

Action Items



Communications Committee

Action Items



Integration of Extension Branding and National 4-H Branding Initiatives

- **Background** – Two national branding research and implementation initiatives are on-going, one for Extension and one for 4-H.
- **Committees Involved** – Communications, 4-H Committee, National 4-H Headquarters, National 4-H Council and ECOP
- **Action Requested** – COM requests AEA/ASRED endorsement of a memo to ECOP that will be forthcoming.
- **Time Line** – November APLU meeting

Agriculture & Natural Resources

Information Items



Closer Communication With NPLs

- **Background** – ANR program leaders need to be more effective in facilitating faculty teams to be more successful in receiving competitive funding. We propose conversations with NPLs on the USDA reorganization. We need to know what NPLs are looking for in integrated and Extension-only proposals; types of reviewers; and increased involvement in review panels. We are going to explore the Southern Region only or a combined meeting of all regions with national ANR program leaders in Washington.
- **Committee Involved** – ANR
- **Time Line** – April/May 2010

Community Development

Information Items



Institutional Participation

- **Background** – Several southern region institutions have not identified representatives for CRD Committee participation.
- **Committee Involved** – CRD
- **Time Line** – On-going; Prefer identification by Oct. 15.



Regional CD Capacity Analysis

- **Background** – Because of current economic conditions, assessment of CRD capacity across the southern region is needed. CRD will conduct an analysis of CRD-targeted resources and impact for use in determining program directions.
- **Committee Involved** – CD
- **Time Line** – August 2010

Family & Consumer Sciences

Information Items



Health Disparities Conference

- **Background** - A regional meeting (approved by AEA/ASRED in 2007) of FCS/4H/CRD/ANR State Leaders, Specialists and Agents will meet in spring 2010 to:
 - Provide professional development in the area of health disparities and community health
 - Explore opportunities for multi-state and interdisciplinary efforts
 - Form teams to write proposals for funding, development or adoption of health curricula across the region
- **Committee Involved** – FCS
- **Time Line** – April 20-22, 2010 in Mobile, Alabama



FCS Capacity Inventory

- **Background:** The majority of institutions have lost extension specialist positions in the southern region due to recent budget reductions in most states. There is a critical need to assess capacity to address current and emerging issues.
 - FCS will create an inventory of specialists in each state in southern region
 - Determine feasibility and potential for sharing positions
 - Determine feasibility of inviting other states to in-service training via the FCS listserv
 - Link faculty in each state to SRPLN website
- **Committee Involved – FCS**
- **Time Line – Due by Dec. 31, 2009**



FCS/4-H Collaboration

- **Background:** Given the current common programmatic priorities of 4-H and FCS, we plan to continue the dialogue about possible collaborations to improve the lives of youth and families in the southern region in the areas of obesity and resource management
- **Committees Involved:** FCS and 4-H
- **Time Line:** August, 2009-August 2010



4-H Youth Development

Information Items



Farm Bill Language

- **Background** – The Southern Region 4-H Program Leader Committee appreciates the support and efforts of ASRED with regard to efforts to have 4-H Youth Development added in the Farm Bill Language and request that conversations and efforts continue.
- **Committee Involved** – 4-H
- **Time Line** – Ongoing

4-H Professional Development Modules

- **Background** – 16 professional development modules have been developed through the Southern Region 4-H Program Leaders in support of the Cooperative Extension Curriculum Project. These modules are jury reviewed and available through the iLearning component of eXtension. Funding for the project was provided by the 13 Southern states and National 4-H Council. Advice and counsel was provided by the Professional Development Task Force of National 4-H Headquarters.
- **Committee Involved** – 4-H Youth Development
- **Time Line** – Ongoing

4-H For Youth, 4-H For Life

- Background – For Youth, For Life eXtension Proposal focuses on Get Science, Be Healthy, Live Responsibly and Go Serve. The idea has been presented to National 4-H Headquarters, ECOP and Southern Region Extension Directors. Resulting from an ECOP request for feedback, the Southern Region 4-H Program Leaders see great potential and supports this concept paper 4H will flesh out the concept with IT, Communications, and key National partners including National 4-H Council and National 4-H Headquarters.
- Committee Involved – 4-H, COM, IT
- Time line – December 1, 2009.



