

CRD Agenda – PLN Annual Meeting
Aug 19 – 21, 2014
Ft. Worth, TX

Tues, Aug 19

7:00 am Continental Breakfast
8:00 am General Session & Workshop
12:00 pm Lunch

1:30 pm Committee Meetings (with Administrative Advisors)

- **SRDC Update:**

- **Rachel W.:** This is the same presentation that will be shared with AEA and ASRED. SRDC serves 13 states in southern region. Three priorities of SRDC are 1) fostering civic minded communities, 2) building economically vibrant communities and 3) enhancing distressed communities.
- **Turning Tide on Poverty:** in extension since 2004. Research concentration this year by revisiting areas completing this project in the past. Ripple Mapping used in evaluation. Looking at “when this type of civic engagement is taking place, what types of things happen”. Building human capital assists in making people more efficient.
- **Stronger Economies Together:** 50+ regions either have gone or currently going through SET program.
- **National eCommerce:** new curriculum and new processes. Pilot looking at social media assisting growth of small business. Hopefully complete to share next year.
- **Entrepreneurs and Their Communities (eXtension):** webinar series about once a month.
- **Broadband Grant:** grant looking at how broadband may or may not impact rural business.
- **Enhancing Distressed Communities through Strengthened Partnerships:** current projects include Ready Community; Community Assessment and Education to Promote Behavioral Health Planning and Evaluation (CAPE)
- **SERA 37 Revitalization:** working with Hispanic population.
- **Poverty Summit:** working with federal bank of Atlanta on poverty.
- **Building Capacity in the South:** Curriculum Development & Training; networking meetings; and funding support.
- **Measuring Community Development Impacts:** Susan will elaborate later in meeting.
- **New Horizons:**
 - Regional & Local Food Systems: how do we help entrepreneurs get started; how do we develop markets; and what impact measure may be meaningful.
 - Strike Force Counties/Promise Zones:
 - Building Capacity to Respond to Funding Opportunities
 - Rural Veterans
 - Measures of Rural Vitality
- **The South: A Few Starting Points**
 - Community, Local and Regional Food Systems CoP on eXtension
 - Farm to Table International Symposium co-sponsored by LSU AgCenter

- AFRI Community Foods Projects Competitive Grants Program proposal submitted
- Program & Staff Development
- Northeast Regional Center for Rural Development's offer of assistance
- Middle Managers' survey of the South
- Community & Resource Development scan
- SRDC's RIDGE Program
- Measures of Rural Vitality
- Brent Elrod: working with quality of application process in Food Systems for Farmers Markets and AMS funding and management of grant for successful awardees.
- Rachel W.: in second round of review of applications for SRDC director. We made one offer, but their university countered and we lost that opportunity. Position is opened until filled, encourage applicants you think may work out well in this position. One person to interview this fall.
- Lee J.: Rural development offers more diverse assistance for funding as opposed to AMS. RD is a lot less restrictive with funding.

- **NACDEP Update:** **Allison Davis & Stacey McCullough**
 - **Background:** NACDEP is the Arm for Extension CD. Assisted in hiring of Brent Elrod. Member sit on JCEP board which helps get a stronger voice for NACDEP as premier national recognized organization.
 - **Awards:** Annual regional and national awards. They range from individual to teamwork categories for each area. The south has not been well represented as other regions. South is pushing that CRD professionals get awarded for their programming. Award applications are released late January and awards presented during spring conference. All encouraged to apply.
 - Bonnie Teeter award is through SRDC but awarded at annual NACDEP conference. It will be for early career which is less than 10 years of service.
 - JCEP award of \$1000 in each program area is given. Purpose is anyone working across programs. Application is not difficult to complete and is released at beginning of year.
 - **Membership:** \$75 annual fee; must be a member of NACDEP the year prior to and of the year you are up for award.
 - **Electing Officers:** President-elect (1 year); 1890 representative (2 year); treasurer (1year); secretary (1 year)
 - **Webinars:** Strengthening collaborations with SRDC. NACDEP completed member survey inclusive of "what type of webinar series would you like to see?" When closed, results will be shared with Rachel W. The idea is to host a webinar at least quarterly.
 - **2015 Conference – Little Rock, AR:** May 17-20, 2015 at Double Tree in River Market area.
- **USDA-Rural Development (RD) – Rural Community Development Initiative**
Lee Jones:

