



**Southern Region Program Leadership Committee Meeting  
February 21, 2019  
Zoom Conference Call**

**Minutes**

**Participants:**

- ANR –
- COM – Lisa Stearns and ChaNae Bradley
- CRD - Mark Waller
- FCS – Leslie Speller-Henderson, Laura Stephenson
- 4-H Youth Dev – Mitzi Downing and Manola Erby
- IT – Emily Tipton
- MM – Gerald Jones and Lonnie Johnson, Jr.
- PSD –

AEA: Vonda Richardson  
ASRED: Ron Brown, Randy Taylor  
MSU: Samantha Clardy  
SRDC: Russ Garner

1. Welcome – Mitzi Downing, PLC Chair

The PLC November 2018 minutes were reviewed and approved as presented, with no corrections or additions. There were no additional items added to the agenda.

2. Update from ASRED - Ron Brown

- ASRED's spring meeting will be joint with the Mini Land-Grant meeting scheduled for March 18-21. It will include ASRED, AEA, Research Directors, Academic Heads, SR Administrative Heads and SR CARET. This is the first Mini LG meeting held in several years.
- Strategic Realignment – ASRED Directors have scheduled a special virtual meeting to discuss current proposals regarding realigning budget lines within the NIFA budget. The goal is a more focused advocacy procedure. There are 57 lines in the NIFA budget and the idea is to put all of them in 3 buckets for advocacy focus.

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- National Impacts Database – ASRED Directors are joining with other regions in a revision of the NIDB. The two main changes are a new public-friendly website and a system to review impacts for quality. In the past, all impacts that were submitted were included. Some were pretty weak and led to criticism of the database. The new blind review system should resolve this problem.
  - National Impacts Database – The writing team, led by Faith Peppers (GA) and including Frankie Gould and others developed **41 products** to highlight impacts from the national database:
    - 21 summary factsheets
    - 19 short web feature stories
    - 1 video
- These will be available soon on the NIDB website.

### 3. Update from AEA –Vonda Richardson

- Had their joint Winter meeting with the Association of Research Directors in Washington at the end of January. It was a very productive meeting. One of the topics discussed was of increased collaboration and a better integration of research and Extension programs, updates to the Farm Bill of issues that are of concern to the 1890 institutions
- Planning for their 2020, system wide conference CES meeting is planned for June 21-25, 2020. The conference will be the Renaissance Orlando Seaworld. The “Save the Dates” and invitations will be sent out through the whole Land-Grant system. This conference is open to whoever wants to participate.
- Updates from NIFA-Reported how things are going post- partial government shutdown. NIFA asked for patience as they have been going through staff shortages as well as a delay in grant awards being sent out. able to meet with the new NIFA Director, excited about the continued collaboration and support from them.
- Relative to the 2018 Farm Bill, on a positive note, was the rescission of language related to the carryover of funding – now able to carry 100%, instead of the previous 20% into the next fiscal year. This helps with the management of resources.
- Excellence in Extension Award-the call for nominations has been released. The deadline for each region is May 1<sup>st</sup> is the deadline. We get strong nominations from the Southern Region, and expect no different this year.
- Mini Land Grant Conference in Coral Springs, FL, on March 18<sup>th</sup>-21<sup>st</sup>. It brings together the academic units, Extension, and research from both the 1890 Region and the Southern Region
- Middle Managers Conference is scheduled for April, hoping for good participation.

There was an enquiry if there was any more news about the potential move of NIFA from the Capitol Region. It was stated that that determination was still being worked out and that several organizations were providing letters to Congress asking for reconsideration of the move. USDA is going through with the process, with 130 sites currently being considered, with those numbers to be pared down further.

There were no further questions.

#### 4. PLN Conference

- The conference agenda was reviewed to see if any adjustments or changes were to be made. Additionally, assignments for the planning of the conference that were given to committee members were reviewed to see where we were in respect to the conference.
  - Logo Design- Russ spoke for Kelli and said that she and her team had completed the design of the logo. There was discussion on the design and all were pleased with the design. A minor change (punctuation) was made.
  - Ignite Sessions-Emily reported that in relation to the technology piece of the sessions that the IT committee was gathering feedback and would have a decision in the near future.
  - Panel Discussion-Dr. Brown reported that Drs. Richardson, Essel, and himself had discussed speakers, and that Carolyn Williams, Ed Jones, Scott Angle, and Doug Steele had all agreed to come and participate. Dr. Brown said that they were working with the speakers on the timing aspect of it, and that would help determine the timing of the break on the Tuesday of the conference, and that they would firm up the date with the speakers.
  - Newcomer Orientation and Dinner-It was reported that because of past success, we have decided to keep the same format and structure for this.
  - Preconference-ChaNae reported that they had contacted all of the organizations that were suggested in the previous meeting, and that the top candidate was EDEN (Scott Cotton, Extension Area Educator, University of Wyoming). Scott proposed doing a session on Extension's involvement in disasters, as well as FEMA training that would result in participants receiving a certificate from the training. He has also sent a proposed agenda. No cost for the session, just travel expenses.
  - Committee Chair Training-Have not discussed proceeding but it was noted that there was good template for what has been done in the past to draw from.
  - Evaluation-Mark reported that he needed to talk to Scott Cummings about some updates to be made in the evaluation, and would report back to the group

when he had discussed with Scott.

