



**Southern Region Program Leadership Committee Meeting  
December 1-2, 2016  
Atlanta, GA**

**Minutes**

**Participants**

- ANR – Tom Melton and Louie Rivers
- COM – Elizabeth Gregory-North and ChaNae Bradley
- CRD – Iris Crosby and Dave Shideler
- FCS – Laura Stephenson
- 4-H Youth Dev – Pam Ardern
- IT – Terrence Wolfork and Rhonda Conlon
- MM – Gerald Jones and Lonnie Johnson
- PSD – Tyrone Miller and Celeste Algood

ASRED: Ron Brown, Paul Brown, Ed Jones

AEA: L. Washington Lyons, Mark Latimore

MSU/SRDC liaisons: Vicki Vaughn, Rachel Welborn

**Thursday, December 1**

1. Elizabeth North, PLC Chair, opened the meeting with the following points:
  - Group members introduced themselves.
  - October meeting minutes were approved as presented.
  - The agenda was approved as presented.
  
2. Update from AEA - L. Washington Lyons, Mark Latimore
  - The APLU Annual meeting was held in Austin, TX on November 13-15, 2016. It was a busy, but successful meeting. During the Board of Agriculture Assembly (BAA) Community of Scholars Celebration, the ECOP Excellence in Extension Award winners were recognized at the APLU meeting.
  - The BAA Budget and Advocacy Committee met during the APLU meeting and identified the six budget priorities for 2018. These priorities include Smith-Lever, 1890 Extension, Hatch, Evans-Allen Research, McIntire- Stennis, and AFRI. However, the committee is considering requesting a Single Ask for the increase that will be distributed among the six priorities instead of requesting a specific increase for each of the six budget lines in 2018.



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- The Committee on Legislation and Policy (CLP) met to discuss the 2018 farm bill and the committee continues to make progress in developing their recommendations. All of the 1890 Programs have been recommended for reauthorization.
  - A small group has been appointed by the CLP and BAC to review programs that could be combined with other program authorities that exist in the farm bill. This group will also look at budget lines that could be combined in order to reduce the number of lines the system would have to advocate for each year. Some of the smaller lines will be considered in this process.
  - We are still operating under a budget Continuing Resolution (CR) that will expire December 19, 2016. We could possibly have another CR that will go through March 31, 2017, but no one really knows at this point.
  - New officers for AEA are:
    - Chair, Carolyn Williams, Prairie View A&M University
    - Vice Chair, Vonda Richardson, Florida A&M University
    - Secretary, Gregory Reed, Alcorn State University
  - Dr. Gina E. Eubanks, Vice Chancellor, Southern University Ag Center has accepted a full-time position with LSU and Dr. Dawn Mellion Patin has replaced Dr. Eubanks as Vice Chancellor for Cooperative Extension at Southern University.
3. Update from ASRED - Ron Brown, Paul Brown, and Ed Jones
- Dr. Brown expressed appreciation to Dr. Latimore's leadership of the ECOP Program Committee and to Rachel Welborn for leadership of the Rapid Response Team on Civil Discourse.
  - Dr. Lyons is serving on the BAC committee dealing with the "one ask" proposal that the system has put forward. There are risks to the proposed direction. Dr. Lyon's leadership is appreciated.
  - Dr. Tony Windham resigned and moved to private sector. Dr. Rick Cartwright is the interim Extension Director at Univ. of Arkansas.
  - Dr. Tim Cross has been named Interim Chancellor at University of Tennessee and Dr. Delton Gerloff has been appointed Interim Extension Director in his place.
  - Dr. Gary Jackson is incoming ASRED chair, Dr. Gary Lemme is chair elect, and Dr. Paul Brown is secretary.
  - Jimmy Henning, Tom Dobbins and Ed Jones represent the Southern Region on ECOP.
  - Jane Schuchardt is retiring from APLU and applicants will be interviewing for her replacement
  - Fair Labor Standards Act: Judges are still making rulings. Extension is having to make decisions about how to integrate into Extension
  - ECOP is working nationally on
    - The restructuring of the 4H Board