- Virginia has been moved to northeast and we have included Puerto Rico in RD. Several initiatives not all country wide. Poverty Targeting (20/20/16) is only initiative in every state.
 - RD receives allocation from Washington and provides loans to local level. In planning phase, we wanted to make sure CED is a practice not a program.
 - Farm Bill mandates RD has to do CD. Emphasized in current administration. As lead entity for community affairs, making sure to give robust efforts. This is implemented in various phases. Phase I included developing community development curriculum and strategic plan. Many initiatives focus on regional efforts. Community is individual or group focused. Phase two trainings - two trainings held so far: West in Phoenix, AZ and Southern training in New Orleans, LA. Northeast in Boston on next week. Midwest on September 8, 2014 in Cincinnati, OH. Phase III is post training implementation – making sure states design plan of work. Working on changing thinking of RD as loaners. Phase IV follow up and reinforcing – make sure we’re building on from regional networking. Rachel taught conflict resolution course. Many soft-skills courses taught. Next year focus will include learning knowledge area while defining roles as facilitators.
 - Working to enhance performance plans. Make loans to individuals, nonprofit groups, businesses, etc.
 - Working with employees to understand RD programs may not be best suited for said community. Challenge employees to accept the things they cannot change and strive to do better. NO training went well but Southern region should be strongest.
- **New on the Horizon:**
- Regional/local foods:
 - Rachel W.: Hope to do sooner is listen to what’s importance to state and what you are working with. Brent listening to federal partners to opportunities for local level. We must look at what we have and where potential is then report to Brent what we need and ask for him to look for opportunities in local food systems.
 - Extension must collaborate and move elements further. Should work with RD to utilize funds to conduct assessments on healthy eating.
 - ERS conducting census on local foods. ANS subcontracted work on how to produce foods for economic systems.
 - Some work being done on eXtension’s Community of Practice (www.extension.org).
 - Jones: Secretary of Ag releases focus area for each year and one constant focus is “food”. Funded food programs include farmers markets; food hubs (technical assistance to farmers); cold storage (in particular for small farmers); research on mobile cold storage; renewable energy; and value added.
 - Innovative strategies to increase healthy eating other than SnapEd must be considered. Such as providing fresh foods in corner markets, mobile markets, etc. which increase access to healthy foods.
 - Susan Jakes: What are CD efforts around local food policies? A list should be developed on how CD can contribute to efforts around the region. Also, doing an economic impact analysis may be helpful.

- Rachel: CD professionals can assist through grant writing to assist these individuals.
 - Stacey: NGO's are looking at how to reach out to these persons looking for assistance. We may not be doing a good job connecting farmers to local resources.
 - Action Item: do we want to build small group to look at CD role in local food markets for next year? List of those interested provided.
 - **Measures of Rural Vitality**
 - Would like to complete pilot program in south which measures regionally rural vitality looking at possible issues around local foods. How would this be used (Stacey M.)? Impact measures...how we show we are meeting the need (Rachel).
 - Still in beginning stages. Only one call held thus far.
 - **Agricultural Marketing Service (AMS)**
 - Model SRDC would like is that we have a regional person identified who will work with Rachel in south and pair with other regions. Go to DC with AMS and be trained on what they want. Then each regional team would set up trainings (train-the-trainer).
 - Will be looking for someone interested in being that regional person. If two states would like to tag-team, option is available.
 - Less like SET, more of serving as technical assistance person in regards to proposal writing.
 - POW Item: Volunteer in train-the-trainer
 - CFED's Asset Score Card-available for each state. Has four categories and then a grade for each state and also for policies for each state.
 - Community Assessment and Education to Promote Behavioral Health Planning and Education (CAPE)
 - Strong Economies Together (SET)
- **NIFA Update – Brent Elrod (via Skype):**
 - Appropriation budget is really low for RD to carry out objectives of RD offices but work is effective.
 - Since appropriation budget is low, collaborations are important. Health Services administration increasing funding to \$4Milion. Regional directors meeting with SAMSA to determine how this will be done.
 - Has five competitive RFA's out currently working with military communities and families. Please push out emails to your network, Brent ready to assist with connections to these funding agencies.
 - USDA launched new portal for new farmers in particular with group of VA. On usda.gov.
 - Grant for \$100,000 for small businesses for research. Need feedback to determine if good area to research.
 - Promise Zone proposal discussed and awarded.
 - Meeting with Appalachian Region Commission (ARC) representatives to discuss collaborations. Also show interest in veteran community, culture (why the arts?) and civic engagement. Inclusive of Appalachian states.
 - Looking at how we can work across disciplines to all work towards a similar goal.

