



Southern Region Program Leadership Committee Meeting
April 19, 2018
Minutes

Phone: 641-715-3276, Participant code 1068380#

Participants:

- ANR –Louie Rivers, Jr.
- COM – Elizabeth Gregory North and ChaNae Bradley
- CRD –Mark Waller
- FCS – Leslie Speller-Henderson and Laura Stephenson
- 4-H Youth Development—no representatives
- IT –Rhonda Conlon
- MM – Gerald Jones
- PSD –Meredith Weinstein

AEA: no representatives on the call

ASRED: Ron Brown, Paul Brown

MSU/SRDC: Rachel Welborn, Vicki Vaughn

1. Gerald provided a welcome. PLC February minutes were approved as presented.
2. Update from AEA –no representatives on the call
3. Update from ASRED –Ron Brown, Paul Brown
 - ASRED just completed its spring meeting in Alabama. Drs. Lemme and Brown, along with Ms. Andrea Musso, hosted a nice meeting.
 - Personnel Changes
 - Dr. Damona Doye is the new Director of Extension at Oklahoma State University
 - Dr. Doug Steele has stepped down from his Extension Director role at Texas A&M and will serve as Director for International Extension Outreach and Education with the Norman E. Borlaug Institute for International Agriculture at Texas A&M.
 - Dr. Robert Burns, Dean of Extension at the University of Tennessee, replaces Dr. Steele as ASRED's representative to the PLC and the PLN Executive Committee.
 - Dr. Nick Place will be ASRED's Chair-elect.
 - Significant topics discussed at the ASRED meeting include:
 - Reporting against themes
 - Private Resource Management
 - How CES can more effectively support the overall LGU mission
 - Collaboration across states
 - Small Fruits Consortium
 - Others
 - Extension consulting policies
 - How to enhance Extension salaries
 - Farm Bill topics

- Time and effort reporting – in the draft farm bill, time and effort reporting will not be required for capacity funds
 - Nutrition education – draft includes a new nutrition education program that marries EFNEP and SNAP-Ed, which would be directed by LGUs.
 - ASRED will end at its meeting at PLN at 5:00 p.m. on Thursday, August 23rd and won't need to meet on Friday.
4. 2018 PLN Conference Update(s) – Making Magic Real: Linking Innovation to Impact
- Keynote Speaker—Dennis Dimick – Confirmed
 - i. Doug Steele has agreed to work with him on tweaking his topic to be more reflective of what CES would value.
 - ii. How to structure panel reactions (9:45 – 10:00) – Paul and Mitzi will follow up with Dimick and work together to develop this response. Rachel will send a note to Doug to let him know that they have volunteered.
 - Pre-Conference on the National Impact Database—Elizabeth, ChaNae, Meredith & Dr. Brown
 - i. Faith Peppers and Frankie Gould have agreed to present. Elizabeth will be working with them on the content. ChaNae will provide a summary of the event for the website to let people know what to expect.
 - ii. Terry Meisenbach had requested a space to host a preconference. However, given that the preconference noted above is confirmed, there does not seem to be a space for this event. Gerald will communicate back to Terry to let him know that we cannot accommodate this session this year.
 - Ignites Session—Tom, Ron, Lesley & Rachel – A call for proposals is out and these are due on May 31. To date, no responses have been received. Rachel will send a reminder and requests that each member encourage their committee members to submit.
 - Newcomer Orientation—Laura, Elizabeth, Iris & Rachel – Rachel will work to set a date for this committee to develop a plan.
 - Committee Chair Training (Webinar May or June)—Terrence & Rachel – Rachel will reach out to Terrence to discuss.
5. Program Committee Reports
- ANR –Louie Rivers – The committee has not met since the last PLC call, but members participated in two national meetings: National SARE meeting with over 1000 attending nationally and the 2018 Risk Management Education Meeting. Members are continuing to work on the August meeting agenda.
 - COM – Elizabeth Gregory North and ChaNae Bradley – The Marketing and Communications curriculum is the big item on the plan of work. The committee plans to complete this effort by the August 2018 meeting. Work continues on a model communication award, best practices white paper, white paper on Communicating CES relevance, and social media best practices.
 - CRD –Mark Waller – CRD is facilitating a concept paper being developed across committees in response to last year's PLN keynote. Work continues on the annual CRD indicators report which will be finalized for this year by the PLN meeting. A survey was sent out to determine needs for CRD training for county educators. The committee has gathered and shared each other's social media links across the region.
 - FCS – Leslie Speller-Henderson and Laura Stephenson – Work continues on the capacity mapping project with plans to complete it by August. The group is watching the Farm Bill and is planning a follow-up webinar to discuss the current proposal along with our advisor Dr. Bonanno. Sharing success stories has also been an emphasis.
 - 4-H Youth Development—no representatives



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- IT –Rhonda Conlon – The committee has developed infographics that were shared with CES Administrators/Directors on the EdTech Learning Network. They are also exploring common technology needs and solutions to enhance regional program delivery through an internal survey to see where we are on that issue within our own universities. A best practices document for distance collaboration processes is being developed. The cross-committee Virtual Training Series will be piloted in May with the SERA 47 leadership.
 - MM – Gerald Jones was not on the last call and Lonnie Johnson, Jr. was not able to be on this call so the committee will report on the next PLC call.
 - PSD – Celeste Allgood and Meredith Weinstein – A virtual summer school is being planned for the last week in July. The group is also considering a winter virtual summer school. A needs assessment is underway internally to see what programming and other needs each university has. Competency profiles are being developed and the group is restructuring its call and meeting agendas to include professional development.

6. Adjourn

Next Teleconference: **June 21, 2018—9:00 a.m. CDT—10:00 a.m. EDT**