Communications Committee

Information Items



Position Paper

- Purpose – The Communications Committee will write a position paper on the value and impact of integrated strategic communications in positioning Cooperative Extension as a relevant science-based educational outreach network.
- Committee Involved – Communications
- Time Line – PLN August 2010



Information Technology

Information Items



Web Conference

- **Background** – Foster engagement between Communications, Information Technology and subject areas, and improve effectiveness. We will conduct a webinar to discuss the interface between Information Technology, the media, Communications and our clientele.
- **Committee Involved** – IT, COM
- **Time Line** – Completed in Fall 2009

Program Committee Collaboration

- **Background** – PLN committees expressed an interest at this year's conference in a higher level of collaboration with this committee. Will contact all committee chairs.
- **Committees Involved** – All
- **Time Line** – July 2010



Middle Management

Information Items



Urban Task Force

- **Background** – The Urban Task Force will develop at least 3 webinars, engage PLN committees in goal accomplishment and finalize input on the creation of Urban Institute.
- **Committees Involved** – MM and representatives from other PLN Committees.
- **Time Line** – 2009 - 2010



Pre-PLN Conference Session

- **Background** – A pre-PLN Conference Session will continue to be held to address urban programming needs
- **Committees Involved** – MM and the Urban Task Force with representation from other committees
- **Time Line** – August 23, 2010



Bi-annual Conference

- **Background** – The MM Committee will continue to offer a bi-annual Middle Management Conference. Tentative plan is for Oklahoma to host.
- **Committee Involved** – MM
- **Time Line** – April 2011



Middle Management Exchange

- **Background** – Continue to seek opportunities to engage with middle managers from other regions.
- **Committee Involved** – MM
- **Time Line** – 2009 - 2010



Effective Advisory Systems

- Background: Strong advisory systems are vital to the success and relevance of Extension
- Committee involved: MM
- Action Requested: Encourage state Extension directors/administrators to emphasize the importance of creating and maintaining effective advisory systems
- Time line: 2009 - 2010



*Program and Staff
Development*

Information Items



Description of Best Practices

- Background: Clarity of Best Practices in Human Capital Development
- Committee involved: PSD with input from other committees.
- Action Requested: Develop regional statement on foundations of human capital development, including the following:
 - definition of human capital development;
 - aspects of hcd that are relevant to extension;
 - obtain PLN-wide acceptance.
- Time line: 2009 - 2010

Management Skills/Leadership Development Training

- **Background** – Administrators charged the Program and Staff Development Committee/Task Group to provide new or identify existing materials on management skills and related training for county directors.
- **Committees Involved** – PSD and MM
- **Time Line** – December 1: Draft of modules on
 - *Financial management*
 - *Managing conflict*
 - *Leading the total program*
 - *Managing people for performance (Performance Appraisal)*
 - *Coaching*

Program and Staff Development Virtual Conference

- **Background** – Given the economic situation, the PSD Conference scheduled for October will be held as a virtual conference. The conference will be open to program and staff development professionals across the Extension system.
- **Committee Involved** – PSD
- **Time Line** – Conference dates are December 7-11, 2009. Multiple sessions will be held each day.

Professional Development Association

- **Background** – Extension program and staff development professionals are seeking an organized forum to share information, advocate for the profession, enhance multi-state efforts and provide a venue for professional development for our peers.
- **Committee Involved** – PSD
- **Time Line** – August 2010

Cross Committee Issues

- **Background** – PSD committee members participated in cross committee discussions. The committee committed to contributing to *Benchmarking Program Impacts and Human Capital* issues.
- **Committee Involved** – PSD
- **Time Line** – August 2010