5:00 pm

Adjourn

Wed, Aug 20

7:00 am

Continental Breakfast

8:00 am

Committee Meetings (no Advisors)

- **Knowledge Areas**
 - o
- **Regional Indicators Discussion**
 - o Susan: National group formed to develop indicator list. National group agreed on common indicator (look on National Framework for Community Resource and Economic Development Program Indicators handout).
 - o Dave S.: Speaking on Rural Vitality as on yesterday, issues include process issues, how we are going to collect the data, are we going to require that it be verified. Today we have a list of approx. 13 indicators, anything we will measure. Within indicators, we have outputs of our efforts. Outcomes are different, it is what it is we hope our work does. Would like to focus on outcomes not outputs with the 13 indicators.
 - Outcomes are the numbers touched; outputs are the changes that have happened as a result of the meeting. Basically, outputs are the attitudes and knowledge change that has happened.
 - o Dave S.: We want to determine exactly what extension can take credit for, hence the phrase "If it weren't but for the work of Extension...". We must clarify what it is we want to capture in our indicators and how to have this dialogue with local stakeholders, policymakers, state and federal agencies.
 - o Indicator group activity revisions attached (Susan/Dave).
 - o Indicator committee selected: Crystal, Allison, Stacey, Susan, Sarah, Mark and Dave
- Measures of Rural Vitality (revisited)
- CRD work in the South – Alison Davis
- First Impact Report

10:00 am

Break

10:30 am

Community Development 101 Institute (Charlie)

- Found county agents had strong need for community development training. Bought CD 101 to Florida to train about 17 persons in 2013. Is willing to promote this course to other areas.
- Resurgence of Urban Extension: Lot of traditional mindset in extension currently; too Ag focused. First white paper for USDA (1996) on UE, states same issues Extension suffer today. Will send letter, The National Urban Leaders Manuscript, to Michelle. ECOP will be looking at UE from a "what do we do with it" perspective. **May 2015 is UE Conference in Atlanta**. Meeting in conjunction with staff development conference in San Antonio, TX December 6-9, 2014. Larger stakeholder base and partnership opportunity in urban counties.
- Dr. C. Stovall: UE needs a defined characteristic. Many persons in extension are not aware they are currently doing programming in urban areas and others are confused as to how to remove the traditional method of thinking of Ag (animal and farming) and adapt to UE.
- Information Item: how to work with middle management and across other program areas.
- Charlie: in regards to UE, move away from the word "program" and towards the word "project".

Committee Meetings (no Advisors)

- Elect new program committee officer (Secretary) & PLC representative (1862);
Nominate Individuals to Serve on NACDEP Board of Directors (revisited)

- **Brief 2013-14 Plan of Work review – consider 2014-15 Plan of Work**
 - **Accomplishment / Info / Action Items work**
 - **Item to Accomplish (Review of 2013 POW):**
 - Ready Community: On-track to completing the 1890 Ready Community curriculum (Alison). Has struggled to get group together.
 - SET: SET is in Phase V. Rachel will follow up with more information on involvement.
 - Adult Entrepreneurship: Group decided to not duplicate efforts (conversation with Chuck). No further pursuit necessary.
 - Southern CD: training held October 2013.
 - **Accomplishments (PowerPoint from Michelle)**
 - Resumed the Community Development agent training (Community Development 101)
 - Held in Kissimmee, Florida (Oct. 2013)
 - Completed the initial data collection for CRED program indicators.
 - 11 of 12 states contributed to the report.
 - Completed the preliminary assessment of activities that demonstrate low CRED programming impacts County Commissioners.
 - Complete a document that showcase existing CRED programming across region.
 - **Information Items (PowerPoint from Michelle)**
 - Background: Community Resource Development (CRD) state program leaders are continuing work to refine common impact indicators and highlight success stories.
 - Committee involved: CRD
 - Information: It is important that all states participate for robust reporting and comparison with the other three regions. Current indicators available at <http://rrdc.info>.
 - Timeline: August 2015
 - Background: There is a need to provide basic CRD training to agents and integrate special topics (e.g., urban programming) as needed.
 - Committee Involved: CRD/MM
 - Information: Schedule one regional workshop during the programming year; the agenda for this workshop will build upon input gained from action item.
 - Timeline: August 2015
 - **Action Item**
 - Background: There is a need to better understand the local cross program needs and identify key opportunities for CRD programming to build capacity across the Southern Region.
 - Committee Involved: CRD
 - Action Requested: We would like to convene a meeting with each institution to develop a capacity building agenda for CRD

programming. Recommended participation should include CRD State Program Leader, 1 MM & 1 county/parish person.

