

Community Resource Development (CRD) PLN Annual Meeting Minutes Aug 22-24, 2017 - Fort Worth, TX

Attendees: Stacey McCullough (Secretary, University of Arkansas), Rachel Welborn (SRDC), Tasha Hargrove (1890 Advisor, Tuskegee), Clarence Bunch (1890 Advisor, Central State University), Iris Crosby (PLC Rep, University of Arkansas at Pine Bluff), Crystal Tyler-Mackey (Chair, Virginia Tech), Joy Moten-Thomas (Vice Chair, Fort Valley State), Alison Davis (University of Kentucky), Ed Jones (1862 Advisor, Virginia Tech), Chance McDavid (SRDC, Mississippi State), Susan Jakes (North Carolina State), Dave Shideler (PLC Rep, Oklahoma State), Dan Kahl (University of Kentucky), Jimmy Henry (Prairie View), Mark Waller (Texas A&M), Keith Coble (Mississippi State), Sandra Thompson (Florida A&M), Michelle Eley (North Carolina A&T), Gill Finley (Kentucky State), Andrea Scarrow (University of Georgia), Steve Turner (SRDC), Sreedhar Upendram (University of Tennessee)

Tuesday, Aug 22

10:30 pm State Share Time – One Cool Thing – 3 Minute Limit

- North Carolina State University (Jakes) – new urban extension position
- University of Arkansas Pine Bluff (Crosby) – urban gardening project
- Kentucky State University – 5-year strategic plan, May 4 Honorary Luncheon, August 7 in-service (evaluation and reporting), Dr. Christopher Brown (new President)
- University of Georgia (Scarrow) – Understanding Communities, training for agents on social capital, new project involving community coalition (Ignite session)
- Oklahoma State University (Shideler) – library hotspot lending program, local foods (farmers market manager training, peer mentoring, partnership with hotel and hospitality program and Department of Nutrition)
- University of Texas (Waller) – Stronger Economies Together project (involves Prairie View) received a \$450,000 grant, NIFA grant to create online tool to identify economies opportunities, local foods project (business planning), land use planning and hazard resiliency project with numerous communities
- North Carolina A&T State University (Eley) – engage new partners in leadership development programs and youth audiences, civil discourse
- University of Kentucky (Davis) – hired 5 new people to support downtown revitalization (arts, community design, economic development, First Impressions, planner), campus-wide RWJF project to create change network; review/restructuring of Extension underway
- Mississippi State University (Goble) - \$1.3 million grant for financial literacy involving multiple disciplines and a more holistic approach, local foods
- Florida A&M University (Thompson) – helping seaside communities retain population, family heir property
- University of Tennessee (Upendram) – population changes, health impact assessment proposal under development
- Prairie View A&M University (Henry) – lost 3 people last year but just hired 2 new people, South Texas housing programs served 80 families (securing RD funding), new homeless veterans program (temporary housing, workforce development), new workforce development program related to high demand jobs (partnership with private sector)
- University of Kentucky (Kahl) – developed and initiated a two-year rotating schedule of core competency development
- Fort Valley State University (Moten-Thomas) – finished last year of Rebuilding Together Fort Valley, looking for opportunities to partner with 1994 LGUs and FERTEP, workforce development partnership with Middle Georgia Consortium and WIOA funds (help undergraduates complete last two years of college and go immediately into employment)
- Virginia Cooperative Extension (Tyler-Mackey) – 1862 and 1890 working with 1994 LGUs, multi-state 5-year CYFAR grant with Ohio State University using intergenerational strategies to

address food access, community initiatives to address childhood hunger (Virginia Food Access website transitioning from governor's office to extension in January), Rural Health and Safety Education grant to address opioid epidemic (PROSPER Youth Development System, hospital patient education program for patients being prescribed opioid education)

- University of Arkansas (McCullough) – multi-disciplinary leadership program engaging CED, FCS, 4-H and ANR program participants and alumni
- National Level (Jones) – Applications still being taken ECOP Director, Rick Klemme has been filling in on interim basis, emphasis on private resource development (e.g., RJWF)-related challenge that no authority for national mandates, National 4-H partnership with Microsoft to focus on broadband, upcoming conversation with Facebook (what needs to happen and are we willing to change how we operate to do that?), Calls to Conversation
- Regional Level (Jones) – Robert Burns new Extension Director at University of Tennessee; Rick Cartwright at new Extension Director at University of Arkansas, Dr. Trapp will be retiring from Oklahoma State University at end of year; Gary Jackson outgoing ECOP Southern Region Chair; Gary Lemme incoming ECOP Southern Region Chair; Tom Dobbins, Gary Lemme, and Ed Jones are our ECOP Southern Region Representatives
- Central State University (Bunch) – crowdfunding approach toward food deserts, ag business planning, in process of hiring new CRD program leader
- Tuskegee (Hargrove) – small farm innovation center grand opening

