



**Southern Region Program Leadership Committee Meeting**  
**June 20, 2019**  
**Minutes**

Participants:

- ANR – No representatives
- COM – No representatives
- CRD –Mark Waller
- FCS – Leslie Speller-Henderson and Laura Stephenson
- 4-H Youth Development—Mitzi Downing
- IT –Terrence Wolfork
- MM – Gerald Jones and Lonnie Johnson, Jr.
- PSD – No representatives

AEA: No representatives

ASRED: Ron Brown, Robert Burns

SRDC/MSU: Samantha Clardy, Vicki Vaughn, Katherine Spiering, Russ Garner

1. Approval of PLC April 18<sup>th</sup> meeting minutes – Minutes were approved.
2. Update from AEA – No representation on the call
3. Update from ASRED – Ron Brown, Robert Burns and Randy Taylor
  - Provided input to NIFA on what positions should remain in DC; emphasized the need to have a balanced responsibility/leadership for capacity and competitive programs.
  - The waiver of match requirements for the Specialty Crops Research Initiative (SCRI) is looking positive for 2020, but not so positive for 2019.
  - The Budget Line Consolidation/Strategic Realignment Committee is down to 2-3 options; a report should be forthcoming at the July joint COPs meeting. Our push has been to maintain the integrity of Extension programs for 1862 and 1890 institutions.
  - Notice of non-renewal of contract has been sent to K-Global, our marketing and communications firm. The Communications and Marketing Committee is working to restructure itself with more input from communications specialists and plans to develop a strategic plan for communications and marketing.
  - National Extension Diversity Award and Excellence in Extension Award Review Committees are working; our regions are well represented with nominees.
  - Work with other regions is taking place in DC to emphasize the need for broadband literacy and to point out how Extension is equipped to assist.
  - Discussion is occurring on how best to use eXtension and the 4-H Marketing initiative.
  - In light of the soon retirement of Dr. Rick Klemme as ECOP Executive Director, a new position description has been drafted and will be submitted to ECOP Executive Committee for approval within the next several days.

4. 2019 PLN Conference – *Unmasking Our Potential: Building Resilient Communities*

- Conference registration & website materials (Registration is open)  
[http://srpln.msstate.edu/pln/2019\\_srpln\\_conference.html](http://srpln.msstate.edu/pln/2019_srpln_conference.html)
- Samantha reported that our registration was at 145, which was on schedule compared to previous years with the numbers. More people are needed to sign up for the Pre-Conference to be able to break even (break-even is 70-75 registrants). Encourage registrants to sign up, and if they have already registered, they can go back and sign up for it. We will send out an email to all of the committees explaining that.
- Review of assigned tasks for conference
  - See attached draft agenda
  - Welcome from host institutions – Dr. Bill Richardson will give the welcome representing LSU. A question was asked concerning who would take part in the welcome to the conference for Southern University-Currently in interviews, and the new Extension Administrator would be in place before the conference.
  - Ignite sessions:
    - Terence, Emily –Voting Process for Ignite Prizes
    - Meredith, Celeste, Randy, Rachel/Russ –Call for Ignite Proposals ended on May 31, received six excellent proposals. Team is in the process of evaluating and determining the three finalists.
  - Discussion Panel - Ron Brown, Albert Essel, Vonda Richardson – Presenters are all set.
  - Newcomer Orientation - Mitzi, Leslie, Manola, Laura, Russ/Rachel – Set and ready to go. The team will send out a Newcomer list so that team members can reach out to newcomers and perhaps invite them to dinner on the first evening.
  - Committee Chair Training - Terrence, Gerald, ChaNae, Emily, Russ/Rachel – Completed briefing on 6/4. It was well attended. Session is recorded, and it and the PowerPoint are available on the website.
  - Pre-Conference - ChaNae, Lisa, Celeste – See above.
  - Evaluation - Mark, Meredith (work with Scott Cummings) – Scott has made the survey, and recommends that we again use Qualtrics. The team is working on revisions of questions.
  - PLN Participation Matrix - Vicki, Rachel, Russ – Complete
  - A question was asked concerning who would take part in the welcome to the conference for Southern University-Currently in interviews, and the new Extension Administrator would be in place before the conference.

5. Program Committee Reports

- ANR – Randy Taylor spoke for ANR–met in Washington a couple of weeks ago with the North Central ANR leaders. Good meeting, discussion, and attendance. Tom Melton, 1862 representative is retiring, will elect a new representative in New Orleans.
- COM – No representative-no report.
- CRD –Mark Waller – Met yesterday, discussed the plan of work, possible CRD 101 training offered in November. Webinars and newsletters through SRDC are going well. NACDEP conference went well Work continues on a Future of Community Development in Extension concept paper, the CRD monthly webinar series, Southern region CRD indicators, and a potential CRD training.
- FCS – Leslie Speller-Henderson and Laura Stephenson – Laura discussed an “Un-meeting”, held on April 8, which UF coordinated. Well attended-120 participants from 30 states. Goal was to continue to develop partnerships to continue to increase programming involved in health and well-being, but also to address rural health and health equity. Also looked to increase dialogue with those whose programs have been successful.



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- 4-H Youth Development—Mitzi Downing– Met recently, discussed the plan of work, reviewed roles and responsibilities, looked at the matrix to make sure that it was up to date. Had conversations around the National 4-H Program Leader and that position. 4H Thrive model was discussed as well as the pilot and what we'd like to see that to look like.
  - IT – Terrence Wolkfork– Having a meeting in July. Jim Seeger, of Texas A&M is retiring, being replaced by Tom Litzer. Texas A&M is also getting a new Director.
  - MM – Lonnie Johnson, Jr. – Recently met, discussed the plan of work. Also discussed was the recent Middle managers conference held in Sarasota, FL in April-strong agenda. Set for August meeting.
  - PSD – Meredith Weinstein (via Mitzi) –Virtual Summer School topic is “Onboarding to Succession Planning”. It will be held the week of July 15, with more information soon.

## 6. Adjourn

2018 – 2019 PLN Committee Conference Call Schedule: April 18<sup>th</sup>, June 20<sup>th</sup>, July 18<sup>th</sup>  
9:00 am – 10:30 am Central / 10:00 – 11:30 am Eastern