- PLN Participation Matrix-Russ stated that he had talked with Vicki at the beginning of the year, and believe that she may have this complete.
- One concern was the length of the lunch session and how it could affect the schedule. It is a logistical question that we will get with Vicki to work out with the hotel. Overall, it was determined by the group that the conference agenda looked good, and that there needed to be no revisions to the schedule of the agenda.
- Discussed projection system to be able to put questions and comments on the screen during the general opening session and also while the panelists are talking, considering having a hashtag for the event, and use a Tweet Wall which projects and scrolls any tweets using the hashtag. Good for large group lunches. IT committee to explore and report back to the group.

## 5. Program Committee Reports

- ANR –Randy Taylor reported that they were planning a joint meeting with the North Central region this summer in Washington, which is an every other year occurrence.
- COM – ChaNae Bradley – Had a meeting on 2/14, committee is working to finalize marketing and communications curriculum. Reviewed materials, and by the end of March plan to complete our objectives and identify competencies. Will soon meet with PSD to collaborate to set the curriculum up in a way we can share with others. Two committee members are working on best practices in communicating Extensions’ relevance for implementation by Extension agents, specialists, and educators. Plan to be reviewed April/May Conducting a survey of the Southern region concerning 508 accessibility and privacy standards with IT committee. This cross-committee work is ongoing.
- CRD –Mark Waller – Met 2/20 via Zoom. Discussed the upcoming NACDEP conference June 9-13, and the availability of travel scholarships. Russ gave a report on the heirs’ property work that SRDC is involved with. Plan of work is progressing nicely. Stacey McCullough has sent out a draft concept paper and is passing around for review. Alison Davis has been sharing a regional summary of state offerings, based on an earlier regional survey of CRD efforts. Indicators report going out again this this year. Discussion held on CRD priorities based on NIFA listening sessions. National Program leaders plan to meet at the NACDEP conference.
- FCS – Leslie Speller-Henderson and Laura Stephenson – Leslie and Laura both attended Association of SNAP Education Nutrition Administrators meeting in Arlington, VA-Good meeting with lots of information. Right now focusing on



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the policy system and environmental work. Lots of programs around that work. Academies coming up on this in Tennessee and Kentucky. National 2019 EFNEP educator programming conference in March in Crystal City. 2019 National Health Outreach Conference coming up in May in Fort Worth. Laura stated that there was no update on committee work. Language in the New Farm Bill states that EFNEP and SNAP-Ed must work together. High representation of the 1890s and 1862s do both EFNEP and SNAP-Ed. The South could be a model for the rest of the nation.

- 4-H Youth Dev – Mitzi Downing and Manola Erby –Mitzi reported that recently had a committee call, great turnout. Later in February in St. Petersburg, FL the National 4H Leaders group getting together. Discussing growing regional resources, building a unified 4H brand, continuing to talk about 4H data management in enrollment. Looking at what 4H Enrollment 2.0 looks like. Rollout and a pilot program with a handful of states. Going to be looking at the language that we use in our Federal reports, trying to get to a more up-to-date, more inclusive language, and what some of that language mean. Also looking at a 4H thriving model. The model would be what we as a unified group would like to put forth. A presentation will be given on this. Manola talked about how we would be looking at common measures and how we can use that in the states for staff development. We will be talking about and looking at what we call and count as 4Hers, and the impacts we have on people.
- IT –Emily Tipton – Had a productive meeting earlier in the month, discussed all five items of our plan of work, two are relevant to the work that the 4H committee is doing. University of Arkansas to support a place to house information. We are currently uploading historic documents as well as plan of work completion items from last year. One of those plan of work items is cybersecurity materials. We are going to be able to reuse material (fact sheets, training materials, tips, etc.) for October’s Cyber Security Awareness Month. Also hope to create a database to house IT-focused grants and funding sources. This gives the IT community something to bring to the table.
- MM – Gerald Jones and Lonnie Johnson– Had a meeting on 2/14. Noted that Drs. William and Cartwright shared updates with the group., with Dr. Cartwright noting that there is language in the new Farm Bill that states grants now require a one-to-one match, and that the Southern Regional Extension Forestry program would be ending on June 30, with a smaller pilot program being considered. Middle Managers Conference on April 22-25 in Sarasota, FL has 70 people registered so far. Looking to reformat the Middle Managers newsletter. Gerald stated that he attended a leadership academy in Atlanta in collaboration with e-Extension. Very well attended with good content. Lonnie reported that they were also looking at a recruiting and hiring document for



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middle managers, i.e., a “best practices”, as well as looking at the work that is going on in the region concerning the opioid epidemic. Wants the group to think about cross-committee collaboration while we are at the PLN conference.

- PSD –No report

9. Other Business

10. Adjourn

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

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

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Telephone by dialing +1 408 638 0968 (US Toll) or +1 646 558 8656 (US Toll) Meeting ID:  
865 974 3129