1:30 pm

Committee Meetings with Administrative Advisors

- SRDC Update (See attached Powerpoint presentation) – Steve Turner and Rachel Welborn
 - Steve Turner, Rachel Welborn and Chance McDavid are SRDC personnel
 - Snapshot or current initiatives
 - Stronger Economies Together (SET) has leveraged USDA RD investment (\$3.8 million) to generate \$745 million to support economic development in regions throughout the country
 - SERA 47 Southern Region Local Foods Initiative - 5 goals (identify top 10 pressing issues, create learning communities, design a resource bank, strengthen impact measurement, identify successful models)
 - Emerging topics
 - Broadband adoption – reemerging interest for rural communities – team working on
 - Opioids – CAPE Community Behavioral Health Training webinar series (North Central region is lead)
 - Big data for local decision making – national survey has been done – currently looking for existing models and exploring how to build capacity
 - Civil dialogue – Rapid Response Team (Civil Discourse on Race Relations) website is up – looking at how best to provide training
 - Community development indicators (see handout)
 - Rural America Counts developed for new administration
- April 25 Declaration creating the President's Interagency Task Force on Agriculture and Rural Prosperity (<https://www.whitehouse.gov/the-press-office/2017/04/25/presidential-executive-order-promoting-agriculture-and-rural-prosperity>)
 - Need to collect this information for each state to show what we are doing related to items in Section 4
 - Haslett areas of interest – leadership development, partnerships to leverage resources, small business professional development – also bullets i, iv, v, vii
 - Plan of Work Item for our committee (2017-2018)
- CRD indicator work and growth (*POW item*)
 - Need new volunteer to serve on national committee
 - Completed for year (July 2017)

- New chair needed for SR group
- Identify best practices for building CRD capacity – ROI, survey (*POW item*)
 - Alison reviewed results from the CRD survey she conducted last year for Brent Elrod (see attached)
 - Alison shared the return on investment survey she uses (see attached) – this new version includes indirects –
 - Add ROI box to indicators report for those interested in collecting that data for 2017-2018

3:30

Committee Meetings with Administrative Advisors

- Capacity Building/Training
 - Foundations of Practice/Enhancing Rural Community Capacity (ERCC) Community of Practice - new efforts to expand this national CRD training effort to Level 2 (applications of core competencies) and 3 (experiential) trainings
 - Ken-Ten model – required Foundation of Practice ahead of time – rigorous in person training
 - Possibility of distributed model? Not sure would work well.
 - Target audience is experienced integrated agents who are established in community
 - Sub-regional training?
 - Reframe – redefine what CRD is from an agent and organizational perspective
 - CDC projects as another example
 - Let’s do something - Plan of Work Item for our committee (2017-218)
 - Need a formal response to Harwood’s presentation

Wednesday, Aug 23

8:00 am

Committee Meetings (no Advisors)

- Capacity Building/Training, continued
 - Multi-state committee/work team training (see handout)
 - This is a new initiative looking at developing a series of training seminars for people leading virtual multi-state teams. What are best practices? How do effective facilitators/chairs lead these groups?
 - Rachel shared a “proposal” to explore training needs and best practices for virtual workgroups. SERA-47 is looking at something She is also discussing this with program staff development.
 - Stacey suggested the bigger issue is a lack of leadership and personal responsibility for members of online groups. This was followed by a discussion that while this is true, there are some specific best practices that are unique to online workgroups.
 - Dan shared that the Community Development Society has initiative focused on online engagement of its members. He would be willing to collaborate on this.
 - Stacey indicated that Arkansas is doing a lot of work in this area and suggested Rachel reach out to Julie Robinson, Karen Ballard and Mary Poling on this concept.
 - “Grab and Go” resources
 - Last year we discussed creating a library of materials that could be used for quick community development sessions. However, no progress was made.
 - Dave voiced a concern that there is no incentive for people to contribute to this effort. In addition, there are tons of resources already out there.
 - People generally agreed that there is a need. The question was raised that University of Kansas already has an online community toolkit. To make it manageable we might think about creating one piece for each core competency.

Alison offered to create something on local government officials. There is an opportunity for co-branding. May want to pick out a few agents in each state to identify potential topics for which resources are critically needed. Need to track usage after a year before invest any more time into this effort. Still concern whether agents will actually use the tools.

