

CRD Conference Call/Web Meeting

December 8, 2016

Agenda

Attending: Dave Shideler, Joy Moten-Thomas, Rachel Welborn, Crystal Tyler-Mackey, Mark Waller, Tim Cross, Jimmi Henry, Kathy Coleman, Franklin Jackson, Susan Kelly, Novella Ruffin, Christopher Cotton, Rod Clouser, Matt Fannin

- I. Opening Business Crystal Tyler-Mackey
a. Approval of October Minutes

Administrative announcements – Dr. Cross – good work, carry on

- II. NIFA Update Brent Elrod

- III. NACDEP Update Susan Kelly

Call for preconference and ignite proposals is out. Many of you are reviewing proposals, we are still looking for conference sponsorships or paid exhibitors, nominations are out

President Elect:

Candidate 1 - [Caroline Backman](#)

Candidate 2 - [David Civittolo](#)

Secretary (uncontested)

[Suzette Barta](#)

Treasurer (uncontested)

[Nancy Bowen-Ellzey](#)

North Central Region Representative:

Candidate 1 - [Wayne Beyea](#)

Candidate 2 - [Melinda Grismer](#)

Candidate 3 - [Brian Raison](#)

Western Region Representative:

Candidate 1 - [Roslynn Brain](#)

Candidate 2 - [Laura Ryser](#)

1890 Representative:

Candidate 1 - [Adam Hodges](#)

Candidate 2 - [Dreamal Worthen](#)

- IV. PLC Committee Update Iris Crosby & Dave Shideler
PLN week of Aug 21-23 in Fort Worth, Texas. PLC decided to keep the general sessions and keep the mtg the same length. Seeking a keynote speaker and want to have the themes from the keynote woven through the committee mtgs with guided questions or themes for the committees. There will also be an ignite session at PLN. Looking to restructure for 2018 – Iris will be our rep. How to balance folks on multiple committees, how to shorten the amount of time needed in committees, how

much overlap with administrators is needed? There is an award structure being developed, wanting to award people who are not communication specialists who do good work in communications, look for it. Also the Comm Comm is developing a curriculum about how to do better communications. PLC is also looking for topics for preconference. Will alternate with urban extension.

Discussion: There have been a handful of comments about length and not needing general session and keynote. Committees are agreeing with sentiment. Do we need committee time? 11.5 hours? Can it be shifted to conference calls? It's the wrong time of year – we do need the time though. Purpose of PLN is to work across the south to advance collaborative work that will enhance our work across the south. Some committees really capture what all states are working on – we sometimes do this well. Indicators work is a good example of something that has worked well.

Do we need to have administrators sitting in our mtgs? Very valuable to have them in our committee – our CRD unit is small – the more we can expose administrators to what we do the more it can add value to our programs. It seems valuable, but could be more focused, shorter and twice – so we can pose questions and then later get feedback. It is so helpful to have them on our calls and makes it more possible to have them less time face to face.

What about people in multiple committees? A proxy might not be at program leaders table in their states. We often have proxies but it is very valuable when they are then tied into the program leaders in their state for communication and decision making. It really helps when the proxy is the designee at all calls AND PLN mtg. That way they know what is going on and can provide leadership. We might want to talk to administrators now about having consistent designee if not the actual program leader – the official program leader an join too.

V. SRDC Update

Rachel Welborn

TOAC met in October, on the survey of priorities – 3 were decided – 1. Develop pathways to vibrant communities 2. Build strategic partnerships 3. Mobilize resources around emerging needs, topics and issues

SET got a small pool of funding for SET VII. Will only be selecting 5 states for SET VII. Open to all states – announcement is very soon.

Civil discourse survey is closing tomorrow. This is a rapid response team. Will partner with Everyday Democracy and present at conference about this civil discourse and turning the tide work. They are also looking at competencies.

Personal, race relations and team. Will put up materials on asynchronous learning technology.

- VI. SERA-47 Local Foods Meeting
- VII. 50 people and all southern states except Texas. Put together a real workplan with assigned responsibilities. There will be a south foods listserve and a SERA 47 listserve. We would love to see all states and any interested folks to join. Work plan is in the working dropbox and notes will come to the SERA 47 listserve
- VIII. Plan of Work Update
- a. Convene working group regarding child poverty – Have a mtg Dec. 13th. Small group working on a framing document with how we think about community development focused on improving outcomes for children in poverty. 2nd group is working on a conversation format to talk to other program leaders to document what is happening at each University to identify strengths and gaps of current university programs
 - b. Continue in CRD indicator work and growth – Ky tool – return on investments – is it a viable path forward for us as a region. Rod – there are no a lot of people trying to do this work – it is dependent on the base dollars and how people are hired and paid for. It is a basic starting point, some would poke holes in it, but it's a good starting point. Jimmi agrees. Alison agreed to do a session for PLN group on this. We will add it to the upcoming agenda, Dave is going to follow up with Alison. You will need to join from your computer to see this session and the materials.
 - c. Identify best practices for building CRD capacity – not met yet. Need to follow-up if data from Alison's DC survey can be used.
 - d. Encourage and support collaboration with ANR and FCS on local foods systems efforts, including the proposed SERA, and other efforts. SERA 47 mtg happened. There was a call – attended by ANR and FCS to discuss collaboration and how we might want to jointly move forward. Wanted to wait for SERA 47 workplan.
 - e. Host monthly webinar series
 - i. Details of upcoming sessions and recordings of previous sessions are here: <http://srdc.msstate.edu/trainings/crdwebinars.html> Still looking for July and August topics – webinars. The next one is next week on Gas and Oil Development.
- IX. Training Needs or Opportunities – NE region is doing a Rural Business Innovation Mtg May 15-17, 2017. They are looking for workshop proposals. There is a placemaking theme. Dave will send to listserve.
- X. Other Business - North Central representative has dropped off these calls – Crystal will reach out to get a new Liaison.

XI. Conference/Video Call Schedule: 9:00 a.m. Central/10:00 a.m. Eastern

Thursday, October 13, 2016

Thursday, December 8, 2016

Thursday, February 9, 2017

Thursday, April 13, 2017

Thursday, June 8, 2017

Thursday, July 13, 2017

PLN 2017 Conference: August 21-24, 2017 Fort Worth, TX