



**Southern Region Program Leadership Committee Meeting
Winter SR-PLN Planning Meeting
November 17th & December 13th, 2023
MINUTES**

November 17, 2:00 - 4:00 pm Central / 3:00 - 5:00 pm Eastern

1. **Welcome** - Uma Karki welcomed everyone to the meeting, members introduced themselves, and Uma reviewed the agenda. There were no additional items to add to the agenda.

Participants:

- ANR - Uma Karki
- COM - Lyndall Stout
- CRD - Adam Hodges
- FCS – no representative
- 4-H Youth Development - Melanie Biersmith and Demier Richardson-Sanders
- IT - Lalit Rainey and Brian Watson
- MM - Amelia Mitchell
- PSD - Cheryl Newberry and Cynthia Pierfax

Ex-Officio: Ron Brown

AEA: no representative

ASRED: Paul Brown

SRDC/MSU: Grace Langford, Roseanne Scammahorn, Rachel Welborn, Kim Crowley

2. **Committee nominations of infrastructure task force**

- ANR – James Henderson
- COM – Elizabeth Gregory North
- CRD – Stacey McCullough
- FCS – Dr. Courtney Dodd
- 4-H Youth Development – Melanie Biersmith
- IT – Brian Watson
- MM – Jeff Young & Keith Walters
- PSD –Tia Gregory

3. **Review of 2023 PLN evaluation** – Feedback from committees

- ANR – There are a couple of retention related topics I would like to see covered with suggested solutions at the next PLN meeting. 1. Addressing salary compression.

Addressing the higher cost of living in recent years and it continues to go up, especially in metro and suburban areas.

- COM –Lyndall Stout – Haven’t shared with committee – No feedback – Will email to solicit information and report back in a week
- CRD – Adam Hodges – No report
- FCS – Andrea Morris and Michelle Parisi – None in attendance
- 4-H Youth Development—Demier Richardson-Sanders – Shared with committee on November 10th. No feedback was expressed.
- IT –Lalit Rainey and Brian Watson
- MM –Blake Lanford and Amelia Mitchell
- PSD – Cheryl Newberry and Cynthia Pierfax – Meets in January

4. **PLN Refresher** – Defining the purpose and process of PLN

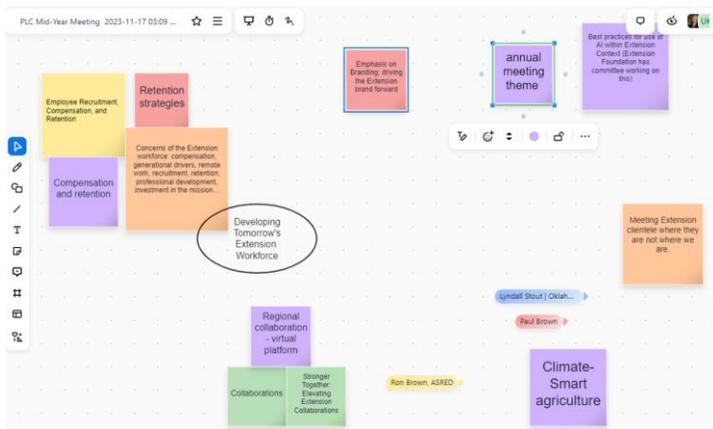
- Newcomer orientation – Stays the same – Mentorship to be incorporated at the committee level. Newcomer committee to create outline of mentorship expectations, present concept at orientation, and communicate with committee chairs.
- General session – First 15-20 minutes - ASRED and AEA start the joint session. Short version of here is what we are, here is why we are doing this, and to be more involved in committee. This is in response to the need for clarification/mission/direction that was voiced in survey.
- September/October have a follow-up on roles and responsibility of committee leadership. – Chairs and Chair-Elect - How to get your work moving forward, how to communicate with each other, new officer role/expectation, get up to speed through the remainder of their current work and to be ready for August. (Maybe do this in January for 2023-2024 Chairs/Chair-Elects)
- *Action Step: Pull member report by institution – Email to AEA and ASRED Directors. Tool to invite people to participate and update the list. Maybe this will help to build momentum. RES – Done November 2023.*

5. **Annual Meeting Budget** - Vicki Vaughn – unable to attend. Move to December meeting. - 2024’s registration fees

6. **Annual Meeting Planning**

- **Develop annual meeting theme:** What are one or two things you would like to have addressed by a keynote?
 - What can be done to make Extension your first choice for a career.
 - Promote the advantages of being an Extension employee.
 - How do we instill in supervisor’s different ways to change our focus to grow careers with Extension in mind? Help people see how this can be a lifelong career path. No more sink or swim mentality. Offering clear career growth paths to reduce anxiety and uncertainty?

