

Making *Magic* Real:

LINKING INNOVATION TO IMPACT

Action and Accomplishments

Combined Committees

2018

Making *Magic* Real:

LINKING INNOVATION TO IMPACT

Action Items

Action Items – 4H & Youth Development

- **Background:** 11 Southern Region states have teams that are attending the Civil Discourse train the trainer training at the National 4-H Center the week of August 27-31 (AL, AR, FL, GA, KY, MS, NC, SC, TN, TX & VA). Teams are made up of 1890 & 1862 representatives
- **Committee Involved:** All committees. The Civil Discourse training is for any and all Extension professionals. At the end of the training, each team is supposed to come up with an action plan to have at least one training within this 4-H year.
- **Action Requested:** AEA & ASRED help facilitate and encourage participation in face-to-face trainings of Extension Professionals in their states. Goal: 100% of States participating in the Southern Region will have representatives complete Civil Discourse training
- **Timeline:** By August 2019

Action Items – 4-H & Youth Development

- **Background:** Exploring the development of a Regional Youth Science Challenge
- **Committee Involved:** 4-H
- **Action Requested:** Facilitate and encourage creation of a visioning team to explore a Regional Youth Science Challenge.
- **Timeline:** By August 2019

Action Item: Family & Consumer Science

Background: Farm Bill Nutrition Education Conference Committee

Committee Involved: FCS

Timeline: Undetermined

Proposed Action Items from FCS for Extension Directors and Administrators

- **Plan A:** The Farm Bill passes with the unification of SNAP Ed and EFNEP
 1. Support Congressional funding for technical assistance and training components to build capacity for continued effectiveness across the nation for limited resource nutrition education programs.
 2. Support flexibility of implementing agencies to use funding under uniform guidance with more autonomy than under current FNS budgetary oversight.
- **Plan B:** The Farm Bill does not pass this year and it is postponed
 1. To have the SNAP Ed Program Development Team, along with Ron Brown, Albert Essel, and Rick Klemme, work closely with Cornerstone and K-Global to provide information on the guidance Extension proposed for the viable implementation of a unified Best Practices in Nutrition Education program through the Farm Bill.
 2. For Cornerstone to assist in working with NIFA to seek an increase in the EFNEP budget allocation for FY 20 to fund the capacity building training for those state extension programs which currently do not receive SNAP or EFNEP funding.

Making *Magic* Real:

LINKING INNOVATION TO IMPACT

Accomplishments

Accomplishments – 4-H Committee

- National Shooting Sports Coordinators Conference, hosted by Louisiana, reached 36 participants from the across the nation.
- The Great American Seafood Cook-off, held in Louisiana, had 7 teams from 6 Southern States compete in the competition.
- The National 4-H Food Challenge, held in Texas, had 9 teams from six states compete in the competition.
- The Music Education Summit, hosted by Georgia reached 143 youth and adults from the nation.
- The Southern Region Teen Leadership Conference, hosted in Tennessee, reached 375 youth from 14 states.

Accomplishments – Ag. & Natural Resources

- Plan completed for Joint North Central and Southern Region ANR Program Leaders' meeting – Scheduled June 4-6, 2019.
 - The Association of Public and Land-grant Universities
1307 New York Avenue, N.W., Suite 400
Washington, D.C. 20005-4722
 - Hotel Booking TBA
- Financial Crisis in Agriculture for the Southern Region to address loss of equity in farms and ranches - Published
 - Surviving the Farm Economy Downturn - Published
<https://afpc.tamu.edu/extension/resources/downturn-book/>

Accomplishments – Communications

- Developed a list of basic communication and marketing competencies and learning objectives, and began to assess what training content is available to support these objectives. We shared documentation with the PSD committee for review and feedback.
- Developed a model communicator of the year award template for Extension specialists/agents/educators (non-communicators) to be piloted at the state level.
- Developed a set of best practices for communicating Extension's relevance and credibility to be shared with the directors and administrators as well as communications professionals in the Southern Region and beyond.
- Conducted an inventory from the Southern Region institutions on common methods for evaluating communications as a foundation to develop common measures.

Accomplishments – Community & Resource Development (CRD)

- Completed 2017-18 CRD Indicators Report.
- Conducted monthly webinars and submitted monthly articles to Around the South newsletter highlighting Extension CRD programs and professionals.
- Convened working group to develop working draft of the concept paper on positioning Extension for the future with representation from all SR-PLN committees, including 12 institutions with both 1862s and 1890s.
- Completed survey of Extension agents, middle managers & others to determine topics of interest for 2019 CRD 101 trainings.

Accomplishments – Family & Consumer Science

- Health Specialists with program leaders and directors' support lead the nation in Diabetes National Prevention Program.
- Multi-state funded grant on Cancer Cooking Schools between Prairie View A&M and University of Georgia
- Finished Mapping Project 1890/1862 FCS programs by zip code for those states who submitted data; continuing.
- FCS Messaging Initiative Survey - continuing.
- SERA 47 – Local Food Systems – continuing.
- Share our Science - continuing

Accomplishments – Information Technology

- Through the leadership of committee members, the National Extension Technology Community's organization and professional development opportunities were strengthened. The organization is now a more relevant resource for the Southern Region.
- Compiled list of commonly used technology tools which can be used by virtual teams and other groups when collaborating across the region.

Accomplishments – Middle Managers

- Produced quarterly newsletter for 2018
- Conducted webinar series on Management/Development best practices
- Collected state performance appraisal tools for Extension staff; posted to MM website
- Presented information on motivating agents to achieve/reach performance potential
- Compiled draft Best Management Practices Guide for recruiting and hiring

Accomplishments: Program & Staff Development

- 2018 Virtual Summer School: Diversity and Inclusion 101, July 2018
Included 5 sessions; total live attendance: 991; YouTube views: 195
- Core competency framework for county Extension agents/educators compiled based on commonalities across the states.
- Needs assessment with other committees to identify future evaluation priorities (28 respondents).