



**Southern Region Program Leadership Committee Meeting  
November 29-30, 2018  
Atlanta, GA**

**Minutes**

**Participants:**

- ANR – Tom Melton and Kelli Hollins
- COM – Lisa Stearns and ChaNae Bradley
- CRD - Mark Waller
- FCS – Leslie Speller-Henderson, Laura Stephenson, Debbie Murray
- 4-H Youth Dev – Mitzi Downing and Manola Erby
- IT – Terrence Wolfork and Emily Tipton
- MM – Gerald Jones and Lonnie Johnson, Jr.
- PSD – Celeste Allgood and Meredith Weinstein

AEA: Albert Essel, Vonda Richardson,  
ASRED: Ron Brown, Randy Taylor  
MSU: Vicki Vaughn, Samantha Clardy, Kim Crowley  
SRDC: Russ Garner, Rachel Welborn

**Thursday, November 29, 1:00 – 5:00**

1. Welcome – Mitzi Downing, PLC Chair  
Mitzi led group introductions.  
October minutes reviewed and approved as presented.  
Agenda reviewed and approved as presented.
2. Update from AEA – Albert Essel, Vonda Richardson
  - AEA officers for 2018-19 chair – Carolyn Williams; chair elect – Vonda Richardson; secretary – Rosalind Dale; Mark Latimore - Treasurer. These roles serve for these time periods: secretary (2 years); chair elect (2 years); chair (2 years); past chair (2 years).
  - The 1890 foundation has been established and is located at APLU. A roundtable was conducted earlier this month to talk about how the 1890 system (Extension, research, teaching) can collaborate across the system, and how to engage funding from both public and private sources. Among participants were representatives from World Bank, private foundations, and public foundations. Scott Angle, new NIFA director, participated for several hours also.

- At the APLU meeting in November, Dr. Jason DeKoff was awarded the Excellence in Extension award for the 1890 region.
- An 1890 Communications Summit was held with communications specialists from across the system. Participants met for two days to explore ways to document impacts and communicate/market programs that come from the 1890 region.
- On June 20-24, 2020, a system wide CES meeting is planned. In October, a planning committee convened to frame the meeting agenda. The meeting will be in Orlando at the Renaissance Hotel.
- Work is underway on an 1890 impact document that is planned to be released in January 2019.

There were no further questions.

### 3. Update from ASRED - Ron Brown, Randy Taylor

- Nick Place, UFL CES Director is the incoming chair of ASRED; Ed Jones, Tom Dobbins, and Gary Jackson are Southern Region ECOP representatives.
- Doug Steele, former Texas A&M AgriLife Extension Director, is now Vice-President for APLU's Food, Agriculture and Natural Resources division. He has the August PLN meeting on his calendar.
- The 1890/1862 system is discussing communications and marketing efforts working with K-Global.
- National Impacts Database, staffed by Texas AgriLife Extension, with a national advisory committee, has been revised significantly. Training will be provided soon to help people do a better job of writing impact reports and navigating the new system. The largest number of people that access these reports are people in DC.
- NIFA relocations – The Secretary of Agriculture has announced plans to move NIFA outside of the DC area. The CES system has sent forward a letter to the Secretary outlining concerns.
- Budget line consolidation – There has been a big push to reduce the number of NIFA lines (currently around 47 lines). However, this consolidation could have a negative impact on CES.
- The House version of the Farm Bill that is finished and was ready to be passed won't be passed. The new Congress elected last week will start over. The current version was very favorable for CES, particularly with the SNAP-Ed funding. Update: on 11/30/18, Dr. Brown reported that Congress has come to some general agreement on the Farm Bill, but the language on SNAP-Ed funding favored the Senate version rather than the House which provided stronger support for CES in this area.



- March 2019, a joint meeting of ASRED AEA, SAAESD, ARD, administrative heads, and CARET is planned with the meeting taking place in Florida.

#### 4. Review and Discussion of Conference Evaluations

- What worked well
  - Adjustments in schedule
  - Ignite Sessions
  - Newcomer Orientation and Dinner
  - Preconference on impact writing, additional tracks
  - Networking time (positive)
- What didn't work well
  - Keynote speaker (relevance to program/committees/work)
  - Interest in expanding locations-limitations
    - Must be a hub city
    - Have opened up for new proposals two years in a row with limited recommendations.
    - Challenge in keeping the cost low and finding venues with adequate space.
    - Vicki stated she would be open to suggestions for 2021.

