



**Southern Region Program Leadership Committee Meeting**  
**October 20, 2016**  
**Minutes**

Participants:

- ANR –Tom Melton and Louie Rivers
- COM – Elizabeth Gregory North
- CRD –Dave Shideler
- FCS - Laura Stephenson
- 4-H Youth Dev –Pam Ardern
- IT – Terrence Wolkfork and Rhonda Conlon
- MM – Gerald Jones and Lonnie Johnson
- PSD – Rich Poling

ASRED:      Ron Brown                      Paul Brown

AEA:

SRDC/MSU: Rachel Welborn

1. Welcome – Elizabeth Gregory North, PLC Chair
2. Approval of August meeting minutes (posted on website) – Minutes were approved as presented.
3. Update from AEA - Mark Latimore
  - AEA is actively working on the Farm Bill.
4. Update from ASRED - Ron Brown, Paul Brown, and Ed Jones
  - ASRED is involved in the NIFA capacity funds study. NIFA hired an outside firm, Teconomy, to do a survey about the value of capacity funds in contrast to competitive funds. 100% of the Extension Directors in the Southern Region participated in the survey. We are hoping this will give a tool to make the case for increasing capacity funds.
  - Private resource mobilization: ECOP has formed a Task Force to create a mechanism to raise private funds for Cooperative Extension. That task force will report out at the next ECOP meeting. This may involve hiring staff and placing at an existing entity (4H Foundation or APLU, for example) for the purpose of raising private funds.
  - Rapid Response Protocol – ECOP approved a rapid response protocol, led by Dr. Latimore, chair of ECOP Program Committee. The protocol provides a mechanism for Extension to respond rapidly to emerging issues.
  - First Rapid Response item we are working on is Civil Discourse. Rachel Welborn is chairing this group. The charge is to see what Extension is already doing in Civil Discourse, organize resources, examine gaps, develop a competency model, and recommend next steps within a six month window.

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- 2018 Farm Bill – The first face to face meeting to get ready for the Farm Bill was held about a month ago. Each of the LGU segments (Extension, research, teaching) surveyed their cohorts to identify priorities. During the face to face meeting in DC the three LGU groups got a consensus list of what we would like to see. Dr. Lyons is included on a team to take the list to the next step.
5. Conference Debrief – initial comments based on the conference evaluations are noted below. Please discuss these with your committees and get feedback before the December meeting.
- Many negative comments were made regarding this year's speaker.
  - A variety of pre/post conference topics were suggested.
  - Lots of suggestions to have no speaker – primary purpose is to network not professional development.
  - By eliminating speaker, we could start at noon on Tuesday, shortening the meeting.
  - Use the keynote time (or some time) for multi-state/multi-discipline time on areas where people are already working together.
  - ASRED also talked about looking at a different structure that could shorten the meeting during their session.
  - Swapping committee night out and state night out was suggested as a way of boosting networking earlier in the meeting.
6. PLC Plan of Work 2016-17
- Chair Training – ChaNae Bradley (chair), Terrence Wolfork
  - Newcomer Orientation – Elizabeth North (chair), Pam Ardern, Laura Stephenson, Rich Poling
7. Program Committee Reports
- ANR –Tom Melton and Louie Rivers – ANR meets next week. 7<sup>th</sup> National Small Farms Conference had about 700 people in attendance.
  - COM – Elizabeth Gregory North – Committee has not met since PLN
  - CRD –Dave Shideler – First call was last week. One of the things we are doing is supporting the work of SERA 47 (Local/Regional Foods) along with FCS and ANR.
  - FCS –Laura Stephenson – At PLN we worked with Elizabeth and an outside entity on branding. We also worked on a capacity mapping project to help identify strengths across the region so we can respond quickly to multi-state work.
  - 4-H Youth Dev –Pam Ardern – November is the next meeting for the committee.
  - IT – Terrence Wolfork and Rhonda Conlon – IT's next call is coming up in the next few days.
  - MM – Gerald Jones and Lonnie Johnson – First call was last week. Dr. Steele noted that Innovation in Extension is a high topic among Extension



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Directors. A focus on Health and Wellness was also discussed. MM continues to produce a newsletter that is open to anyone to use. NC State and NCA&T are taking lead in organizing the next MM Conference scheduled for March 2017 in Ashville, NC.

- PSD – Rich Poling – A survey of southern region internal leadership programs is being conducted as a continuation of work begun last year. The survey closes at the end of October. Virtual summer school will continue this year.

## 8. Adjourn

**Next Meeting: December 1, 1:00 p.m. through December 2, noon**  
**Hilton Garden Inn Atlanta Airport North**  
3437 Bobby Brown Parkway  
East Point, GA 30344  
Phone 866-408-9329  
Room Block Code: MSU  
Reservation Deadline: Oct. 31, 2016