

2014 PLN Middle Managers Subcommittee Agenda

Tuesday, August 19

1:30 p.m. Committee Meetings with Administrative Advisors

- Opening Remarks & Introductions
- Lonnie Johnson – Opened meeting. Darrell is having some health issues and we all wish him the best.
- Appoint Leadership selection committee -
 - 1890 & 1862 PLC Representatives-review current reps and terms
 - A discussion of next year's MM Committee Leadership was initiated. Each of the following offices has a yearly term. Secretary, Vice-Chair, Chair
 - Chair Responsible for scheduling Quarterly Conference Calls
 - The following persons agreed to serve as indicated: Chair – Lonnie Johnson - Virginia; Vice-Chair – Jeff Young - Kentucky; Secretary – Sherri Schwab – North Carolina; PLC Rep. – Greg Price - Georgia
- Report from PLC Representatives – Carolyn Williams (1890), Martha Ray Sartor (1862) PLC Representative serve a three year term and help plan conferences (this includes participating in conference calls and face to face meetings).
 1. Martha – Action items due Wednesday by 3:00 p.m.
 2. 2015 meeting will be in Orlando, 2016 probably in Nashville
 3. Make sure new officer names and Administration leader are submitted to Rachel Wilburn
- Report from our Administrative Advisors – Celvia Stovall (1890), Joe Zublena, NC State (1862)
 1. Celvia – Currently serving on ECOP. Many CES are focusing on health and nutrition and probable wave of the future. In 2017 even more focus on this. Taskforce is being formed to help with this issue. Probably no new federal budget until 2015.
 2. New funding in farm bill to educate farmers about the details of the farm bill. FSA will be sending funds to state. Required 20% match.
 3. ECOP voted to remain in Extension Marketing initiative for one more year.
 4. eXtension Taskforce – Discussion on how to market eXtension and if states are still committed to supporting it. Proposed increase in eXtension budget from 1.3M- 2.6M? dollars. Different **levels** of support for eXtension are available.
 5. It was noted that MM committee should talk about recommendations from the group. The link to the eXtension donation page is:
http://www.extension.org/main/donate#.U_Oh69q9KSM
 6. Technology – public has new technology on the “front end” of innovations. Younger employees are more in tuned to new technology.
 7. Dr. Ramiswami is requesting more useable success stories, but still room for improvements in success stories. Wants one per month for every state.

8. There are currently 19 - 1890 universities. Most recent Farm Bill designated Central State University in Ohio as the 19th 1890 land grant university. However, there are no funds.
 9. New funding sources were discussed.
 10. July 2015 will be the 125 anniversary of 1890 institutions.
- Joe Z – Extension is continuing to focus on support for formula funding in Washington. Some Southern states feel that the federal report is additional report. Still working on that. Joe continues to look for ways to help middle managers and agents in NC and in southern region
 - Financial Report – Sheri Schwab
 - Balance of \$9853.45 in foundation account at NC State University. No activity this year. Maybe used for upcoming Middle Managers Conference in Charleston, SC.
 - 2017 MM Conference Discussion – NC and TN expressed interest in hosting. If your state is also interested please discuss with your state director and be prepared to discuss in March.
 - Review of Membership List – Update completed
 - Review schedule for the week (including committee night out)
 - Meet in lobby at 5:30 p.m. walk to Flying Saucer for networking

Review 2013-2014 Plan of Work-Update Status of Current Items - Completed

Be sure to share MM newsletters to state directors.

Discussion on Local Food Systems – brief discussion of the topic Darrell asked about a few weeks ago.

Tennessee – Ben West - highest growth in the number of farmer’s markets. Topic cuts across all program areas, but have had limited success.

Georgia - Sheldon Hammond – discussed food deserts in urban communities. Mobile fresh food delivery truck to help train people on how to prepare fresh foods. This was received positive reviews locally and nationally. Attract small local farmers to communities. Continue to provide food safety training. Work with larger farmers to donate lower grade produce to food banks. Trying to manage the overwhelming requests getting to interact on the topic. Commissioner of Agriculture is focusing on communication breaking down between growers and users. Need to speak language consumers can understand.

Mississippi – Alcorn State – focus on community gardens, farm to school programs, vegetable processing facility. In regard to funding – approaching legislators asking for dollars for issues not agents or location.

NC – Sheri Schwab – Dedicated point person and there is a district “local foods” coordinator in each district and county (unusually FCS or/and ANR/Hort). Also working on the concepts of Food Hubs, Web portals, CSA’s. Started a taskforce(Fall) to determine what Extension’s role in this whole issue. Creating 5 local food modernization agents and three food safety agents

Localfood.ces.ncsu.edu

Food safety – “Safe Plates” practice based and experiential training

Texas – Community Gardens, programming between program areas, contact with Walmart to grow strawberries, reestablishing relationships with researchers on Asian Melons and other types of melons,

LSU – Bobby Fletcher – hired Animal Specialist working with LA Dept. of Ag, GAP contact person hired, cross programming opportunities, Comparison on poultry litter and chemical ag products on effects on soil fertility, sponsored **Food Systems Forum?** to identify best practices, partnerships to help leverage additional resources, Food incubator at LSU to help process local grown / prepared foods. Sponsored a Farm to Table Conference. Urban Extension website created. Farmers markets have shown increased interest. SNAP funds used to hire agent in Shreveport, LA. Strong alliance with Shreveport Parks and Recreation and Extension /4-H programs.