- Possible Action Item: Develop core competency list (Foundation of Practice, training team list from two years ago), develop Qualtrics survey, send to 5 agents per institution and possibility a few middle managers and program staff development to identify topics. – Alternatively, build tools for Ken-Ten training and then post to website. Still need for survey to identify topics.
- Harwood's talk: Are we doing the work that needs to be done? And reflecting on Rich.
 - From PLC's perspective should we even include a motivational speaker or professional development at the conference? Administrators and directors felt there should be an aspirational component of the conference. Response from committee was that it needs to be usable in committee work. From a CRD perspective, since this is what we do, how can we help the other committees?
 - IT requested Dave attend part of their meeting. Discussion centered on how can IT partner with us by providing tools and support for community development work. Should this be done on a state-by-state basis or regional basis?
 - Example would be county profiles that many states do. LSU has data visualization capability.
 - Discussion relates to second keynote question regarding gaining a deeper understanding of people's shared aspirations.
 - Add people from IT to virtual workgroup team.
 - FCS committee (Debbie Murray) would like to work more closely with us. Want to hold one or two joint committee calls for next year. It involves tools, it involves a holistic approach toward solving problems. What does this mean? How do you do this?
 - Ask Ed Jones to delve deeper into this idea of completely changing how we think about what Extension is (Virginia, Southern Region Administrators). Move away from silo disciplinary silos, change how we hire and think about Extension jobs. Possible action item for Directors to address.
 - Tools for gaining a deeper understanding of people's shared aspirations? Civil Discourse tools, Everyday Democracy, SET.
 - Turned Outward discussion – this is important. Need to engage with people in communities to really understand their needs, not just how we can help them within the context of what we do. Also need to focus on what they need in this moment in time.
- Emerging issues
 - Opioid abuse – This is a very sensitive issues, particularly in the African American community. We've had a crack epidemic and incarceration issues for decades.

10:30 am

Committee Meetings (no Advisors)

- NIFA Update – Brent Elrod (subject to change)
 - Introductions of new members
 - Brent is planning to attend the SRDC Board of Directors meeting in October unless there is a government shutdown.
 - Interested in hearing response to Harwood questions from each committee, and particularly CRD. Could inform future RFAs.
 - Comments on program leader survey results, particularly staffing, funding information, and key programs. Hopes this can be continued on an annual basis to track trends and changes. Would also like to see this information collected on a national level. This information also important for discussions with Ms. Haslett, Whitehouse Prosperity

Taskforce, and others. State level info important for when leaders go on the road. Good that this overlaps with SRDC's work.

- Alison will share original responses back to everyone so they know what they submitted and are consistent in future responses.
- See continued opportunities related to SERA-47 work. Dean, Lovelace and other program leaders in NIFA are interested in this, particularly related to evaluation, performance, and impact. Encouraged people to look at new publication from Federal Reserve - Harvesting Opportunity: The Power of Regional Food System Investments to Transform Communities
- Another link of interest – SMART Investments in International Agriculture and Rural Development.
- Broadband and Big Data are both hot topics
- USDA-RD, Forest Service, and Southern Region work around recreational economies led to a toolkit (not publicly released yet, but Brent can share it with us for internal purposes. Presented at National Extension Tourism Conference in New Jersey last week. Opportunity for conference proposal to advance research and extension agenda in this area.
- RRDC budget – Still uncertainty and difference in President's, House and Senate. Increased funding could allow for mini-grants, similar to what happens in NC. NIFA aspirational budget would include additional funding for RRDCs and CRD programs.
- University of Florida will receive funding for national sustainability conference (Tampa in Spring of 2019). Focus on multi-disciplinary approach. Those interested in being in planning committee should let Brent or Rachel know. State-level reports got the attention of some Extension Directors and may stimulate increased attention as project moves forward.
- Will be 2nd phase of SBIR training. A train-the-trainer approach will be rolled out in FY2019. Two states in each region will be selected to work with DawnBreaker, a company hired by SBA. WRDC will lead this effort. Focus will be assistance for minority, disadvantaged and woman owned businesses.
- Veterans to Ag pilot program RFA coming out this fall (Enhancing Agriculture Opportunities for Rural Veterans). Funding has to go to nonprofits working in the space, but encouraging collaboration with academic institutions.
- Calls to Conversation – see <https://nifa.usda.gov/nifa-calls-conversation-meeting-series>
- Questions
 - General atmosphere – NIFA is going through a strategic planning process, appear to be no major changes but everything is still in early stages. This corresponds to a broader USDA strategic planning process. Capacity issues have been identified. REE will be doing a strategic plan as well. Only real guidance we have is the President's Taskforce on Prosperity.
 - Farm Bill – Concerns about some programs that have been zeroed out. Any news related to this? Rep. Conway is leading this effort and has been hosting listening sessions. Individuals, institutions, and organizations with specific concerns should provide input through any avenues they can.
- Concluding remarks – We need to be proactive in sharing information with Brent so that he can do his best to encourage language and other changes in RFAs and other efforts to address needs identified by program leaders and others working in community development. RRDCs are seen as a key partner in this as well. Don't be shy about picking up the phone and calling Brent.
- Encourage and support collaboration with ANR and FCS on local foods systems efforts, including the proposed SERA, and other efforts - SERA-47 Local Foods (*POW item*)
 - SERA-47 officially formed in October 2016. Learning Communities team will be pilot for multi-state committee/work team training discussed earlier (8/23, 8:00 a.m.

