



**Southern Region Program Leadership Committee Meeting**  
**June 18 2015**  
**Minutes**

Participants:

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|-----------------|--|
| • ANR           | Tom Melton and Dawn Mellion-Pattin       |
| • COM           | Frankie Gould and ChaNae Bradley         |
| • CRD           | Dave Shideler and Jimmy Henry            |
| • FCS           | No representatives on the call           |
| • 4-H Youth Dev | Pam Ardern and Woodie Hughes, Jr.        |
| • IT            | Lalit Rainey and Rhonda Conlon           |
| • MM            | Greg Price and Carolyn Williams          |
| • PSD           | Scott Cummings                           |
| • ASRED         | Ron Brown and Ed Jones                   |
| • AEA           | L. Washington Lyons and Carolyn Williams |
| • SRDC/MSU      | Rachel Welborn Vicki Vaughn              |

1. Welcome – Rhonda Conlon, PLC Chair
  - April minutes were approved as presented
  - Review of the agenda
2. Update from AEA - L. Washington Lyons
  - The House Ag Appropriations Committee mark-up budget is expected this week but no increases in budgets are expected. If any increases, it will probably be in competitive funding or possibly an increase in 1890 funding to allow for the new 1890 LGU, Central Ohio University.
  - Another university in Louisiana is seeking LGU status. The next step is for their state congress to approve the request. The final decision could be in the 2018 Farm Bill or a decision could be made sooner. Interest in expanding LGU status has become popular.
  - July 14-16 is set as the 125<sup>th</sup> anniversary of 2<sup>nd</sup> Morrill Act with a variety of activities in DC. The AEA will have representatives speaking before the House Ag Committee on July 15<sup>th</sup>. To register for the celebration, go to:  
[www.1890universities.org](http://www.1890universities.org)
  - Several AEA Administrators are retiring soon:
    - James Garner, University of Arkansas Pine Bluff, July 1
    - Leondry Williams, Southern University, July 1 – He is ending 50 years of service
    - Ray McKinney, North Carolina A&T, July 1
3. Update from ASRED – Ron Brown, Ed Jones
  - Extension Excellence and Diversity Awards – The southern region has some excellent nominees for the Excellence in Extension Award. This year, the process was handled differently, with the regions making a preliminary decision and

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forwarding the top regional candidate to the national level. The Extension Diversity Award process is being handled at the national level; the southern region has several excellent nominees for this award as well.

- NIFA/CES Retreat – A meeting is being held this week to follow up the retreat which was held earlier. A major focus is communication between the Extension system and NIFA.
- Public-private fund development – ECOP is moving forward with a Changing Our World contract to explore ways to improve funding from the private sector.
- POW Expert Panel – Scott Cummings is our representative and the panel is meeting this week in DC. The focus is on improving the NIFA Plan of Work/Reporting system.
- Urban Extension/Health Conferences and Task Forces – National conferences were held on Health and Urban Extension in Atlanta in May. There are groups working to follow up both these areas.
- Dr. Jimmy Henning was recognized with the 2015 ASRED Distinguished Leadership Award for his outstanding regional and national contributions.
- Dr. Joe Zublena will retire as Director of Extension at North Carolina State University at the end of this month. He was recognized for his service at the April ASRED meeting.
- Dr. Ed Jones was elected as Chair-elect of ASRED and will serve as Chair in 2016.
- Dr. Doug Steele, Director at Texas A&M AgriLife Extension, was elected to complete Dr. Zublena’s term as Administrative Advisor to the Middle Managers Committee.

#### 4. Conference Planning - *Working Together: Extending Our Impact*

- Introduce eXtension Director, Christine Geith – Rhonda will make a brief introduction after the welcomes from the Florida universities. Dr. Geith will be available to meet with the different committees on Tuesday and Wednesday.
- Discuss roundtables and topics – See next page\* A few items were added to the list. Rachel will send the revised list to the PLC. Committees are asked to share the list with their committees to see if other ideas surface, keeping in mind that we are looking for broad issues that need multiple committee work.
- Design/refine Newcomer Orientation - Dave Shideler, Jimmy Henry, Pam, Rachel – Plans are to do a scavenger hunt for newcomers. Dave will work with Vicki on a small prize.
- Update on Program Committee Chair Training - Rhonda, Rachel, Lalit, ChaNae – scheduled for June 29 at 11:00 a.m. Eastern/10:00 a.m. Central.

#### 5. Program Committee Reports

- ANR –Tom Melton and Dawn Mellion-Patin – ANR met in DC jointly with the North Central program leaders, which was very valuable for all. Because we were in DC, we also had a number of federal partners come to the meeting



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including NIFA, EPA, and AFRI. All walked away with a better understanding of each other's work and needs. Some discussions took place as to Extension's role and NRCS as education entities in the counties. FSA talked about the Farm Bill education training. Different agricultural based organizations (mostly non-profits) shared what they do in a reception setting which provided an opportunity to network with Extension.

- COM –Frankie Gould and ChaNae Bradley – 1890 125<sup>th</sup> celebration is approaching, so members are working on displays and materials to take to Washington. The group is also working on the PLN breakout session and our Plan of Work. Communications is responding to a request from ASRED to explore best practices of publications online. We are looking at examples of social media for ECOP focus areas. Frankie will be providing additional information for posting on the website about the PLN pre-conference session.
- CRD – Jimmy Henry and Dave Shideler – At the NACDEP meeting, the Southern team identified 10 topics to explore further for multi-state work. These will be discussed in more detail at PLN
- FCS – No one on the call
- 4-H Youth Dev –Pam Ardern and Woodie Hughes, Jr. – 4H joined the ECOP meeting to continue building capacity to address the pressing issues. A number of the 4-H professionals will be present working with the display on July 15<sup>th</sup> in DC. 4Hers were actually able to meet President Obama in the Oval Office.
- IT – Karen Craig and Rhonda Conlon – IT is working on the plan of work and preparing for the August meeting. eXtension representatives have been on our calls as we look at ways to work with the new system.
- MM – Greg Price and Carolyn Williams – The committee has one more call before August. We are continuing to work on our newsletters that are gaining popularity. A number of participants on the listserv respond to the newsletter content even though they may not be able to join the meeting. The agenda for the joint meeting has been drafted and we are finalizing it in the coming weeks.
- PSD – Scott Cummings– PSD is preparing for the joint meeting. End of July the team will host a technology assisted summer school on evaluation. The series will take place over a week with daily webinars centering on all parts of the evaluation process. More information will follow soon.

## 6. Adjourn

**REMINDER – The next conference call will be held Thursday, July 16, 2015 at 9:00 Central.  
Phone: 559-546-1000, Participant code 1068380#**

**Reminder of PLC Meetings in August:  
Monday, August 24, 1:00 – 2:30 p.m.  
Thursday, August 27, 6:30 a.m.**

**\*Suggested Roundtable Topics**

- Using new technology in extension
- Leadership development
- Water
- Extension's niche for the future
- Entrepreneurs (including new farm enterprises, youth entrepreneurs, value added ag., etc.)
- Civic engagement
- Urban programs
- Local/regional foods systems
- Evaluation & impact
- Broadband access and usage
- Rural health and safety
- Publishing guidelines
- eXtension
- Using social media to address new audiences, manage issues
- Issues management