

Southern Region Family and Consumer Sciences Program Leaders

March 9, 2016

10 am to noon ET

The Westin Hotel, Alexandria, Va., Bell Room

Agenda

Attendees:

Florida: Michael Gutter

Georgia: Debbie Murray

Kentucky: Joanne Bankston, Cherry Kay Smith

Mississippi: Mattie Rasco

Oklahoma: Jorge Atilas

South Carolina: Crystal Stafford

Tennessee: Laura Stephenson, Leslie Speller-Henderson

Texas: Jacquelyn White

USDA: Caroline Crocoll

Welcome and Call to Order – Laura Stephenson, University of Tennessee

Minutes – Minutes from the November 5, 2015 and the January 7, 2016 meetings were distributed electronically by Cherry Kay Smith. Minutes were approved as distributed and will be submitted for posting at the web site.

Old Business

Health Specialists Retreat Update

Laura Stephenson noted that a retreat for health specialists will not be held as a pre-conference session at NHOC, but that we are hoping to schedule a southern region gathering at another time. Debbie will check the NHOC agenda and find a time/place for the southern region specialists attending the NHOC to have dinner together. She will email program leaders the information so we can alert the health specialists. She will also send a draft schedule so program leaders can make an informed choice about whether to attend the meal as well.

New Business

POW items

- a. *IT SR interested in working with us on mapping FCS state/regional/county/parish coverage to show capacity*

The FCS committee plan of work submitted in August 2015 included our desire to map FCS coverage to show capacity. Following the August meeting, the southern region IT committee expressed willingness to help us demonstrate FCS capacity, through GIS and other technological means. A discussion of how we might use this prompted the following questions: How would we use it, e.g. for potential funding?

To help build our capacity? To identify “X deserts”? map agents and other capacity? Signature programs or programs of distinction? FTE’s dedicated and share with other program areas? Perhaps focusing on USDA’s 10 knowledge areas in FCS could help frame the project. Caroline can provide those to us. Committee to work with IT in the interim (Jaclyn White, Jorge Atilas, Michael Gutter, and leader Laura Stephenson) will follow up the IT folks and bring a plan back to the group.

NIFA Report

Caroline Crocoll is liaison with BOHS, and was able to briefly join the meeting. She shared that the President’s 2017 budget proposal includes several opportunities for Family and Consumer Sciences Extension:

- \$20M for home visiting in rural areas (competitive grant) focusing on how to assist families in remote/rural areas in prevention educ and access. Part of HHS and partnering with NIFA.
- Approximately \$20M for farm vets program, resiliency among wounded warriors.
- Ag and research initiative, \$700M, most AFRI programs have a human component with FCS component.

Northcentral region has been invited to speak on the Battelle study. Susan Shockey retired and they are considering whether to fill the position. Caroline has picked up that body of work in the interim and welcomes feedback on the importance of Family Econ and Mgt. Caroline asked for a representative from each region to serve as an advisor to Caroline to provide information. The group suggested that the president of the Southern Regional FCS Committee would be the most logical person to serve in this role.

New Business

POW items (continued)

- b. FCS plans to explore a message that will appeal to the critical needs of the audience we are trying to serve. For example: “Help you Live Better” ...by: a. Prevent Disease, b. Improve Home Life, c. Build Wealth*

Attendees engaged in a discussion regarding the best way to move forward. We will invite someone to assist us with this task. Laura has worked with a marketing consulting firm (Design Sensory) that already has some background with Extension. She will speak with them about attending our August meeting to help us choose one to move forward to administrators.

It was suggested to survey program leaders via qualtrics to gather suggested taglines and provide those results to the consultant. Others noted that other disciplines use different verbiage to indicate “outreach” and that we should be aware of and use that language when appropriate to be more competitive. Cherry Kay will prepare and distribute the survey to solicit program leaders’ suggestions regarding proposed FCS taglines. The survey should also collect verbiage or phrases used by other disciplines that could translate into Extension outreach.

