be a loss of focus as outside groups join the association...will we dilute our effectiveness or ability to direct the program.

System? Loss of identity for 4-H in the extension system. People discussed how the name change of FCS has created confusion as that's not how people *know* them. Will that be a concern for us?

Question: Share any name suggestions.

Name: National Association Extension 4-H Professionals (NAE4-HP); National Association of Extension 4-H (NAE4-H);

Final Comments/Vote: Do we want "&" in the proposed name change (either example presented)? Yes – 0, No – 20 unanimous, Abstain – 1

Do we want “Extension” in the proposed name change (one example includes and one doesn’t)? Yes – 19, Abstain – 2

Do we want “National” in the proposed name change (neither example includes this)? Yes - 12, No – 8, Abstain – the rest

ECOP (Arch Smith/Woodie Hughes):

Follow-up to the discussion of whether any southern states were included in the Pathways Project currently underway. It seems one southern region state has been included in this but it wasn’t clear which one. Review of 1890’s meeting and topics of discussion.

PLWG (Pam Ardern):

Update on the PLWG. If you have concerns please share with Pam Ardern, Mike Yoder, Tom Broyles, Rukia Hood. Things to consider...1) The discussion centered around different delivery modes and needed dosage for programs, and, 2) The Thrive Model and it’s overall adoption in the system.

There was a concern that the Thrive Model has been adopted without going through the process of acceptance...does the principles of this model reflect the experiences of diverse populations.

There was a concern that there is an agenda to remove delivery modes.

Anytime you have a concern about National 4-H direction or process please let your PLWG representatives know about these issues.

National 4-H Congress (Pam Ardern):

The design team needs additional state specialists or others who are willing to serve in one of these positions. If you have someone interested, please let Pam Ardern know. They are looking for people with expertise in running large events. The cost will \$535 this year.

Plan of Work Updates (All):

Tabled for this meeting.

Respectfully Submitted,
Mark Mains, KY
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SR PLN - Secretary

Upcoming Meetings

March 12, 2019 8:30 AM CST/9:30 AM EST
May 12, 2019 8:30 AM CST/9:30 AM EST
July 9, 2019 8:30 AM CST/9:30 AM EST

Meetings are scheduled for 8:30 a.m. (CT) and 9:30 a.m. (ET). You can join the conference call with the following information: 605-468-8029; participant code: 572585#