



**Southern Region Program Leadership Committee Meeting**  
**April 17, 2014**  
**Minutes**

- ANR –no representatives
- COM – Frankie Gould and ChaNae Bradley
- CRD –Jimmy Henry and Rod Clouser
- FCS – Kris Grimes and Anne Sortor
- 4-H Youth Development – Chris Boleman
- IT – Rhonda Conlon and Lalit Rainey
- MM – Martha Ray Sartor and Carolyn Williams
- PSD – Scott Cummings

**ASRED:** Ron Brown, Ed Jones, Tony Windham

**AEA:** L. Washington Lyons

**SRDC:** Rachel Welborn

1. Welcome – Lalit Rainey, PLC Chair
  - December meeting minutes were approved as presented.
2. Update from AEA - L. Washington Lyons
  - The 2013 Farm Bill granted 1890 land grant status to Central State University in Ohio, making it officially the 19<sup>th</sup> 1890 Land Grant Institution. However, they will not receive capacity or land grant funding until 2015. This may, however, open the door for other universities that want to become LGUs.
  - Council for Agricultural Research, Extension, and Teaching (CARET) meeting was held in Washington, DC on March 2-5, 2014. During the CARET meeting, Mr. Delbert Foster was one of four persons who testified at a hearing of the House Subcommittee on Agriculture pertaining to the Centennial Celebration of the Smith-Lever Act. Members of the committee were very supportive and expressed positive comments on the value of Extension.
  - PILD meeting was held April 6-9, in Washington, DC. On the morning of the 9<sup>th</sup>, the National 4-H Council sponsored a Congressional Breakfast to highlight 4-H and the Extension system.. The meeting was well attended by both House and Senate Members. Drs. Latimore and Henning were the two speakers who represented the land-grant universities thanking legislators for their support.
  - July 15<sup>th</sup> and 16<sup>th</sup> have been selected as the celebration dates for activities being proposed in Washington, DC for the 125<sup>th</sup> anniversary of 2<sup>nd</sup> Morrill Act.



3. Update from ASRED - Ron Brown, Tony Windham, Ed Jones
  - ASRED is meeting next week in Texas and has invited ASRED retirees to join them.
  - Progress on the research and Extension impacts database is moving forward. Training is being planned for late spring or summer on how to write good impacts.
  - The Farm Bill included 3M dollars for Extension training. ECOP submitted a proposal for managing those funds.
  - Excellence in Extension and Diversity awards call has been released with a deadline at the end of May. One application may be submitted per institution.
  - May 7-8 is set for the convocation in DC for Cooperative Extension.
  
4. Conference Budget – The table below reflects the decision to raise registration by \$20 to accommodate the workshop expenses. The National 4H Council is providing \$5,000 toward speaker. Speaker cost is \$13,000.

	Early Registration	Regular Registration (July 15 – August 10)	Late Registration (after August 10)
PLN only	\$370	\$420	\$470
PLN + AEA/ASRED	\$445	\$495	\$545

5. Conference Planning
  - Finalize agenda
    - i. We will not have any lunch speakers.
    - ii. Extra time on Tuesday will be devoted to committee time rather than breakouts based on responses from email question sent to PLC in February
  - Discuss keynote presentation/workshop - Scott Cummings
    - i. Andy Goodman is ready to go with a good understanding of Extension.
    - ii. Homework for participants will be out around August 1<sup>st</sup>.
  - Design/refine Newcomer Orientation – Chris Boleman agreed to provide a short speech, but leave time for visiting with chairs/vice-chairs.
  - Design/refine Program Committee Chair Training
    - i. Plans are to establish a fall date earlier for the initial training (possibly during October) and announce the date before the close of PLN so that new committee officers can plan to join it.
    - ii. Rhonda has agreed to facilitate the pre-PLN session on May 21, at 2:00 p.m. Central.
  
6. Program Committee Reports
  - ANR –no reps
    - i. COM – Frankie Gould and ChaNae Bradley – The Committee is gathering info for social media best practices work. Committee call

yesterday went through what everyone was doing for the National Convocation on May 7-8. Tweeting for 100 days prior to celebration #ext100years. The convocation will be available through live streaming. The committee is also working on white papers to be completed by August meeting

- CRD –Jimmy Henry and Rod Clouser: A national meeting of CRD state program leaders is planned for June 22<sup>nd</sup> prior to NACDEP conference in Grand Rapids, MI. Work continues on collecting national indicators. Alison Davis will be President of NACDEP next year.
- FCS – Kris Grimes and Anne Sortor – FCS had a face-to-face meeting in March. A few retirements are taking place within the committee. FCS is continuing work on a draft letter to eXtension to suggest changes to help facilitate FCS work.
- 4-H Youth Development – Chris Boleman – The last committee meeting was in DC face-to-face. The committee talked about common indicators. A demographer spoke on how to better work with urban audiences partnering with other youth serving organizations, a topic that was identified as a big picture items from a national survey. The committee is looking at curriculum needs, professional development and marketing needs for 4H.
- IT –Rhonda Conlon and Lalit Rainey – April 10<sup>th</sup> was the last committee meeting during which we discussed conference plans, different professional development options for IT, and future plans for NETC to become its own organization. National eXtension conference highlights were discussed as well as sharing book recommendations.
- MM – Martha Ray Sartor and Carolyn Williams – The next urban conference is scheduled for May. Work has begun to formalize a national urban leaders' network. South Carolina will host the next bi-annual mid-managers' conference October 2015 tentatively.
- PSD – Scott Cummings – The committee is working on its plan of work. PSD is trying to encourage Middle Managers' participation in the NAEPSPD. The next conference is set for December 9-11 in San Antonio. The new impacts database will be launched soon.

## 7. Adjourn

**REMINDER – The next conference call will be held Thursday, June 19, 2014 at 9:00 Central. Phone: 559-546-1000, Participant code 1068380#**