



Southern Region Program Leadership Committee Meeting
November 20-21, 2019
Atlanta, GA

Minutes

Participants:

- ANR –
- COM – Michelle Olgers, Lisa Stearns
- CRD – Mark Waller
- FCS – Mike Gutter, Leslie Speller-Henderson
- 4-H Youth Development— Mitzi Downing (via Zoom)
- IT – Steve Garner, Brian McGhee
- MM – Gerald Jones, Jim Stewart
- PSD – Celeste Allgood, Meredith Weinstein

1862 Advisor: Randy Taylor

1890 Advisor: Vonda Richardson

1862 Appointee: Robert Burns

1890 Appointee:

AEA: Albert Essel

ASRED: Ron Brown

MSU/SRDC: Samantha Clardy/Russ Garner

1. Welcome:

Leslie Speller-Henderson, PLC Chair, welcomed everyone to the meeting.

Everyone was encouraged to introduce themselves, and to tell the group what was the one thing that they enjoyed most about Extension.

The minutes were reviewed and approved as read with no changes. Gerald Jones made the motion to accept the minutes as read, Mike Gutter seconded, and the vote passed unanimously.

The agenda for the meeting was reviewed, and there were no additional agenda items to be added.

2. Update from AEA:

Dr. Albert Essel reported for AEA:

- On June 21-25, 2020, a system wide CES meeting is planned. The meeting will be at the Renaissance Hotel in Orlando. Will announce speakers/panels, and there will be more news of this soon.
- Centers of Excellence-Congress approved \$5M to implement three Centers of Excellence at 1890 institutions, per the 2018 Farm Bill. NIFA is encouraging institutions to submit Letters of Intent by December 6, 2019. The Centers that will be established are:

- The Center for Innovation and Sustainable Small Farms, Ranches, and Forestlands (CISFRF);
- The Center of Excellence for International Engagement and Development (CEIED); and
- The Virtual Center to Motivate and Educate for Achievement (MEA).

- The USDA 1890 National Scholars Program application period is now open. \$10M has been designated by the 2018 Farm Bill to offer scholarships to encourage students to consider agricultural programs.
- The 1890 Foundation at APLU -3 committees, policy board of directors-Request for appropriations-Committee of Legislation and Policy-taking recommendations
- Elections were held. Concluded the middle of this month.
 - Dr. Carolyn Williams was elected to represent Research and Extension
- Looking to hold a joint AEA/ARD meeting in Washington, DC. Invite the Deans of Colleges at the 1890 LGU group to help address issues.
- There is a new slate of officers for AEA:
 - Dr. Vonda Richardson- Chair;
 - Dr. Rosalind Dale -Vice-Chair;
 - Dr. Allen Malone-Secretary

3. Update from ASRED:

Dr. Ron Brown reported for ASRED.

- Southern Region did well in the Excellence in Extension Awards-
 - Mark Devereaux of University of Tennessee Extension won national award
 - Dorothy Brando with Alabama A&M University won for the 1890 Institutions Region
 - Mark Peterson of University of Arkansas system won for the Southern Region.He said that the regions throughout the years (SR and 1890) have had good candidates and nominations.

- Budget & Legislative Committee-making a big difference with Doug Steele's leadership. Smith-Lever and 1890 funding is going to see a positive difference. San Diego APLU meeting was very good.
- Search committee established for Cooperative Extension Executive Director. Rick Klemme will retire at the end of the year. Currently have around 30 applicants and plan to shave down to 5 or 6 candidates.
- NIFA Program Plans of Work-Despite the difficulties in the recent move and resulting loss of key employees, NIFA is renewing the effort to revise the Plans of Work. NIFA is asking ASRED and AEA for representatives to serve on work teams to assist in this effort.

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

- Review of conference evaluations. Russ presented a PowerPoint summary of the survey results to the committee for review, similar to what was presented at the October call. Positives as well as negatives were discussed.
 - Positives: There were many positives discussed, such as the location of the conference, the overall structure of the meeting, and the Newcomer Orientation and Dinner.

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- Opportunities for improvement: Some opportunities for improvement included ensuring that the building is not under construction at the time of the meetings, ensuring that the meetings are held on the same floor level.

5. Conference Budget:

The question was raised on the possibility of an increase of fees. It was a consensus with the group that they were open to a reasonable increase of fees if needed. It was noted that there are times when we have additional AV needs, or when we want to ensure that we schedule an outstanding speaker that is in line with our mission in Extension. It was also noted that it has been several years since there has been an increase in the cost of registration.

The second question was “How much do we increase?”. It was discussed that we need to consider that an increase could possibly restrict institutions from sending people due to budget restraints at the university level.

It was decided that we would plan the meeting using the current registration fee, with the caveat of the possibility of coming back with an increase in registration fees if needed. Once we learn costs (speaker, AV, food) of the conference, we will revisit this topic in future calls.

Related to the budget, Samantha noted that food was an enormous cost of conferences, and it was mentioned that we need to be more mindful of this when committees schedule tours, as we are still charged for the food, regardless if it is eaten or not.

