

NEXT GENERATION

EVOLVING THE EXTENSION ENTERPRISE



2023 SR-PLN, AEA, ASRED JOINT MEETING
AUGUST 21-24, 2023

Decision, Accomplishment,
Information Items

Decision Items

Decision Items

COM Committee

- **Background:** There is a need to amplify state- and institution-level marketing and promotion of Extension through a coordinated, strategic paid digital campaign in the Southern Region.
- **Committee Involved:** Communications
- **Action Requested:**
 1. Leveraging the expertise of the Communications Committee, requesting AEA and ASRED's participation in developing a strategic roadmap through a virtual meeting for promoting Extension.
 2. After plan is developed, request funding from directors/administrators for placement of paid digital advertising at the regional level.
- **Timeline:** August 2023 - August 2024



- **Background:** Changing demographics, the emphasis on language access, and health equity require a need for translation services of educational materials to better serve all Extension audiences.
- **Committee Involved:** FCS, requesting other committees of the SR-PLN
- **Action Requested:** Establish a cross-cutting task force to assess and address the need for translation services across the Southern Region.
- **Timeline:** 1 year



Decision Item

PLN Committees & SRDC

- **Background:** Committees need a place to share working documents as well as having a place to maintain records of accomplishments and plans. SRDC has agreed to convene a task force with representation from each committee to explore needs and options to support efforts.
- **Committee Involved:** SRDC with representation from all committees
- **Action Requested:** Representation from AEA and ASRED to help inform the decisions.
- **Timeline:** August 2023 – August 2024



Accomplishments



Accomplishments

ANR Committee

- Explored opportunities for enhanced collaboration between EDEN leadership and ANR. Survey disseminated to ANR seeking input into disaster response achievements and needs that could be addressed through regional collaborations to be shared with EDEN leadership.
- Identified Heirs' Property as a focus area. NC A&T State University tasked a student intern (Oyon Martian) to find university resources throughout the region on the topic.
- Launched a regional survey to assess efforts and investments in Urban Agriculture programs. Report out will be in the coming year.



- Completed the Extension Branding module of Communications Training Curricula and made it available for members to use in local trainings.
- Completed training materials on impact writing and best practices for open and live captioning.
- Collaborated with the IT Committee and developed best practices for digital delivery of programs and 508 accessibility compliance.



- Hosted a listening session with CRD colleagues from 1890 Institutions on their perspectives on collaboration and mentoring opportunities among 1890, 1862 and 1994 Institutions.
- Conducted a review of nine-year trends of Community Development regional indicators.
- Constructed a survey to assess best practices and barriers related to Community Development staffing and began data collection.

- Hosted the Appalachian Health Summit (13 states, 3 regions)
- 33 professionals in 13 states completed the Cornell Public Health Essentials Certificate Program
- 1890 held a multi-state Community Nutrition Conference (UAPB, UMES, TSU, Alabama A&M)
- Elevated the Common Health Metrics to the National level
- Established an active Food Safety Network



Accomplishments

- Coordinated the Southern Region 4-H Horse Championships
- Advanced the 4-H Thriving Model by making progress toward better understanding the application of the 4-H Thriving Model.
- Participated in the North American International 4-H Livestock Championships



Accomplishments

IT Committee

- Created a repository for information technology leadership training to prepare IT staff for leadership positions.
- Created survey and written overview of the workflow/process for software and hardware purchasing and approval and the disposal process for hardware.
- Created and sent survey of IT staffing levels and areas of support.
- Created a repository of accessibility resources. Resources were shared with the Communications Committee for their use and development of an accessibility series.



Accomplishments

MM Committee

- Organized the 2023 MM Conference in Biloxi, MS – Tawnya Holliman and team
- Compiled payment options for collecting on-line programming fees – Mike Martin and team
- Selected Alabama as the host for the 2025 MM conference – Anibal Ruiz and team
- Provided state updates and professional development zoominars at quarterly zoom calls – Eric Simonne and team



- Launched a monthly regional civil rights review working group
(13 institutions) improved organizational understanding and capabilities for compliance of NIFA expectations
- Developed a draft organizational health score card assessment
(will be shared across SR-PLN upon validation) to help systems gain understanding of organizational health and attitudes to aid in creating solutions
- Webinars to enhance professional development across the southern region and beyond
 - Monthly leadership book review lunch and learn webinar (276 participants; 154 YouTube views)
 - Virtual summer school in collaboration with NAEPSDP (438 participants; 63 YouTube views)



Information Items

Plans for the Coming Year



- Write a NIFA special awards grant to fund a grad student to examine disaster preparedness, the documentation of ag. damage assessment and funding for each state.
- Conduct a regional analysis of urban agriculture programs. Are there curricula that we can duplicate and share?
- Enhance awareness of the need for Extension programming on climate-smart agricultural practices.

- Work with AEA and ASRED to develop a coordinated strategic, paid digital campaign to promote Extension.
- Build remaining modules of the Communications Training curricula, including Marketing Local Programs, Social Media, Writing, Media Relations, Crisis & Issues Management, and Bridging the Gap.
- Develop news release template about the conference and promote Extension's work in the Southern Region for members to customize for distribution to media.



- Conduct Community Development 101 training
- Host a training for new CRD Program Leaders on collecting regional CRD indicators
- Identify priority areas or opportunities for program development that can be best addressed in collaboration between 1890 and 1862 institutions

- Increase collaboration across states to be able to tell a collective story about FCS outcomes and impacts.
- Establish directory of FCS specialists and key professionals within the Southern Region to promote effective subcommittee work.
- Address cross-cutting themes of recruitment, AI, mental health, disaster/emergency preparedness, messaging, and translation of educational materials.



- Conduct a 2024 Southern Region 4-H Biennial Conference for Specialists.
- Establish the Extension Workforce and Volunteer Assessment Group.
- Establish the Behavioral Health Assessment Group.



- Disseminate survey and written overview of the workflow/process for software and hardware purchasing and approval, and the disposal process for hardware.
- Share experiences and lessons learned about the application of artificial intelligence (AI). Create a repository for best practices.
- Gather experiences from Land-Grant Institutions who have implemented a robust Customer Relationship Management. Document what is working and not working. Share information with the Directors/Administrators.

- Coordinate 2025 Bi-annual Middle Manager Conference Planning (April 7-11)
- Explore what Extension is doing in AI – bots and applications to processes
- Examine successful on-boarding of Extension educators
- Document telework/remote work practices and expectations post-Covid
- Survey different volunteer management coordination programs and practices
- Propose a mentoring program of new MMs

- Establish a community of practice working group for evaluation
- Enhance resources for the region:
 - Building supervisory capacity for the region
 - Resource database engagement and partnering with NAEPSDP
 - Develop a universal model for program development process for the southern region
- Offer professional development across the southern region and beyond
 - Monthly leadership lunch and learn webinar
 - Virtual summer school in collaboration with NAEPSDP



Thank You