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- Private resource management - a final draft report to enable Extension to raise private sector and foundation funds
  - How CES can work as a system nationally - The challenge is to work as a national unit with separate leadership institution by institution.
  - Capacity funds study from NIFA, which had good representation from the South – no results yet.
  - 2018 Farm Bill – Making some progress.
  - 4H ECOP committee – ECOP, the National 4H Council, and USDA are working on improving communication through this committee. The National 4H Council will vote on the Board of Trustees restructure which reduces the number and focuses on those that can create linkages to new funding. The State 4H Program Leaders’ Working Group, chaired by Arch Smith (UGA), is looking at how to try to bring together the many 4H entities nationally to work together. One conversation – name and emblem and usage of it.
4. Review of Conference Evaluations – Key points
- Newcomer orientation was good.
  - People liked the Ignite sessions – consider videotaping them.
  - Maybe include SERA groups that have a multi-discipline approach – possibly as Ignites.
  - Don’t have a keynote unless good and fill a need.
  - Need a review of the purpose of PLN and its importance – rethink what it is and how best to accomplish the goals.
  - Opportunities to network highly rated but overall satisfaction is mixed.
  - Sharing of successes/impacts/follow-up within the committee and across the whole organization from previous years would be valued.
  - Committee time is valued.
  - People who need to participate in multiple committees can benefit from cross committee collaboration time. Cross-committee time seems valued but isn’t implemented often. Logistical space typically doesn’t allow for multiple committees to combine.
  - PLN vs. association meetings (ACE or NETS) for communication and IT in particular (ACE – quit having state program leaders’ meeting time so value PLN – Elizabeth). IT – value PLN because gets the bigger picture perspective of what Extension is doing on a larger scale. MM sent out a call for each committee asking for assistance on joint programming.
  - May need to “resurrect” the PLN study and refresh.
  - Use of other means of meeting in addition to direct face-to-face interaction.
  - 60% interested in pre/post conference session
  - Desire expressed to hear how Extension is doing big-picture
  - Leadership staffing and training seems to be a recurring theme.



- Bring in the new generation through mentorship, career-pipeline, indoctrination, etc.
- Rethink general session – maybe just consider trying something different.
- Consider a condensed schedule to 2-2.5 days. More focus, greater value in shorter time. Possibly drop keynote to shorten the total time.
- Share strategies in committee chair training to make committee time more valuable.

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

Final budget will depend on hotel meals and speaker expenses.

Vicki reported that at times there are problems with people that register and say they will pay with check, but she doesn’t always get the check. Credit cards eliminate that problem. If someone is continuing to abuse the system by registering but not paying or attending, may need to not allow them to pay by check the following year (Lyons). Typically about five refusal to pay after starting with 25-30 that Vicki had to pursue. Non-registered walk-ins are also a problem as they have not been included in the meal count.

6. Conference Planning

- Develop conference theme/Keynote responsibilities – Committee will finalize a theme: ChaNae, Paul, Pam, Elizabeth by end of January
- Establish skeleton agenda:
  - Group to study PLN agenda for future meetings: **Paul Brown (chair)**, Ron Brown, L. Washington Lyons, one more from AEA (Dr. Lyons will identify), Iris, Tom, Pam, Celeste, Terrence, Laura. One suggestion is to start at noon on Tuesday and end on Thursday noon. (*Vonda Richardson named as the second AEA rep. by Dr. Lyons on 12/13/16*)
  - For 2017:
    1. Keep basic 2017 agenda
    2. Big vision topics:
      - a. Community
      - b. Leadership succession



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- c. State of Extension
    - d. Weave them into the committee work
  3. What we want to accomplish:
    - a. Promote multi-state cooperation
    - b. Anticipate emerging issues
    - c. Implement actions to address these issues
    - d. Promoting cross committee work
  4. Weave the conference theme throughout – discussion points:
    - a. Focus everyone together during the general session
    - b. Issues need input from multiple committees
    - c. Come back together to report
    - d. Subject matter leaders meeting together on issue
  5. Tighten/shorten where possible
  6. Make general session more meaningful
  7. Committees: Discuss how to shorten time together and make more meaningful. Also, how to use time throughout the year to do some of the work.
  8. Tuesday morning:
    - a. Welcome and introductions
    - b. Charge to Extension – Ask Carolyn Williams related to the theme, keynote, and PLN
    - c. Keynote: Presentation and interaction (90 minutes – 2 hours total) – Takeaways, what change do we want this to make? Consider bringing in people to guide committee work. Give committees thematic questions or charge coming from the keynote. PLC reps/Admin advisors/internal facilitators could lead the group but we would need to train them. Possibly have respondents following the keynote.
    - d. Ignite sessions – 4 per each lunch session (Tues. and Wed.) – Rachel, Iris, Celeste, Tom, Rhonda to do a call for proposals. Need someone to frame the conversation. Key points of discussion:
      - i. Take only the very best
      - ii. Not during keynote session
      - iii. Relate to theme
      - iv. 4 on lunch Tuesday; 4 on lunch Wednesday
      - v. Topics to include: State of Extension on various topics:
        1. Growing leaders
        2. Resources/funding
        3. Collaboration, innovation, partnerships