#### 5. Conference Budget

Last year's registration fees:

	Early Registration	Regular Registration (July 15 – August 10)	Late Registration (after August 10)
PLN only	\$370	\$420	\$470
PLN + AEA/ASRED	\$445	\$495	\$545

- Partially depends on cost of keynote speakers. If speaker costs do not go up, we should be able to keep these costs for this year.
- In 2018, the speaker cost was \$8000 + travel.

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## 6. Conference Planning

- Develop conference theme
  - Resilience – may be great stories from New Orleans
    - LSU/Southern
    - EDEN
    - Do as part of the Ignite sessions
  - Changing landscapes
    - Change in landscapes
    - Opportunities in changing landscapes
    - Making change real
    - Resilience during changing landscapes
    - A change in landscapes
    - Unmasking Our Potential to Build Resilient Communities
    - Innovation in changing times
    - **Theme selected: “Unmasking Our Potential: Building Resilient Communities”**
    - Unmasking Extension’s Resilience
    - **Kelli Hollins** – Southern University – volunteered to get her graphics designers to assist with logo development
- **Selected: Future of Ag and CES – Leadership and where are we going? - Panel**
  - Farm Bill – What is it about and how does it impact CES?
  - Scott Angle - USDA NIFA new director
  - Doug Steele – APLU V.P for Food, Agriculture, and Natural Resources
  - ECOP – Ed Jones (chair) and Mark Latimore (chair elect)
  - Carolyn Williams – AEA Chair, ECOP Program Committee
- Possibly eliminate keynote
- Meaningful collaborations
  - Possibly use Ignite sessions to tell these stories
  - Cross committee work successes
- Succession planning/ Leadership
- What is relevant to our efforts to work across the region?
- Off-site tours
- Establish skeleton agenda
  - Tuesday,
    - Panel 8:30 – 10:00; possibly end at 9:30 depending on the panel. If ending at 9:30, first committee session runs from 10:00 - noon
    - Committees with advisors 10:30 – 12:00
    - Lunch/ignites/awards – 12:00 – 1:30
      - Ignite sessions – 3-4 sessions
      - Top three, cash prizes \$200, \$100, \$50 – online voting – **Terrence, Emily** will help coordinate the voting process.

- State/institution proposals – multi committee work to respond to disasters
  - Invitation to also submit a video for posting to PLN site
  - Communications committee – photographer for awards
  - **Meredith, Celeste, Randy, Rachel/Russ** – committee to prepare the call for proposals
  - Committee afternoon time without advisors
- Identify potential speakers based on conference theme
    - Panel committee will be responsible for contacting potential panelists - **Ron Brown, Albert Essel, Vonda Richardson**
  - Design/refine Newcomer Orientation
    - Dinner after session
    - Committee: **Mitzi, Leslie, Manola, Laura, Russ/Rachel**
  - Design/refine Program Committee Chair Training
    - Zoom session--**Terrance, Gerald, ChaNae, Emily, Russ/Rachel**
    - Mention availability of the general session room for meeting multiple committee—check with Vicki to coordinate.
  - Pre Conference – ideas: (no post conference)
    - eXtension has an interest in a pre-conference session – This option was eliminated. PLC determined this was not a good fit for PLN attendees given they are more administrative.
    - EDEN
    - Intergenerational communication:
      - Dr. Betsy Charles, Vet. Leadership Institute – ChaNae has a contact <http://veterinaryleadershipinstitute.org/about-us/history/>
      - Nancy Swanger – Work/Life Balance and Intergenerational Communication – Lisa Sterns has a contact
    - Coming Together for Racial Understanding - Rachel Welborn
    - Committee: **ChaNae, Lisa, Celeste**
    - Tour:
      - Would need to cover the expense of transportation. Rachel reported that a bus for another conference would be near \$900 for 30 people.
      - Tour would need to be most/all day which would mean people would have to come in a day earlier.
      - Determined to not pursue a tour this year.