- Timeline:
- Secretary position filled: Crystal Tyler-Macky was nominated and confirmed as Secretary. She is agreeing to participate on monthly calls (6 teleconferences and one face to face. Responsibilities include taking notes and distributing them, and keeping a record of the minutes. You are also committing to becoming Vice Chair and Chair...so serving for three years. And we need to consider participation in NACDEP.
- 1862 PLC Representative position filled: David Shideler was nominated and confirmed.
- NACDEP Board Nominations:
 - President Elect (three year commitment, Monthly 1.5 hour phone calls, board retreat in location of next conference, attend the conference, representative of the JCEP Board, meet every month by phone, you are part of the JCEP planning conference, part of the road show for JCEP. It's a great leadership role, great networking role, very exciting). The PLN nomination is a nomination to place name on the ballot for voting.
 - James Barnes (MS), Rebekka Dudensing (Texas)
 - Treasurer (one year term) – Notie Lansford (OK) nominated and confirmed.
 - Secretary (one year term) – Jamilla Hawkins or Kittrane Sanders (NC)
 - 1890 Regional Representative (two year commitment) Joy Moten-Thomas (GA); Buddhi Gyawali (KY)
- **2014-15 POW (see attached sheet)**

12:00 pm Lunch
1:30 pm Committee Meetings
- Finalize Plan of Work, Action/Info/Accomplishment reports, call schedule, etc.
3:00 pm **Accomplishment, Info and Action Items Due**
3:15 pm Break
3:30 pm Committee Meetings (with Administrative Advisors)
- High priority topic (possibly from “new on horizons” discussion from Tuesday)
5:00 pm Adjourn

Thurs, Aug 21

6:30 am Continental Breakfast
6:45 am PLC Meeting (includes current, incoming, outgoing PLC Members)
8:00 am Committee Meetings (no Advisors)
- Approve July 2014 Meeting Minutes
- State Reports (2 to 3 min. max)

- Allison: Hiring 3 more CRD persons. Doing youth leadership engagement year-long project. Youth travel to local and state government; writing grant for community facility. Year ended with a shark-tank where youth present their ideas.

- Sarah: Lean Startup 60x program, 60 days of intense services. Teaching 20 entrepreneurs new tools and tricks for startup. Working on training all-woman crew to conduct certified deconstruction preparing for a living city block to make more sustainable. Youth leadership; entrepreneurship; and makers camps in facility. Assisting hobby and professional growers.
- Crystal: initiatives continuing to move forward and some growing. One team member focused on land use planning and citizen planning. Also planning with elected officials. Local foods growing area, one person focused on this area 95% time. Civic engagement activities which pull persons together around local food issues under way. Energy issue partnerships formed. Youth leadership more 4-H but other leadership projects include elected officials, etc. Topics include team buildings and conflict management. Disaster preparedness coordinator for state.
- Joy: Phase III SET, had two regions. In closing phase now. Preparing for upcoming POW, unsure of direction but no agents with CRD percentage. Joy only one with CRD appointment. Counties drive CRD focus and specialized programming developed. Joy holds dual role as CRD contact and administrator.
- Kenyetta:
- Michelle: Kellogg funding to assist with building collaborate networks on structured racism in food systems. Curriculum to work with youth group empowerment on issues that concern them. This is a planning grant and looking for future opportunities for future growth. Working with SRDC for Ready Community. Will be a part of the pilot project. Work with state advisory board grassroots leadership conference. Focus of this conference is to discuss issues affecting them in their communities and connect them with programs that could help them in their communities. Next year focus is figuring out how to give support in entrepreneurship, etc.
- Dave: 3 state specialists (2 dedicated to Health Needs Assessments, 1 Solid waste management); 2 county agents who focus on CD. Looking at commercial composting; tornado salvage issues. eCommerce small business web training, web site development, building online store fronts via technology. Involved in SET, have 4 regions and a part of national team. Retail trade analysis; microeconomic updates; economic impact contact. Look at Hydraulic Fracturing and horizontal drilling in OK. Working with FCS, Plant and Soil Science and Geology persons to determine costs and benefits of drilling. Training educators on how to attack housing issues. Local foods, FCS doing nutrition, Dave doing economic aspect. Leadership, Civic Engagement and Entrepreneurship – lost full time person so no programming in those three areas. Working with administration to recover position.
- Mark: Interviewing for a few positions. Will send advertisements to listserve; 100% extension on campus; replaced position after budget cuts. Director provided funding for PhD funding to work with college of Architecture to build cooperation between college and Ag/Architecture for joint classes and city programs. Deciding on small communities to work with. Texas rural leadership program to hire researcher to provide new leadership to KLRP program. Economic impact analysis work – Scotty's house; Texas rice industry work continues; tourism and economic impact;