- Lightning round: Cutting edge ideas and working. What is in practice now to encourage proper onboarding and career development?
- Compensation, vacation, personal time is above our role. Not something that we can address. What other parts of culture/atmosphere can we address to stabilize/enhance Extension employment? Remote work? Tools for recruiting? Fundamentals all Extension employees need to know about? Graduate course/professional development encouragement.
- Leading the digital workforce – What does it look like after us? Do we need to be in the office/more flexibility?
- Values held by new employees/ younger generation. What is appealing now? Attracting and retaining employees with benefits that meet the unique needs of their demographic?



General Theme

Poll | 1 question | 9 of 11 (81%) participated

1. Which theme do you feel would be most impactful for the PLN Joint Meeting? (Single Choice) *

9/9 (100%) answered

Extension Employee Focus (recruitment, retention, etc.) (7/9) 78%

Collaborations (2/9) 22%

All other items to be moved to December meeting:

- Annual meeting graphics – Tracy @ Arkansas
- Establish skeleton agenda
- Identify potential speakers based on annual meeting theme
- Newcomer Orientation-planning team: Cheryl Newberry
- Committee Chair Training-planning team
- Pre/Post Meeting (?) -planning team

Action Items: Tagline – Each committed to submit one tagline. Speaker – Each committee to recommend one speaker. Email to Uma and CC Roseanne by December 11th.



December 13, 9:00 – 11:00 am Central / 10:00 – Noon Eastern

Participants:

- ANR – Jennifer Henderson & Uma Karki
- COM – Michelle Burchett & Lyndall Stout
- CRD – Adam Hodges & Dan Kahl
- FCS –
- 4-H Youth Development – Demier Richardson-Sanders
- IT – Brian Watson
- MM – Blake Lanford & Amelia Mitchell
- PSD – Cheryl Newberry

Ex-Officio: Ron Brown

AEA: Carolyn Williams

ASRED: Paul Brown

SRDC/MSU: Kim Crowley, Vicki Vaughn, Roseanne Scammahorn, Rachel Welborn, Grace Langford

7. Welcome – Blake Lanford, PLC Vice-Chair

- Blake Lanford welcomed everyone to the meeting and reviewed the agenda.
- Minutes approval – 1st Adam Hodges – 2nd Paul Brown Second – Approved

8. Annual Meeting Budget - Vicki Vaughn

- 2024’s registration fees – Fees will remain the same

	Early Registration * (by July 15th)	Regular Registration * (July 16 th – August 5 th)	Late Registration (August 6 th and following)
PLN Meeting	\$490	\$540	\$590
PLN & AEA/ASRED	\$565	\$615	\$665

- Speaker fee \$6,000, paid \$1,500 for travel expenses (air, lodging, food).
- \$1,200 carry over from last year.
- PLC team, please share with your committee members the need to cancel their registration if they are not able to attend. 10 individuals registered and did not cancel (5-6 were no shows). They have been billed but have not submitted payment. Cancellation policy is listed on invoice and on the website.
- Vicki Vaughn to email report to Blake Lanford and Uma Karki who will touch base with AEA and ASRED to assist in bringing closure to the outstanding fees. General report to



the boards for their meeting in March, with details to the directors. Carolyn Williams has meeting tomorrow with AEA and will bring this up at that meeting.

- Do we want to purge the unpaid registrations 7 days out? To help offset the food cost. Do we want to use a deposit approach for those who can't pay in full?

9. Continuation or follow-up from items discussed on November 17th call

<https://jamboard.google.com/d/1PPosGYzD3CxfERKN05RfYSTnfGuEEzQiiXC6wGUw9M/edit?usp=sharing>