- c. Explore FCS rural development opportunities for the region (Murray, Gutter, Kostelecky)*

The subcommittee has not yet discussed this, but will. It was suggested that they may want to reach out to Brent Elrod who is working on that portfolio to see whether there could be some opportunities for us.

They noted an upcoming opportunity with Robt Woods Johnson foundation and maximizing our efforts as a southern region. If we don't already have a collaboration in place or have needs already identified, it is difficult to be competitive with CDC, NIH or even NIFA.

Florida's efforts regarding chronic disease education includes web conferencing incorporating medical professionals and followed up by county agents. It is a 5-year project incorporating "implementation science", which is a phrase used by other disciplines, but translates into outreach that is common in Extension. Georgia is engaged with Emory and involved "translational science" collaboration.

The August meeting should include discussion on collaborative efforts. Members encouraged think about it and bring suggestions to the next call.

SRPLN Meeting discussion

The following questions were discussed:

- * What things are on the horizon that we need to address in August? We will follow up with the IT committee and plan for marketing and rural development discussions. Providing an opportunity for health specialists to convene to network and discuss potential health programming was identified, along with multi-state grant opportunities and the FCS Educator Pipeline.
- * Regarding the POW, what is the difference in Information Item and Action Item? Information items are things we want Extension directors to know, but doesn't require action from them. Action items include things that need the approval of Extension directors or when we want directors to do something on our behalf. Both should be very specific and committees should not feel compelled to submit action items.

Other Business

State Sharing

All

Florida – Establishing common core measures; Resource management measures being piloted; looking to be able to aggregate

Georgia – proposal has been learning curve; educating researchers about extension; translational research continuation threatened because they haven't been as successful as desired in outreach; challenge to ensure that university doesn't commit Extension to do things contrary to our mission; challenged with training agents when they don't have FCS background

Kentucky – KSU has youth programs; accomplishment and impact reports; New governor proposed cuts in higher education 4.5% first year and 9% second year; POW – program areas asked to identify strategic initiatives, major programs and program indicators; exploring inter-program overarching initiatives; extending teaching demonstrations in Agent interviews

Mississippi – coordinate EFNEP program with Extension health and wellness programs; nutrition and physical activity; FCS educators charged with developing signature program activities; hired health and wellness leader to focus; recent hire was trained in physical activity; Clinton health initiative in one county, asking restaurant to modify a recipe and participate in a tasting activity;

Oklahoma – conducting searches for nutrition/health specialist and for 3 endowed chair positions as part of Kaiser Family foundation; positions are Family and Child Resiliency, Family and Community Policy, and Child Development in Tulsa; positions will be 25% Extension. OK being affected by decreasing revenue from energy sector. Governor cutting funding, three times in this year; OK extension carry forward funding has helped up until now; Not cutting positions yet, but not filling positions (except those where would lose funding by not filling); Opening a new wing on Human Sciences bldg., including labs and space for Ext. in-service training.

South Carolina – rebuilding community relationships particularly in nutrition and wellness; rekindling past programs and new ones; Financial literacy, looking at Money Matters and welcome recommendations from other states;

Tennessee –TSU focusing on PSE piece across all FCS areas; already doing a lot of relationships work and development and trying to document that;

UT – also working PSE; have Center of Excellence grant and in learning mode, propelling them into an arena that has been held previously by community action and public health. Humana Corp has approached them to partner in their BOLD GOL – developing community focus with their work, UT trying to figure out how Extension can leverage their internal resources. 1st project is chronic disease collaboration between Insurance, agent outreach and medical community; hoping to provide evidence, biometric markers, and efficacy of outreach; nutrition specialist will focus on lifespan nutrition

Texas – looking for dean and director for Ag and Human Science – hired one new staff; trying to fill 6 county positions, vacant from retirements and adding “strike force” counties; looking for bilingual FCS generalist, with family, nutrition, etc. background; need registered dietician; agent leading the didactic nutrition program; have new Ag and Human Science building, sharing with College of Business; completing accomplishment report; completed performance evaluation;