build material for coops and explain economic impact of coops to the economy.

- Jimmy: 4 full-time extension agents, 1 specialist. Some vacant positions. Expand to Strike Force communities; determining issues in priority counties. Contacted FSA county coordinators, research was not feasible for need of institution. State contracting programs, partnered with state comptroller's office to identify issues for HUB (women and minority) owned businesses that limit them from getting state contracts. Pilot program worked well so implementing in counties; 2 of 4 completed program. Energy audit training going well; 15 persons trained, 9 certified through Building Performance Institute. Ready Community involvement; met with state director and gained full support.
- Susan: Phillip Morris project with health and safety training underway. About 1200 producers in training; coalition building, family and youth work all in comprehensive project. Asst Mapping Program which does planning to do youth development asset mapping to bring together whole communities to do planning around economic development.
- Buddhi: volunteering in extension. Writing grants with other agencies to conduct work in extension. 3 major grants with CD activities. Business and Cooperative grant through USDA, working with farmers and farm workers in Western Kentucky. GIS and database for small farmers in Western Kentucky. Mapping them out and help them understand where resources are in relation to their homes to get them more benefits and capital and peer learning. Partnering with university in Mississippi and Alabama to help expand database. Creating map and helping with one-on-one technical assistance. Last project looking at oil mining and issues to human quality of life. Organizing focus groups at University of Tennessee to gain perspective of oil miners. Organize annual small farm conference hosting 200-250 persons across state. Monthly event with SARE and 2501 grant.
- Charles Artis: South Carolina State – looking at ways to get funding and training to minority small business and housing. Created CD Corporation. Worked with CDC to get that funding. Received funding through HUD to complete training and technical assistance to give small grants to minority small business and housing. Have SBDC in school of business so partnered to work in community to develop a SB workshop series. Had community meetings; 25 small businesses participated. Completers were able to write proposal for \$100K; 25 submitted, 15 selected; large ceremony at end over 150 individuals and families involved. Housing – elderly owned homes in disrepair; assisted 16 homeowners with weathering rehab and received \$30K in rehab.
- Stacey/Wayne: Allocated space in quarterly magazine. Demand for leadership increasing; have state wide program but local level requests increasing on specific training beyond ability to supply. Hoping for funding from next legislative sessions to replace positions. Launched collaborative project with 4-H leadership. Statewide camp in June 2014. Wal-Mart interested in continuing youth entrepreneurship program. Local foods – applied for AFRI grant; doing pilot program in 3 counties. Looking to fully develop and work program with Ag and FCS for this program.
- Sumner: director invested at state level and solicited support from state legislator. Disaster preparedness, impact studies, regional trade

analysis...Broadband and education efforts are difficult but now seeing fiber role out to more rural areas. Intelligent Community Institute working with local/rural communities to teach benefits of broadband. Establishing incubators.

- Rachel: introduced idea of regional monthly highlights and webinars. Each state takes a month and commit to submitting a story which highlights the work taking place in your state and preparing about a 20 minute presentation to conduct a webinar. (Dave) Let's begin to look at cross-state funding since budget constraints are being experienced across the nation in extension.
 - Stats America web site from Purdue
- High priority topic areas
 - Susan: Really get CRD group to commit to staying here until 10A, in particular the PLC chair should prepare to stay until 12P for future conferences.

10:00 am Break

10:30 am **Committee Meetings (no Advisors)**

- Finalize all items; make work assignments for next call.

12:00 pm **PLN Adjourns**