



**Southern Region Program Leadership Committee Meeting  
December 3-4, 2014  
Hilton Garden Inn Atlanta Airport**

**AGENDA**

**Participants:**

- ANR –Tom Melton and Dawn Mellion-Patin
- COM – Elizabeth Gregory-North (for Frankie Gould) and ChaNae Bradley
- CRD – Jimmy Henry and Dave Shideler
- FCS – Rosalind Dale and Ann Sorter
- 4-H Youth Dev –Pam Ardern
- IT – Lalit Rainey and Rhonda Conlon
- MM – Greg Price
- PSD – No representatives

ASRED                  Ron Brown

AEA                      L. Washington Lyons

SRDC/MSU:          Vicki Vaughn                  Rachel Welborn

**Wednesday, December 3**

1. Welcome – Rhonda Conlon, PLC Chair
  - Rhonda welcomed the group and led introductions
  - October meeting minutes were approved as presented.
2. Update from AEA – L. Washington Lyons
  - Celebration of the 125<sup>th</sup> anniversary of the 2<sup>nd</sup> Morrill Act took place at the Orlando APLU meeting. A preliminary video and display to celebrate the event was unveiled. July 15-16, 2015 will be dates for the major events. On the 15<sup>th</sup> exhibits will be on the Hill and a convocation will be held on the 16<sup>th</sup>. All events will be at the Library of Congress. Several other organizations will be joining the celebration (PILD, JCEP, CARET, etc.)
  - Delbert Foster assumed the role of chair of ECOP as of APLU meeting in Orlando on November 3, 2014. Dr. Mark Latimore is chair of the Association of Extension Administrators and Carolyn Williams is Vice-Chair from Prairie View A&M

- Personnel changes: Alcorn - Greg Reed is serving as the Interim Extension Administrator. Ivory H. Lyles is Interim Dean.
  - AEA's winter meeting will be in DC on Jan. 26-29, 2015. Plans include engaging with USDA partners including the Director Sonny Ramaswamy.
  - The Extension systems just voted to create new eXtension based on membership. The two participation membership levels are basic and premium:
    - Membership – there will no longer be an assessment to be a part of eXtension, but you will pay a membership fee.
    - Nonmembers – Most of the institutions that did not elect to be a member appeared to be in the western region.
3. Update from ASRED – Ron Brown
- New model for eXtension – 13 of 15 states and territories have responded to join the new membership model. All but one on the premium level. (All 15 ASRED institutions have now joined).
  - The National Extension Diversity Award and the Excellence in Extension awards will likely be announced with an earlier deadline for 2015. The 1890 land grants have already aligned awards with these national opportunities. Now regional awards through ECOP will follow that same model to advance to the national award. This increases opportunities for recognition of good work and means that the southern region, as well as the 1890 region, will have a regional winner and a chance to have a national Excellence in Extension winner.
  - The ASRED chair for this year is Tony Windham and chair elect is Joe Zublena.
  - Clemson's new Extension director is Tom Dobbins.
  - The National impacts database (at [LandgrantImpacts.org](http://LandgrantImpacts.org)) is now joint with research and Extension. Appointment letters for a steering committee to help work on the database will go out this week or next.
4. Review of Conference Evaluations – key observations
- Keynote was well received
  - Pre-conference – Some discussion and suggestions in evaluations seem to favor considering a different topic rather than remaining focused on urban Extension every year.
  - A need for cross-programming discussion time was noted.
  - Committee leadership issues – limited experience with Extension or PLN apparently is challenging the functioning of some committees. A more intense committee leadership training may be needed.
  - Understanding of the purpose of PLN – We need to emphasize that PLN is not a staff development meeting but rather a working/networking meeting.

- Suggestions included having more time for follow up from keynotes to apply to our individual situations in our state/committee

#### 5. Conference Budget

- The budget structure approved last year was approved again this year. SRDC was able to help support the expenses of the keynote last year which put a small cushion of funding in the conference account.