- **Meeting Theme:** Developing Tomorrow's Extension Workforce: Retention and Recruitment
- **Develop Tagline** – Hand off to marketing team to wordsmith – Michelle and Lyndall to take this to communications committee. Deadline January 15th – narrow it to 3-4 ideas for PLC to vote on. Roseanne will email out to PLC and email results to Michelle, Lyndall, and Tracy Courage for graphics.
- **Annual meeting graphics:** Tracy Courage at Arkansas volunteered her team to develop the graphics for the meeting.
- Identify **potential speakers** based on annual meeting theme – Speaker to be secured by March. Three potential speakers: Dr. Dewett – Roseanne Scammahorn, Ryan Jenkins – Brian Watson, & Randy Lioz – Rachel Welborn. Items to report: Capacity to speak, cost, availability on August 20th at 8:30 AM Eastern. Report information to Uma, Blake, and Roseanne by January 15th with details.
- **Establish skeleton agenda** –
 - i. General session – First 15-20 minutes - ASRED and AEA start the joint session. Short version of here is what we are, here is why we are doing this, and to be more involved in committee. This is in response to the need for clarification/mission/direction that was voiced in survey.
 - ii. Thursday, 9:30 – PLC Presentation to AEA and ASRED
 - iii. Thursday, Noon – ASRED to Adjourn. Check in with AEA to see if they would need additional time to meet.
- **Newcomer Orientation-planning team:** Cheryl Newberry (Point Person), Adam Hodges, Lyndall Stout, Amelia Mitchell, Demier Richardson-Sanders
- **Committee Chair Training-planning team:** Blake Lanford (Point Person), Uma Karki, James Henderson
- **Pre/Post Meeting-planning team** – Brian Watson (Point Person), Michelle Burchett
Pre-Only – Guidelines to consider: # guest speakers, 10 minutes to present, 10 minutes Q & A, 90 minutes maximum, set # of slides,
 - i. Topic: Case studies of retention, recruitment, and onboarding.

10. **Future Joint Meeting Site Plans** – Vicki Vaughn

- 2024: Charlotte, NC, August 19-22
- 2025: Please share any hotel recommendations with Vicki Vaughn. Requirements: Monday – 1 room, Tuesday – Thursday – 11 meeting rooms (U shape seating for 45) and general session room for presentation and meals. Room block cost max \$200 per night.

i. Recommendations presented:

1. <https://assets.hyatt.com/content/dam/hyatt/hyattdam/documents/2017/0/06/1416/Hyatt-Regency-Savannah-Floor-Plans-English-062917.pdf>
2. <https://www.hardrockcasinotulsa.com/>

11. **Other Business** – No additional business

12. **Adjourn** – Blake Lanford and Michelle Burchett, 10:58 Central

Annual Meeting Tagline

2023 - "Next Generation - Evolving the Extension Enterprise"
 2022-"Embracing Flexibility & Innovation"
 2021-"Turning Adversity Into Opportunity"
 2020-"Opportunities in Transition: Driving Change"
 2019-"Unmasking Our Potential: Building Resilient Communities"
 2018-"Making Magic Real: Linking Innovation to Impact"

**Developing
 Tomorrow's
 Extension
 Workforce:
 Retention and
 Recruitment**

**Banking on a
 Thriving Workforce
 (Charlotte is known
 for the Banking
 Capitol of the South)**



Potential Speakers

 <p>Dr. Todd Dewett - https://www.drdebett.com/</p>	<p>Heather McGowan -- I'm sure we can't afford her...but might check into it! https://heathermcgowan.com/</p>	<p>Joe Martin -- traveling from Tennessee https://www.eaglestalent.com/Joe-Martin/</p>	<p>Dr. Kimberly Hardin -- she lives in Charlotte: https://www.aaespeakers.com/keynote-speakers/dr-kimberly-hardin</p>	 <p>Ryan Jenkins -- https://www.ryan-jenkins.org/generations/</p>	 <p>Randy Lioz: speaks about working across issues that divide us, with an emphasis on issues that divide us. https://www.depol.org/cultures.com/</p>
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Subcommittees

Newcomer Orientation

Cheryl Newberry - Point Person	Adam Hodges	Lyndall Stout
Demier Richardson-Sanders	Amelia Mitchell	

Committee Officer Training

Uma Karki	Blake Lanford - Point Person	James Henderson
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Pre/Post Meeting

Brian Watson - Point Person	Michelle Burchett	<p>Idea: ignite sessions (10 min) on case studies of retention/recruitment success from Extension programs</p> <p>Suggested Speaker: Tearney Woodruff, TX Ext. -- they have changed their structure for onboarding and retention has increased.</p>
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REMINDER – The 2024 conference call schedule is:

- February 15
- April 18
- June 20
- July 18



All calls are scheduled for 9:00 am – 10:30 am Central / 10:00 – 11:30 am Eastern

Join Zoom Meeting

<https://msstateextension.zoom.us/j/98790849449?pwd=W Ct3ckpReFo0T2Q1T3pDakt0N1YvU T09>

Meeting ID: 987 9084 9449

Passcode: SRPLC

One tap mobile

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