



Southern Region Program Leadership Committee Meeting
July 21, 2016
MINUTES

Participants:

- ANR – Louie Rivers
- COM – ChaNaè Bradley and Elizabeth Gregory North
- CRD – No participants
- FCS – Debbie Murray for Ann Sorter
- 4-H Youth Dev – Pam Ardern and Wanda Burke
- IT – Rhonda Conlon
- MM – Gerald Jones
- PSD – Rich Poling

ASRED	Ed Jones, Ron Brown
AEA	L. Washington Lyons
SRDC/MSU	Vicki Vaughn Rachel Welborn

The meeting was led by ChaNaè Bradley, PLC Chair.

1. June minutes were approved as presented.
2. Update from AEA - L. Washington Lyons, shared by ChaNaè Bradley
AEA has been involved in the Board on Agriculture Assembly Committee on Legislation and Policy (CLP) activities to begin identifying priorities for the 2018 Farm Bill. As result of participating in an ECOP Farm Bill survey, the 1890s' Farm Bill recommendations are summarized and submitted to the CLP leadership as a part of a comprehensive report for ECOP. The CLP will have a conference call within a few weeks to discuss the initial priorities. In addition, there is a CLP meeting scheduled for October 3-4, 2016 in Washington, DC.

Representatives from AEA were invited to participate in the Senate Democratic Rural Summit that focused on Fostering the Next Generation of Rural America. Secretary Tom Vilsack, U.S. Secretary of Agriculture, was the keynote speaker and he highlighted the importance of farms and rural communities to the U.S. Economy. Also participating in one of the panels addressing rural issues was Lisa Mensah, Under Secretary of Rural Development.

There have been no changes in the 2017 federal budget, since our last meeting. The House and Senate Appropriations Committees have primarily recommending level funding for all of our programs, except AFRI and we are now waiting for the full House and Senate to act on the budget recommendations. This will probably not happen until after the election.

AEA had representatives at the Joint Committees on Organization and Policy and the Board on Agriculture Assembly Policy Board of Directors meeting in San

Antonio, TX this week. It was a very productive meeting and the participants devoted a great deal of time working on a 27 9 3 statement for the land- grant system that could be used to introduce themselves when they represent the systems in meetings with other groups. The group also worked on developing a public value statement for the system. A committee will be organized that will include communication representatives to further develop the statements.

3. Update from ASRED - Ron Brown and Ed Jones
RB: Some AEA updates apply to ASRED, as well.
Civic Engagement: Extension has something of value to contribute to the national discussion and to the communities we serve, particularly the young people. An ad-hoc committee is being created, consisting of representatives from 4-H, CRD, and Urban Programs to look at Extension involvement and possibilities for funding. APLU has a group looking at this issue from the public universities point of view: Dr. Lattimore and Dr. Cross are representing Extension. This discussion came up this week at the joint COPs meeting in San Antonio. Please send Ron information on FCS, Health, SRDC or any other Extension work that's going on related to civic engagement: just a short paragraph and links/contact information for people or programs.
NIFA has contracted with a consulting firm to conduct research on the value of capacity funds (1890 and Smith-Lever).
Also involved in discussions of priorities for the 2018 Farm Bill.
EJ: National 4-H Council is changing its board structure to be more focused and more efficient with the goal of making better use of the time of administrators and others who serve on the Board and its committees.
Ed and Cathann Kress met with the APLU Presidents to talk about 4-H as a pathway to higher education, not just at the land grants but at all public universities. They are writing a policy paper to submit to APLU.
4. Conference Planning – updates and confirmations
 - Chair webinar training: Greg Price and ChaNaè Bradley conducted an Adobe Connect webinar on May 12 for program committee chairs. The recording is available on the SRPLN web site. Topics that were emphasized were the importance of training for all officers, re-appointing PLC representatives, and working on the committee Plan of Work before the conference so the committee makes better use of face-to-face time.
 - Pre conference updates: Gerald Jones reported that the Mid-Managers Committee is excited about hosting everyone for the pre-conference session.
 - Finalize keynote and response session: ChaNaè Bradley reported that 3 people have volunteered to be respondents to Shonali Burke's keynote presentation, sharing their perspectives on the application of her recommendations on their work. These volunteers come from the Communications, Mid-Managers, and PSD committees. Elizabeth Gregory North facilitated an Adobe Connect session on July 12 for Shonali to brief the respondents on her talk. A recording is available on the SRPLN web

site. We are planning 45 minutes for the keynote, 5 minutes for each response, which will leave time for questions from the audience. 4-H has a volunteer, too. They will send the contact information to ChaNae.

- Identify individuals providing welcomes (TN State, UT): Dr. Chandra Reddy, representing TN State Extension, and Dr. Tim Cross, representing UT Extension, are confirmed.
- Newcomer orientation updates: Elizabeth Gregory North conducted an Adobe Connect session for newcomers on July 12. It was recorded, but Elizabeth also provided a narrated PowerPoint to post on the SRPLN site. ChaNaè Bradley, Rich Poling, Ed Jones, and Dave Shideler will work together to plan an on-site newcomer event. ChaNaè will organize discussion.
- Ignite sessions, in order of presentations:
 - Jennifer Taylor – Local Foods
 - Melissa Chase – Master Foods Volunteers
 - Chris Boleman – Professional Development
 - Janie Burney – Value of Farmers Markets
 - Julie Robinson – Effective Webinars
 - Debbie Murray – Finding Funding

Rachel Welborn participated in _____ two weeks ago and received information on Ignite Sessions from Susan _____. Rachel will share this with the presenters.