	Early Registration	Regular Registration (July 15 – August 10)	Late Registration (after August 10)
PLN only	\$370	\$420	\$470
PLN + AEA/ASRED	\$445	\$495	\$545

#### 6. Conference Planning

- Potential Outcomes for Meeting:
  - Committee to have meaningful plan of work; More integrated into a larger issue/ plan of work
  - Purpose for what we are doing
  - Move beyond just the August meeting
  - Addressing a central issue that can engage each committee
  - Build on NIFA “wicked problems” as they are played out in the South
  - Public value statements
  - Value of each segment of Extension
  - Different ways for approaching work/issues
  - Creating and expanding state partnerships and programs
  - Connecting to new audiences
  - Creating the next generation of leaders in Extension
  - Implications of budget cuts
  - Healthy Food; Healthy People
- General session:
  - Begin with an explanation and charge regarding the purpose of PLN – Why are we here and why is it important?
  - Follow up with a shorter keynote session that helps empower the conversation
  - End with roundtables
  - Potential Topics & Presenters:
    - Public value and impact – Nancy Franz (Elizabeth Gregory-North)

- Example of cross-cutting program showing impact: set the stage - Christine Geith (Rhonda Conlon)
- Harold & Barbara Stone (Kansas State) (Elizabeth Gregory-North) – success story around local foods
- Robin Adams (Lalit Rainey/ChaNae) – “Who are your people?”
- Susan Crowell (Rhonda Conlon)
- Disney Marketing (ChaNae) – add in Extension as a follow-up
  - Action Step: PLC Representative named in parenthesis is responsible for identifying and sharing links prior to the January call. The priority list of presenters will be determined on that call.
- Round Tables and Break outs:
  - Start with list of topics identified by committees – facilitated by PLC reps, but allow for organic introduction of additional topics on site.
  - Beginning Tues morning; follow up Wednesday 3:30-5:00 – possibly provide trained facilitators.
- Pre-conference: National impact database: using the database and writing the impacts – COMS and PSD
- Newcomer Orientation: Dave Shideler, Jimmy Henry, Pam, Rachel
- Chair Training: Rhonda, Rachel, Lalit, Greg
- Conference theme: *Working Together: Extending Our Impact*

#### **Thursday, December 04**

1. Future Joint Meeting Site Plans – Vicki Vaughn
  - 2015: Orlando, August 24-28, The Florida Hotel & Conference Center
  - 2016: Sheraton, Nashville was considered an acceptable site
  - 2017: Ft Worth, same place
  
2. Program Committee Reports
  - ANR –Tom Melton and Dawn Mellion-Patin – ANR had a conference call in November. Primary agenda items included online training resources and convening with national ANR program leaders with particular interest from the North Central region.
  - COM – Elizabeth Gregory North (for Frankie Gould and ChaNae Bradley – Social media guidelines will be posted to the PLN site for all committees to use. COMS is working on a communications training survey for Extension agents in the South. Closing date for the survey is Dec. 20<sup>th</sup>. A white paper on a strategic approach to communications is scheduled to be released in January 2015. Many states have done their culminating activities for the 2014 celebration.



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- CRD – Jimmy Henry and Dave Shideler: CRD is continuing to work on CRD indicators for the region. Indicators have been refined for 2014-15. We are working on technical guidance to help shape the work.
  - FCS – Rosalind Dale and Ann Sorter: FCS's last call was in September. The committee met with the national FCS agents at NEAFCS and with national Program Leaders in FCS. Core Competency model discussion was included in the national meeting. March 3-6 is the next face-to-face meeting. National health initiative – each state has the opportunity to nominate people for up to the five committees. Tennessee and Kentucky were recipients of CDC grants this year. Regional Centers of Excellence was awarded to North Carolina's two land-grant universities.
  - 4-H Youth Dev –Pam Ardern: Subcommittee is working on mentoring of new 4H program team leaders.
  - IT – Lalit Rainey and Rhonda Conlon: IT is collaborating with communications on ADA compliance and mobile access. Guidelines for sharing and compiling policies and procedures when managing sensitive data is being developed. Working with eXtension as they think through their restructuring plans. eXtension staff are also sitting in on the committee's calls now.
  - MM – Greg Price: Fall Middle Manager newsletter just went out focusing on alternative funding for county agents. Articles were submitted from all but one state. Professional development conference planning is well underway with the date set for March 16-19, 2015. May 4-7, 2015 is the Urban Conference with the national health conference running alongside on the 6-8<sup>th</sup>. The web site for the Urban Conference is: [urbanextension2015.com](http://urbanextension2015.com)
  - PSD – Tyrone Miller: Next week is the national PSD conference in San Antonio. About 37 institutions have put in data on the Excellence in Extension database. We are still seeking more input into the database. We need to be able to better manipulate data to help show value and use data to strengthen usability.

### 3. Other Business

125<sup>th</sup> 2<sup>nd</sup> Morrill Act – Dr. Lyons has requested 15 minutes at one of the lunches for noting the 125<sup>th</sup> anniversary and to honor recipients of the Excellence in Extension 1890 and Regional awards along with Dr. Brown.

### 4. Adjourn

**REMINDER – The next conference call will be held Thursday, February 19, 2015 at 9:00 Central. Phone: 559-546-1000, Participant code 1068380#**