6. Conference Planning

- Develop conference theme: Question: “What are some issues that are driving us in Extension right now that are relative?”
 - Surviving change-thriving under change
 - Collaboration vs “being used” for resources
 - Urban and Rural Prosperity
 - Opioids
 - Rural Hospitals closing
 - Youth engagement
 - Heirs’ Property
 - Changes in IT
 - Sustainability
 - Diversity
 - Engagement
 - Changing work force
 - 508/ADA compliance
 - Hemp
 - Competencies; succession planning
 - Expanding scope of LGUs-Serving all

After deliberation, it was decided that the theme for SR-PLN 2020 would be:

“Opportunities in Transition: Driving Change”

Michele has a graphic design contact that will develop branding in line with the location and the theme.

- Establish skeleton agenda:

There were a few modifications to the agenda:

- No Pre-conference. The committees can use this time for educational field trips if they so desire, with an emphasis that the field trips must be related to their work with Extension.
 - PLC Meeting with Committee Chairs: This time will move the beginning time from 1pm to 3pm.
 - Newcomer Orientation: Newcomer Orientation time will be from 5pm-6pm, adding 30 minutes. **(Mitzi, Gill, Russ)**
 - “TED Talks”: Instead of IGNITE, there will be short 5-minute talks by a representative of each committee. The committees will determine who represents them. The topic will be a project or a program in which change has been implemented, the challenges that have been encountered, as well as other learnings in the process. Four committees will present during a part of the general session, and the other four will present during the lunch hour on the same day **(Committee Representatives)**
 - Fun Run: The committee is considering the possibility of a Fun Run on early morning of Wednesday. It would be held 6am-7am. **Michele** is exploring options on this.
 - Program Committee Chair training format will remain the same-Zoom **(Leslie, Russ)**
 - Host Institution Welcomes:
 - Dr. Carolyn Williams-Prairieview A&M- **Vonda** has already reached out to her, and she has agreed.
 - Dr. Jeff Hyde-Texas A&M- **Mark** will reach out to him.
 - Engagement Activity-The group is considering using an engagement app called “Goose Chase”. Goose Chase is a scavenger hunt activity that encourages more collaboration, engagement, and learning between attendees. We have permission to use Fort Valley State’s license. We will divide into teams according to committee. If needed, a committee may be divided into two teams. **Celeste, Michele, Lisa, Meredith** to explore this with **Steve** as IT backup.
 - Qualtrics Survey: We will continue to utilize this survey and encourage attendees to fill the survey out in order to improve the conference. The survey will be available to attendees in the latter part of the conference (Wednesday afternoon?). Also considering a real-time survey to use during the conference-Poll Everywhere. **Lisa** will be looking into this.
- Identify potential speakers based on conference theme:

Several names were submitted by the group. The names submitted were:

- Gordon Gee
- Stephen Gavazzi
- Marshall Stewart
- Waded Cruzado
- Laura Stephenson

It was decided by the group to try to secure Gordon Gee as the keynote speaker, and if unavailable, to ask others in the order of preference. **Robert Burns** will contact Dr. Gee (or booking agent) to see if he is available, as well as speaking rates. If Dr. Gee is available to speak at the event, Robert will see if Dr. Gee would consider sales of his book *Land Grant Universities for the Future: Higher Education for the Public Good* as part of the package.

7. Future Joint Meeting Site Plans

The group discussed future location requirements, such as being at a hub airport, and having adequate conference space, as well as a good selection of restaurants and attractions. A PLN Location Recommendation form was sent to the group for future location considerations. Two possible future locations were discussed, Chattanooga and Charlotte.

8. Program Committee Reports

- ANR –Randy Taylor reported for the committee- the committee had a conference call and is progressing on its Plan of Work.
- COM – Michelle Olgers and Lisa Stearns- the committee had a conference call and is progressing on its Plan of Work.
- CRD – Mark Waller- CRD has a called planned in December. Just wrapped up a CRD 101/Facilitation workshop, part of the POW, held in Texas, which was well-attended.
- FCS – Mike Gutter and Leslie Speller-Henderson- NEAFCS national conversation on strengths and opportunities for FCS going forward. Ed Jones led the discussion. He and Gutter will be preparing a summary. Continuing conversations with health sciences across southern campuses. We continue to explore opportunities to collaborate on rural health issues rural health prosperity - operationalizing the overall framework for FCS. To be shared more broadly.
- 4-H Youth Development—Mitzi Downing-no report
- IT – Steve Garner and Brian McGhee-No change since the last call. Have moved over to Microsoft Teams. The Plan of Work involves cross-committee collaboration. It was encouraged to reach out and keep the lines of communication open in this.
- MM – Gerald Jones and Jim Stewart-No changes since last call. Concerned with sustainability and succession.
- PSD – Meredith Weinstein-no call. National PSD Conference coming up in December and have been busy planning details of the conference.

9. Other Business

Dr. Brown requested that attendees answer questions related to Farmer Stress, related to their respective institutions. He also asked that the links to the institutions' educational programs be sent to him, as well as the names and contact information of individuals who are leading the program. Dr. Brown will send out an email requesting the above information



10. Closing Remarks-Leslie Speller-Henderson, PLC Chair

Leslie commended the group on a great meeting and wished the group well in the coming holiday season.

11. Adjourn

Meeting was adjourned