**Friday, November 30, 8:00 – noon**

7. Future Joint Meeting Site Plans – Vicki Vaughn

- 2019: Westin, New Orleans, LA
- 2020: Fort Worth, TX
- 2021: Open

8. Program Committee Reports

- ANR –Tom Melton and Kelli Hollins – ANR met last month working on the Plan of Work. One item is working on heirs' property. Rachel mentioned SRDC's work in this and invited input. They plan to get with FCS and CRD to discuss further. Water quality is also a topic getting attention. Planning joint meeting with the North Central region. Discussed grant opportunities. Committee is interested in how to encourage 1890 participation.
- COM – Lisa Stearns and ChaNae Bradley – Committee is working with PSD on a marketing and communications curriculum. Identifying peer reviewers for the curriculum, adapting best practices for communicating Extension value, conducting Southern region 508 accessibility and privacy standards with IT committee. Response template for disaster communication.
- CRD –Mark Waller - not met since this committee met last. CRD is continuing to work on a survey of CRD efforts. Several in CRD responded to the NIFA listening sessions
- FCS – Leslie Speller-Henderson and Laura Stephenson – Committees working on collaborative efforts on heirs' property, economic mobility with CRD, mapping project moving it forward - how can we take capacity mapping and overlay with the health concerns in our region. NIFA listening sessions FCS added comments. Food systems work continuing with SERA 47 and other related efforts. SNAP- Ed work has taken a lot of time to invest but has resulted in great conversations with 1862 and 1890 about collaboration to build capacity.
- 4-H Youth Dev – Mitzi Downing and Manola Erby – New STEM efforts are underway. National 4H Congress program is officially chartered which provides an avenue for obtaining funding. 750 youth attended this year's event, with numbers down a bit from the 1200-1500 attendance from past years. We would like to see more 1890 participation. 4H online 2.0 version as a system for managing the data for 4H enrollment – working with Registration Max to tweak the process to be more responsive to the system's needs. We have traditionally counted events that total 6 hours or more in the region. Nationally, other states are reporting events of as low as one hour. This could impact funding. Common Measures 2.0 – some Southern states looking at this process.

- IT – Terrence Wolfork and Emily Tipton – Discussed limited participation in the committee, especially with 1890. We are looking at grant opportunities to be more involved in multi-state grant. We have lost our repository at University of Arkansas for resources. Cumulative cyber security resources shared through the site. Accessibility, i.e. Rural broadband is also an interest.
- MM – Gerald Jones and Lonnie Johnson, Jr. – Finalized bi-annual conference in April 2019. University of Florida has taken a lead role in planning. Words of Wisdom tool for middle managers is on the PLN site. The next edition of the MM newsletter is coming out soon. Appreciation to the administrative advisors was noted: Dr. Cartwright and Dr. Williams.
- PSD –Celeste Allgood and Meredith Weinstein – Cross committee competency based resources working with IT and Communications. Strategies for succession planning committee survey instrument to assess southern region succession planning efforts. The survey will be released in Feb. 2019. The virtual summer school is planned again for 2019.

## 9. Other Business

- Evaluation – need to review the evaluation questions and tweak to fit this year's plans. **Scott Cummings** (TAMU) has conducted the evaluation over the past several years. **Mark** and **Meredith** will work with **Scott** on this year's evaluation.
- **Emily** will coordinate future calls on Zoom. Participants are encouraged to use cameras.
- How to encourage PLN participation?
  - A matrix of participation by committee may help get a picture. Some institutions don't have someone in a particular role. Establish matrix that shows who is coming and for what, and to encourage a more active role for those involved. **Vicki, Rachel** and **Russ** to develop.
  - What resources could be developed to help encourage participation?
  - Video -  
[http://srpln.msstate.edu/pln/files/2017\\_conference/PLN%20Orientation%20Video%2081017.mp4](http://srpln.msstate.edu/pln/files/2017_conference/PLN%20Orientation%20Video%2081017.mp4)
  - PLN value study –
    - Summary - [http://srdc.msstate.edu/pln/documents/pln\\_summary\\_\(2\).pdf](http://srdc.msstate.edu/pln/documents/pln_summary_(2).pdf)
    - Full report - [http://srdc.msstate.edu/pln/documents/grp\\_rpt\\_1-13-09\\_\(2\).pdf](http://srdc.msstate.edu/pln/documents/grp_rpt_1-13-09_(2).pdf)

## 10. Adjourn

### **Dr. Brown-**

ECOP Private sector funds – report from a survey extension administration/directors – What is most important and where you have the most capability?

-youth development was #1 – 4H

-nutrition wellness area was #2 – RWJ money is helping here, but more opportunities exist.

Discussion:

Healthy community – more than just the individual; it is also about the community

Diversity and inclusion as a potential lens

Share emerging issues with Dr. Brown and Dr. Essel.

### **REMINDER – The conference call schedule is:**

- February 21, 2019
- April 18, 2019
- June 20, 2019
- July 18, 2019

All calls are set for 9:00 am - 10:30 am Central Standard Time.  
Please call 641-715-3276 and enter participant code 1068380#