5. Registration Reminder: Early bird deadline July 15th; **hotel deadline July 22nd. Room block full.** Vicki Vaughn worked out a second contract with the Holiday Inn and has arranged a shuttle to transport people between the two hotels. An e-mail message about the overflow hotel has been e-mailed to PLC members. This information should be shared with the Extension health specialists, who will be meeting concurrently with PLN but are not on the PLN e-mail lists. We need to make sure other groups, like ASRED, AEA, etc., get this information, too. Debbie Murray will make sure it is sent to the Extension health specialists. Please send it to all committee members, too.
6. Program Committee Reports
 - ANR –Tom Melton and Louie Rivers. No call since last PLC. Bobby Grisso is doing a survey of diagnostic lab services around the region. The results will be discussed at SRPLN. The agent salary survey conducted by ASRED was shared and will also be discussed. They will need Internet access in their meeting room at SRPLN.
 - COM – Elizabeth Gregory-North and ChaNaè Bradley. A communications-training curriculum for field staff was developed and will be shared with peer-reviewers. The survey regarding best practices for Extension publications closed June 15, and results and recommendations will be discussed at SRPLN.

CRD – ChaNaè Bradley shared for CRD. Representatives of Extension CRD met with federal officials earlier this week. CRD program leaders met



with officials from various federal agencies earlier this week to share the great work that is happening in our region and solicit support for further program funding in the region.

2. We are exploring cross-committee meetings with the following committees at the PLN meeting next month: MM and PSD (to discuss training and competencies) and FCS (to discuss delivery/content of common programming topics)

3. We have made good progress on our plan of work:

- Completed the annual report of program indicators to deliver and distribute at the DC meetings earlier this week.
- Several people attended the monthly webinar series highlighting CRD programming. Two additional webinars are scheduled.
- The group is still working on the competencies and training; hoping that by collaborating with the other committees will produce more progress next year.

4. SRDC Updates:

- SRDC hosted a meeting to complete a proposal for a SERA project on Local Foods; this proposal is now under review
- SRDC was invited to participate in 2 national discussions:
 - Sec. Vilsack is pushing Recreation Economies as an economic development strategy, and convened a taskforce meeting on Monday to explore the idea; SRDC represented at this meeting to learn what specifically Sec. Vilsack would like to accomplish.
 - NaCO launched a Rural Childhood Poverty Initiative that counties can agree to support; the RRDCs, including SRDC, committed to providing counties with technical support as they endeavor to address childhood poverty issues.

5. A national meeting of the CRD program leaders was held at the NACDEP conference in June; of particular relevance to this group was the discussion of a policy brief on "Why Rural Matters" – A draft of the brief was shared and feedback received by the RRDC directors, who authored the draft. They are revising the brief to include the linkages between rural and urban places while making the case for investment in rural America by federal agencies.

Rachel Welborn discussed cross-committee work, progress on POW indicators, competencies & training. SRDC facilitated SERA proposal meeting on local foods. Childhood poverty. NACDEP Why Rural Matters.

- FCS – Debbie Murray (GA). At SRPLN will be continuing their discussions of policy systems, environmental processes and approaches for health. Dynamic plan for PLN meeting. Organized approach to funding opportunities, SR action plan. They will have a speaker from University of Wisconsin Community Health Institute. ON Civic Engagement ad-hoc group: FCS and Health should be included. FCS will meet with health specialists on second day of PLN. A strong network for Extension health

specialists is needed, to be better able to respond to grant opportunities. SR has largest health disparities in nation. At PLN, will also have a session on improved FCS messaging, inspired by Nancy Franz and Robin Adams last year, being planned by Laura Stephenson and Elizabeth Gregory North, will feature outside speaker from advertising firm.

- 4-H Youth Dev – Wanda Burke and Pam Ardern. Had a call on July 12. Will have a joint session with the directors during PLN. They are completing their PoW and planning for PLN committee time.
- IT – Rhonda Conlon. Met on July 7. Planning a Zoom training for August 3. Terrence Wolkoff is leading. Will send info to Rachel for distribution. Can find on learn.extension.org. IT Committee is working to strengthen partnership with eXtension. eXtension, ECOP, and New Media Consortium are requesting sotries about state of technology in Extension. Find more info on eXtension’s News Room page.
- MM – Gerald Jones. Met on July 14. Doug Steele from Texas gave an administrative update regarding Extension agents in Texas. Planning for PLN committee time and for Biannual Conference. Inquired about transportation to go downtown on Tuesday. Will be available.
- PSD –Rich Poling. Had a conference call last week. Integrating Programming group meeting this week. Inventory of SR Leadership programs: presenting data at PLN. Virtual Summer School will be held August 15-18, consisting of 4 one-hour Zoom webinars on aspects of social media. Open to anyone interested; Rich will send info.
 - August 15, 2:00 pm EDT: Social Media to Extend the Learning Process
 - August 16, 2:00 pm EDT: Social Media Conduct (legal issues)
 - August 17, 2:00 pm EDT: Social Media Analytics and Impact
 - August 18, 3:00 pm EDT: Accessibility for All (ADA)
- PowerPoints for Committee PLN reports are now available on committee pages on SRPLN site. Use these for submissions to PLC.
- Ron Brown recommended all committees spend some time discussing civic engagement. Rachel Welborn said that SRDC would be available to help with any of those sessions.

7. PLC Calls and Meetings

- Call: Thursday, July 21, 2016 at 9:00 Central. Phone: 641-715-3276 Participant code 1068380#
- PLC Meetings:
 - Monday, August 22, 1:00 – 2:30, with Committee Chairs/Vice-Chairs
 - Thursday, August 25, 6:45 – 8:00 a.m., current, incoming and outgoing PLC members
 - Thursday, August 25, 10:30 a.m., meeting with AEA/ASRED to present Action Items