session). Resource Bank team is launching a survey to gather input regarding content and structure of inline resource bank.

- Host monthly webinar series (*POW item*)
 - See handout
 - Do we want to do this next year? Rather invest our time in Ken-Ten training. No other mechanism currently available to hear what other people are doing. Use “Around the South” instead? Use webinar participation to inform our training. Conversely, use survey for other training to inform webinar topics. Less frequent webinars?
 - Action Item – Continue webinars and also add newsletter article for each state (program and person).
- Plan of Work – Communications person to link us together

1:30 pm

Committee Meetings with Administrative Advisors

- Convene working group regarding child poverty/development - how could we take a community development approach to ensuring all children have a chance to thrive? (*POW item*)
 - Four focus groups were held in South. Working group determined there was insufficient interest/commitment on moving forward with this project
- Family Heir Property (FHP)
 - Sandra provided an overview of this major policy issue resulting in the loss of property and impediment to economic improvement among African American families.
 - Sandra interested in working with some pilot counties on addressing this issue.
 - Brady Deaton, Jr. did some work related to this in eastern Kentucky and is now working with Appalachia. Alison will connect Sandra to them.
 - UGA Carl Vinson Institute for Government may also have some resources of interest.
 - Thomas Mitchell at Texas A&M School of Law has also done some work in this area.
 - Savi Horne with the Land Loss Prevention Project may also be able to help.
 - Henry English (UAPB) may also be a resource.
 - Tasha Hargrove has some additional contacts.
- Group completed review of 2016-2017 Action Items and began working on Action and Accomplishments report.

3:30 pm

Committee Meetings with Administrative Advisors

- After much discussion, the Action and Accomplishments report was completed (see attachment)
- Joy, Susan and Alison met with Middle Managers at their invitation. Middle Managers would like us to conduct a training for them (e.g., CED 101). We will include them in our survey and add this to our plan of work.
- Group recapped potential action items discussed over the last two days and began working on 2017-2018 Plan of Work.
- Elect new program committee officers
 - Secretary – Sandra Thompson
 - 1862 PLC Representative – Mark Waller

Thursday, Aug 24

8:00 am

Committee Meetings (no Advisors)

- eXtension – Beverly Coberly gave a summary of the transformation of eXtension from a resource repository to an entity to help teams of Extension professionals move projects forward.
- Group continued discussion and finalized 2017-2018 Plan of Work.
- CRD Committee Meeting Schedule
 - Conference call schedule – 1st Thursday at 9:00 am (central)/10:00 am (eastern), except July 18, 2018

- Conference – August 20-24, 2018, Orlando
- NACDEP Update – Stacey gave an overview of NACDEP and encouraged program leaders to become engaged and to support their faculty and professional support staff becoming involved.
 - Awards – Please respond to call for nominations when it comes out. Remember that individual nominees must be a member in good standing this year (2017 dues paid). Most team awards currently require membership from at least 2/5 of team members.
 - Electing Officers – The call of nominations will be open soon for President Elect, Secretary, Treasurer, Southern Region Rep & 1994 Rep. (We can't nominate for NE region.)
 - 2018 NACDEP Conference – June 10th-13th (Cleveland, OH)
 - Joy suggested adding something to Around the South newsletter to encourage membership NACDEP (ask So. Region Rep to contribute) and CDS.
- Group decided to adjourn next year's meeting at 10:00 am.
- This meeting was adjourned at 9:55 a.m.

12:00 pm

Turn in all assignments

- 2017-18 Plan of Work, conference call dates, officers
- 2016-17 Plan of Work update
- Membership list and listserv