

CRD Conference Call
May 27, 2015 10:00 Eastern/ 9:00 Central
Committee info: <http://srpln.msstate.edu/pln/crd.html>

MINUTES

Participants

Susan Jakes	Mark Waller
Stacey McCollough	Allison Davis
Rachel Welborn	Brent Elrod
Crystal Tyler-Mackey	Adam Hodges
Charles Artis	Rod Clouser

Roll Call: Crystal Tyler-Mackey recorded the participants.

Minutes Update: Crystal will send the minutes

Update from Advisors: None.

Update re: SRDC Director Status: Rachel shared that an offer had been extended but not accepted.

NIFA Update: Brent announced that he had just recently met with the Regional Rural Development Center Directors. He shared that there may be opportunities to continue work with Ag Marketing Services for AMS outreach work. There was good feedback regarding the work of Extension with the recent work with AMS. There is also a new interactive mapping project being led by NE region, but focused on states in the South and West. Most likely this work will be focused on Strikeforce States. There is also the possibility to work with 1890 institutions on the Centers of Excellence mapping project. More information will be forthcoming. USDA Rural Development representatives will be attending PLN and participating in the CRD meetings. Rachel and Suzette Aikens with USDA RD have had discussions about a readiness project for communities who aren't ready for a full SET program. Brent also shared that the proposal submitted to the Arts Council was turned down. He will follow up and share the feedback.

NACDEP report: Stacey reported that the board is working with ANREP to plan for next year's NACDEP conference, which will be held June 26-29 in Burlington, VT. A board retreat is coming up and there will be discussions regarding what should be offered to members who only have a partial appointment to CRD efforts. Any ideas or concerns should be sent to Stacey, who will present them at the face to face board retreat September 16.

Congratulations to Susan Jakes for receiving the Bonnie Teater Award at NACDEP!

PLC Committee Report: Dave reported that the last call was April 16. The purpose of the PLC committee is to plan the PLN conference and it's going really well. A charge will be given at the conference, namely "Why Are We Here?" Keynote speakers will be Nancy Franz and Robin

Adams. Time will be set aside for engaging conversations on emerging issues/topics presented by keynote speakers during the plenary session times.

Susan posed the question about how we want to best use our committee time at PLN. Ideas for structuring our time at PLN conference included:

- Plan time to converse about topics and strategize ways to move forward on ideas with a structured dialogue on Thursday after plan of work is submitted.
- As USDA Rural Development will have representation there, plan time to explore ways to collaborate with RD, as well as other multi-state efforts.
- Plan time to continue discussions from the Southern Region NACDEP meeting and NACDEP roundtable discussions on topics of interest.
- Talk about Small Business Innovation Research Grants and the role Extension/CRD can take with them, including serving as reviewers, consultants, etc.
- Complete as much of the reporting due at PLN as possible during the July 15 call to allow for more planning and discussion time face to face. We should be able to complete the accomplishments section on the July 15 call, as well as any updates to the plan of work.

Susan will send out a draft agenda for PLN that we will review and give feedback on during the July 15 call.

Dave noted that there is also a lot of talk on the national impact database, which is still under development. And the 1890 institutions are celebrating the 125th anniversary, with a big celebration coming up in Washington, DC in July.

Documenting Impacts and Telling our Story:

- ***NIFA's interest in measures of Rural Vitality*** – Brent reported that he and Aida have been involved with the indicators reporting group and it was shared at NACDEP. An internal working group at NIFA requested a specific indicator on community economic development for the NIFA Plan of Work. Brent selected the number of participants who report new leadership roles undertaken. If it's adopted, it will be carried forward in the new NIFA Plan of Work. Aida will continue to serve as lead for the NIFA indicators working group and Brent will continue to be involved. There was also some discussion about FTEs in CRD and where things are nationally. Rachel reported that we did ask about knowledge areas on the state level indicators document. It was agreed that we should continue to discuss how to capture this information best, as there are people reporting on CRD work who serve in 4-H, FCS and ANR. We also need to look at where CRD numbers are changing, but look at it in light of the whole Extension program in those areas (e.g., is it just CRD declining, or all of the program areas?).
- ***State Level Indicators Collection*** – The indicators documents were emailed. Please remember to get your indicators in and include your state's primary CRD program accomplishment - 3 sentence max, by July 15 at the very latest (July 1 preferred).

Plan of Work Update :

- ***Southern CD agent training (Institute for Sustainable Development)*** - feedback from National Program Leader meeting – Rachel reported that this work is still moving forward.

- **Determine next steps for we can continue to engage county commissioners:** Not on call.
- **Utilize to landgrantimpacts.org to distribute impacts** – Rachel said there will be an impact meeting during pre-conference at PLN (Monday 2:45-5:15) to talk about this and encouraged us to attend and engage in the discussion.
- **Hold a Southern Region meeting to assess gaps and key opportunities** (incl. urban & local foods focus) for CRD programming to build capacity across the Southern Region – Rachel indicated that this has not happened and isn't sure where we might go with it. Some of the discussion may happen at the Food Systems meeting in Washington, DC.

New Opportunities:

- **Food systems DC Meeting** - Aug. 11-13 to be held in Crystal City, Va (Washington, DC area). Rachel noted that anyone interested in this work can attend. This is a large effort to engage the whole southern region on food systems work, with representation from all sectors engaged, from producers to educators. There's a listserv for this group. Contact Rachel to join.
- **Ag Marketing Services grant – capacity bldg.** – Stacy reported that evaluations just closed and that group will discuss results during their next call. About 800 people applied for grants and more submitted questions. Additional details will be available during the July 15 call.
- **SET V** – Rachel reported there is a completely revamped curriculum. A coaches training is coming up in two weeks.
- **Register for PLN now!**

Upcoming call Schedule: July 15, 2015

Conference Call Schedule: All calls scheduled for 9:00 am Central / 10:00 am Eastern. 3rd Wednesday of Month, every 2 months

PLN Meeting: August 24-27, 2015 (Orlando, FL)

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