Oklahoma – Farm to School Program in conjunction with Dept. of Agriculture. Working with American Indian tribes for farmers market vouchers. Community Gardens are also important

Kentucky – Community School Gardens for FFA/4-H, Hiring Bi-lingual employees to work with migrant workers, Food Hubs, multi-program area efforts to address food issues

Virginia – Mini Gardens, Community Gardens, Youth Ag Days,

NCAT – Lonette. Working mostly with horticulture issues, eg. high tunnels

Arkansas – Arkansas Coalition for Obesity Reduction. Focus on increased physical activity and improved nutrition. Interest in basic food information. Experiment station field days – beef and horticulture.

Meeting adjourned at 5:00 p.m.

Wednesday, August 20

2014-15 POW updated by group.

Urban PLN Pre-Conference 2015 -

Charlie - Next year's conference will be in Orlando. Charlie will send out possible ideas for the group to vet. Examine conference evaluations, poll directors and other for feedback regarding the session.

Administrative Urban Network

Charlie reported on the June meeting in Florida. 1 ½ day meeting. Review the June Newsletter for details.

Sherri - Working with CRED committee to develop training opportunities and advance program implementation relevant to county needs, specifically those identified by NACO.

CRED goal is to create a cross committee action team to facilitate this objective. Still waiting to hear more from the CRED committee.

2015 National Urban Extension Conference

Sheldon Hammond – Crown Plaza Atlanta Perimeter at Ravinia, 4355 Ashford Dunwoody Rd. Atlanta, GA 30346/ Hotel \$119 / night.

Still time to submit proposal deadline Oct. 1.

Will have Andy Goodman back for keynote speaker

Urban Experience will be at the College Football Hall of Fame

Usually this conference is held in the NC Region. Really no national leadership for this conference. Encourage attendance. Past SR attendance has been low. Planning for 300 attendees.

Reviewed the Administrative Track and the components that have been planned. Mentioned that the Urban Conference could find a permanent home with NULN.

eXtension Update – Terry Meisenback

Outlined a study conducted that indicated changes were needed in eXtension. Where going and what it should look like. A team was put together, composed on State Directors, USDA, and APLU. The Cascade Group (a consulting group) conducted the examination.

<http://bit.ly/innovStratFrame>

This link will take you to an overview of the work done so far. In the future there will be multiple levels of funding to support eXtension, each with different levels of functionality. New opportunities include helping better fill gaps with Professional Development, Course Development with Moodle Contact Terry if you have further questions.

2015 Middle Managers Conference— Blake Lanford and Brian Callahan

March 16-19 Charleston, SC. Francis Marion Hotel in Charleston - \$149/night. Online registration will be available with Regonline Approximately \$325?? TBA. The planning committee will work on details of agenda. Ideas...

- 1- Enhance productivity of MM listserv communication by identifying state contacts
- 2 - Encouraging use of listserv, and evaluating effectiveness – Charlie will continue for one more year.
- 3 - Looking for possible topics and the group voted to focus on the following topics which could be addressed using panel discussions –

Creative funding methods –

Onboarding of new agents –

Creative ways to use assistants and support staff roles to support agents –

Risk management -

Agent Evaluation/PE

Recruiting Hiring Millennials – Degree Requirements

Theme – “Agents First” importance of hiring, evaluating and developing agents

Promotion/Career Ladder

A quick vote revealed the following priorities: (creative funding methods - 13/ onboarding of new agents - 18/ creative way to use assistants and support staff roles to support agents - 9/ risk management -10

Time Frame – March 16-19

Keynotes – local food systems speakers

James Johnson – NC Chapel Hill – How the world is changing

Dave Varner – University of Nebraska – Lincoln

??? – Managing Stress – Ben West will provide name and contact

Book Suggestion – “First Break All The Rules”

State Contact List - updated by Lonnie

Committee Meetings with Administrative Advisors

Updating Administrative Advisors on Committee work - Done

Rachel Welborn - update on Southern Rural Development Centers. One of 4 USDA funded centered. Mission is to work with all land grant universities. Rachel gave an update of the topic of local and regional food systems. Center receiving requests for help from producers, markets, consumers.

CRD has been working to develop indicators. Ag Marketing services has funding for local food innovations, but have a problem with money left on the table and poorly managed grants. Want Extension’s help bring producers, marketers and other together to help putting the grant applications together based on grant guidelines. Want this to happen within the next year.

Sheri Schwab – NC State Reorganization

8:00 a.m. Committee Meetings with no Administrative Advisors

- Group Activity-Issues Identification - Identify individuals to present

Share Performance Appraisal Instruments

How does Extension Fit in to the larger outreach picture in a land grant university

How states are funding agent positions

Excellence in Extension Database

Online Degree programs – GA, TN, FL,

Stipend for certain number of hours completed – FL

Most give salary increases when complete

Creative funding methods –

Onboarding of new agents –

Creative ways to use assistants and support staff roles to support agents –

Risk management -

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Promotion/Career Ladder

Agent use of technology / how to encourage and empower the use of the latest technology

Who do states send to PLN and why?

Quarterly Conference Calls –

2nd Thursdays prior to the PLC Conference Call at 10 eastern/9 central

October 9, February 12, April 9, June 11, July 9

To promote MM Conference, contact Joe Schrafer in Florida to help promote Charleston Conference with National MM List Serve members.

Group Activity-Issues Identification

Encouraging Team work and interaction between agents and specialists

Improving success stories and how to communicate with community leaders (best practices)

Eg. NC sponsors a meal at state commissioners conference (KY association of counties)

Preparing young agents to communicate with local leaders.

Secession Planning and retention of agents

Building Relationships with local elected officials (NACO). NACO will be held in Charlotte in 2015 and Sherri will work to have a presence there. Look to educate on value of agriculture in each.

Can Extension provide educational CEU's for KACO?

Connecting youth with local officials – NC / youth summit. Budget simulations... public speaking...