

**Southern Region Conference Call Minutes**  
**November 10, 2015**  
**9 am Eastern (8 am Central)**  
**Call: 712-432-0931, Code 572585#**

**Members Attending**

|                  |                    |
|------------------|--------------------|
| Amy McCune       | Justin Crowe       |
| Arch Smith       | Mark Tassin        |
| Artis Stevens    | Pamela Ardern      |
| Cathy Sutphin    | Richard Clark      |
| Chris Boleman    | Rukeia Draw-Hood   |
| Chris Decubellis | Shawn Moore        |
| Dorothy Wilson   | Tom Broyles        |
| Jen Mclver       | Woodie Hughes, Jr. |

I. Southern Region Teen Leadership Conference – Justin Crowe

Chris asks Justin to submit a one pager with a couple of photos. Have ready for group to review by January 12, 2016 (next meeting).

II. 4-H ECOP Committee Report – Chris Boleman

Platform – The National 4-H ECOP Committee is currently working on a platform that will further define the relationship between the committee and all the other standing committees at the national level. The goal is to determine interacts with the National 4-H ECOP Committee so we are all moving in the same direction.

4-H GROWS Here - Marketing / Engagement Plan – The National 4-H ECOP Committee unanimously approved the 4-H GROWS HERE – Marketing / Engagement Plan which includes the investment plan by states following the Smith / Lever Funding Proposal.

**Question:** Which structure did ECOP decide upon? There were 3 or 4 on the table.

**Answer:** The decision was the one that follows the Smith-Lever Funding mechanism.

**Question:** What's the timeline on this? What are the advantages to those that contribute versus those who don't.

**Answer:** The NE Region has not had a chance to discuss this. The official email will come out after that. Artis will cover advantages during his presentation. Early 2016, with payment by early spring.

III. Field Marketing Plan – Artis Stevens and Jen Mclver. 4-H Marketing Engagement Plan (4-5 page outline). What is my investment? Outcomes for year 1, 2-5, etc. Attachment on the funding model that based upon Smith-Lever. What would be the investment per each state?

Want states to have enough time to discuss among themselves and Council to have enough time to assemble the right staff. Ensure consistent and cohesive communication.

Jen has taken on new role as lead in field marketing. Just before NAE4HA meeting, a lovely placemat about return on investment. That chart attempts to outline what those benefits (alumni engagement, training and support, etc.) Those reflect discussions we've had with you at national agent and program leader meetings. 1) Intended to build capacity for the long term. 2) National marketing coverage (halo marketing). 3) Training and support. General floor of support (min. \$750,000). Looking at regional support staff. Virtual training. Online site development toolkit. Update and relaunch the one funded by Noyce. Next steps – Artis and Jen are more than happy to join you for one on one discussion about questions you have in your state.

**Question:** Could you resend email with attachments to Southern Region Listserv?

**Answer:** Yes

**Question:** How will you determine media markets and how will this impact individual states?

**Answer:** We don't have a significant pay advertisement budget. Pro Bono media partners. Example: Right now there is a discussion with Comcast PSA's. Local state 4-H programs. Accumulate stories that will be of interest to media. Training around social media.

**Question:** As you are talking to different people, are they looking at state staff or Ag communication staff or parish/county staff? Is there a specific expectation from National 4-H Council for specific staff support in addition to financial support.

**Answer:** Flexible, but expect a first point of contact or liaison that can spend at least 10% of their time. The response has been all over the map. One state has asked for two liaisons. It varies for Ag Comm, State or county staff. Someone has interest, exposure to marketing, and well connected to activities happening in state. In the next week or so, a job description will be prepared. It will not need to be a new hire, but a portion of their time.

**Question:** Where is this information about liaison?

**Answer:** Will be put into a FAQ. It has only been shared informally to this point.

IV. National 4-H Learning Working Group – Rukeia Draw-Hood and Amy McCune

The webinar entitled, "A National Conversation: New Directions in Teaching & Learning" took place yesterday. The discussion addressed framing a new definition of 4-H learning based on the latest research, new learning resources being developed, and implementing the 4-H learning experience. Professional Development E-Academy will focus on learning. Information will come in the next month from Doug Swanson.

V. National Professional Development Working Group – Rukeia Draw-Hood

The group is reviewing the PRKC and is working on a professional development survey.

VI. New Program Leader Mentoring – Dorothy Wilson

She received about 12 responses. Next step is to conduct the training, Dorothy will get with Mark to work out a time. View list and identify your top 5 and send that to her.

VII. Biennial

Review proposals. Tom will follow up and send information out.

VIII. Closing

Minutes will be posted to web for review. Next meeting January 12, 2016.