4. Cross-committee collaboration
  5. Big successes
  6. Program deliver innovations
  7. SERA 37; SERA 47, etc. – where multiple committees are engaged
  8. Value of a national extension system (ECOP)
  9. Capacity funds
  10. Emerging or hot issues
  11. Civil Discourse
  12. Healthy people/healthy food
- Questions for committees to discuss and return responses on the next PLC call:
    1. How can committee time be shortened?
    2. How much time is needed with administrator advisors?
    3. How could the structure of the meeting accommodate people who are on more than one committee?
  - Identify potential speakers based on conference theme
    - **(1) Rich Harwood – Received the most votes (26 votes)**
    - David Horsager – too expensive (6 votes)
    - David Mead – too expensive (no votes)
    - Stephen Shedletzky – too expensive (no votes)
    - Kristen Hadeed – somewhat expensive \$7,500
    - (3) Becky McCray – received third most votes – Dave Shideler will send video links (14 votes)
    - (2) No speaker – received second most votes (17 votes)
  - Design/refine Newcomer Orientation – Iris, ChaNae, Dave, Rich, Elizabeth
  - Design/refine Program Committee Chair Training – Laura, Celeste, Elizabeth, Rachel
  - Pre/Post Conference – Which would you participate in? Likert Scale – Rachel will generate survey.
    - Poverty issues
    - Civil discourse
    - Civic engagement: policy, systems, environment
    - List from evaluation form:
      - Improving Education (13)
        - Technology in education
        - Educational opportunities through web based teaching
        - Unique and innovative programs
        - How to creatively develop effective programming
      - Partnerships & Collaboration (13)



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- Public private partnerships in programming
  - Building stronger bonds between 1890 and 1862 partners
  - Collaboration across disciplines and regions
  - Leadership Development & Skills (13)
    - Developing new leaders
    - Best management practices for success
  - Communication and Marketing (14)
    - Strategies for connecting with those who don't know us
    - Ways to meaningfully engage people in online environments
    - Reaching and working with hard to reach audiences
    - Increasing awareness of Extension

## Friday, December 2

7. Future Joint Meeting Site Plans – Vicki Vaughn
  - 2017: Fort Worth, TX, August 21-25
  - 2018: Orlando, The Florida Hotel
  - 2019: To be determined – five sites recommended. Vicki is checking into those and will report at the January meeting
8. Program Committee Reports
  - ANR –Tom Melton and Louie Rivers – Study on Pesticide Lab cost/benefits was shared on the last call. Result is to consider how the region might work together in a more cost efficient manner. The South ANR group is planning to meet with the North Central group in June 2017 in DC. National Goat Conference postponed to 2018. Strong committee leadership has helped the group progress. The committee worked together to assist Dawn Mellion-Patin who lost a great deal in recent flooding. Food Systems work is receiving an increased focus.
  - COM – Elizabeth Gregory-North and ChaNae Bradley – Working on core curriculum on topics such as media relations, writing basics, marketing, and social media. The curriculum will be shared among the region and targets field staff. Another project is identification and best practices on peer review processes. An awards program for non-communicators is being developed.
  - CRD – Iris Crosby and Dave Shideler – Child poverty initiative is continuing work through committees and has another call in the next few days. Work continues on the regional indicators. UKY has rolled out a return on investment tool used



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within the university that the regional CRD team is considering adding to its indicator list. The team is working on a library of “grab and go” resources that can be used across content areas and situations. CRD is developing an inventory of what each state is doing in CRD in the region to explore opportunities to share resources across state lines. SERA-47 local foods has engagement from CRD as well as ANR, COMS, and FCS. CRD has a monthly webinar series that highlights a key program in each state. Civil Discourse work is being headed by Rachel and the team is considering how to use the model to address other key issues.

- FCS –Laura Stephenson - Jacqueline White (PVAM) is taking the place of Crystal Stafford as 1890 rep. FCS is working on collaboration across the region on health related issues. The region has been successful in working together on pursuing CDC grants. Discussions are aimed at helping all states, not just those with the CDC funding, benefit from the efforts. Robert Wood Johnson funding is also being pursued. We are mapping the region to show expertise across the region
- 4-H Youth Dev – Pam Ardern – Southern region leadership conference was held recently. Teen leaders’ training program is under development. Revamping the committee structure to ensure that groups are working efficiently is underway.
- IT – Terrence Wolkoff and Rhonda Conlon – Chris Geith presented the New Horizons report during the last call. The group is exploring IT conferences that are a good fit to Extension IT. IT discussed how to support the eXtension Ed Tech technology. NETC conference is coming up next year.
- MM – Gerald Jones and Lonnie Johnson – Dr. Doug Steele has been helpful on calls. Mid-Manager bi-annual conference is scheduled for March 2017 in Ashville. 2017 preconference planning has someone from each of the PLN committees helping. Fall newsletter was just rolled out. Lonnie will forward newsletter to PLC.
- PSD –Tyrone Miller and Celest Allgood - NEAPSDP Conference is next week. A survey has gone out to identify the leadership development programs in the region. Tyrone will be rotating off this committee given new responsibilities at his university. A new 1890 rep. will be identified. The committee is working to identify the areas of expertise among committee members in order to learn from each other and provide support, especially for new members.

## 9. Other Business

## 10. Adjourn

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

- February 16, 2017
- April 20, 2017
- June 15, 2017
- July 20, 2017



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