



Southern Region Program Leadership Committee Meeting
February 17, 2022
Minutes

Participants:

- ANR – Dan Goerlich, Uma Karki
- COM – Michelle Olgers, Lyndall Stout
- CRD – Iris Cole Crosby, Dan Kahl
- FCS –
- 4-H Youth Development –
- IT –Travis Zetterower (standing in for Brian Watson)
- MM – Lonnelle Marsh, Jim Stewart
- PSD – Cheryl Newberry

AEA: Albert Essel, Vonda Richardson

ASRED: Ron Brown, Tom Dobbins, Laura Stephenson

SRDC/MSU: Carmen Kelly, Russ Garner, Doris Barksdale, Vicki Vaughn

1. Welcome:

Dan Kahl presided over the meeting and welcomed everyone.

2. Member Introductions/Roll Call:

Members were invited to introduce themselves and to tell what their roles were at their respective institutions.

3. Additional Agenda Items:

The agenda was reviewed-there were no additional agenda items.

4. Approval of PLC Mid-Winter Meeting (January 11&12) Minutes:

The minutes were reviewed and approved as read with no changes, only grammatical errors which will be corrected. Cheryl made a motion to approve the minutes as read, with Dan Goerlich seconding. The motion passed

5. Update from AEA:

Dr. Essel reported:

- The Association of 1890 Research Directors will be holding a symposium April 2-5 at the Atlanta Marriott Marquis Hotel in downtown Atlanta. The theme for the conference is "The 1890 Research and Innovation Agenda: Pathways to Build Back Better". Will probably be around 1000 participants, looking for a successful conference.

- Planning continues for the 2022 AEA System-wide Conference, which will be held July 31-August 4 in Orlando.
- The 1890s Foundation is celebrating its fifth anniversary from February 21-25. They are offering a series of virtual events. The theme is “The 1890 Mission Forward”, bringing people in from government, industry, other areas. The public is invited to attend.
- AEA joined in the discussion on the Board on Agriculture Assembly (BAA) Committee on Legislation and Policy (CLP), started discussions on the Farm Bill. Lewis Burke and Associates is the new advocacy group for the APLU Board of Assembly-they are guiding in discussions on priorities in the Farm Bill. Last week, AEA, along with other regional associations in the Southern Region. We are looking to have all (1862, 1890, 1994) of the Extension NIFA budget lines reauthorized.
- AEA participated in discussions with regards to the 2023 appropriations. Budget and Advocacy committees met to discuss priorities for each of these sections. Continuing to use the unified ask model.

6. Update from ASRED:

Dr. Ron Brown reported:

- Adding to Dr. Essel’s report, recommending the removal of the 30% cap on indirect cost recovery and removing the match requirement for special crop research initiatives and the Beginning Farmer and Rancher Development Program.
- Looking to increasing authorization level of Smith-Lever 3D from \$60M to \$150M to make room for funding if we could get it on climate and Community Learning Through Data Driven Discovery (CLD3).
- Dr. Rick Avery to replace Dr. Jeff Hyde as Director of Texas A&M AgriLife Extension
- Dr. Gina Eubanks has been appointed by the Secretary of Agriculture to the 15-member Equity Commission on Agriculture, committee will provide recommendations to the Secretary on policies, programs, and actions needed to address equity issues in USDA.
- Dr. Tom Dobbins approved as ECOP’s representative to the Journal of Extension board.
- NIFA- Some executive level employees returning to the office.
- Impacts Database-Southern Region did well. 380 impact statements 212 were Cooperative Extension. NIFA can use these as talking points to SecAg.
- Excellence in Extension and Diversity Award deadline is May 1. First year that we are going to have team awards.
- Directors-discussing issue-based program and meeting structure for PLN. Encouraging us to talk about how we might meet and organize our work to look at some of the major issues in Extension, such as climate, broadband, health, workforce development. Important to look across committees at some of these issues.
- Excellence in Extension-Southern Region has captured that award 7 of the last 10 years-speaks well of the region.

7. Conference Planning: “Embracing Flexibility & Innovation”

Potential Speaker

- Michelle has been working through the channels to get USDA Deputy Secretary Jewel Bronough as guest speaker. She hasn't received a definitive answer, and her contact there said that it may be difficult to get an answer this early and suggested a second speaker as backup. The group was not excited about that suggestion. One option, keeping it in Deputy Secretary Bronough's office was to pursue Dr. Shefali V. Mehta, Deputy Under Secretary for Research, Education, and Economics, or someone in her office. Michelle is in contact with Michele Simmons with ARS to facilitate this.

Graphic Design

- Lyndall agreed to get her graphic design team to work up a design for this year's PLN, with a deadline of March 1 for a first draft. That person will submit the draft and will work with Carmen to ensure that it works well with marketing materials.

Newcomer Meeting

- Nothing to report at this point.
 - Iris Cole Crosby
 - Allen Malone
 - Cheryl Newberry
 - Russ Garner

New Officer Orientation/ Committee Chair Briefing

- Russ described the obligations and duties of this committee. Nothing to report at this point.
 - Jim Stewart
 - Uma Karki
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 - Russ Garner

2022 Fun Run

- Michelle reported that things were covered on this as we have the routes mapped out. We will need to lock down the waiver forms, and to change the language from "virtual" to "in-person". Will need a couple of people for help at the actual event.
 - Michelle Olgers
 - Dan Goerlich
 - Russ Garner

Structuring "Unstructured Time"

- Need representatives to reach out to their respective committees for ideas on intentionally structuring "unstructured" time to enhance our time together. One idea that Cheryl brought up was providing flip charts around the large meeting space with topics for discussion (rotating flip chart). People would gravitate towards others and help to generate networking, conversations, and cross-committee work. Have a spot on the flip chart where they can provide contact information "Let's talk about this further." We (SRDC) collect the information

and provide follow-up.) Could poll the committees beforehand for suggested topics. “Open Space”-once done at a topic, move on to another. “Wonder”-app that facilitates this.

Preconference Topic and Schedule

- We agreed not to have a pre-conference on location, but to offer one virtually several weeks before PLN. Suggested was professional development of some form.
 - Dan Goerlich
 - Dan Kahl
 - Russ Garner

- Ideas were:
 - staff retention and recruitment/turnover reduction
 - on-boarding new employees
 - leadership development
 - partnerships (working smarter/sharing information)
 - working across generations/generations working together/Jason Dorsey (book *Zconomy*)
 - Suggested to not just have one theme over multiple hours, but a couple hours on several different topics
 - Panel of 1890/1862 folks on how they work together/relationships
 - Addressing lack of training before going into a higher level role
 - Evaluation of virtual programming efforts

Future Meeting Site Update

- Doris reported that have found that a few of the hotels RFP's information vary from the information they have on their websites. Still in contact with them trying to get a couple site visits set up so they can physically see the property before getting into a contract for 2024. They have eliminated Puerto Rico due to the higher price rates, but are still looking at options in Florida, Texas, North Carolina, and Georgia.

8. Program Committee Reports

- ANR –Uma Karki and Dan Goerlich-Uma reported they met February 9, that they didn't have much to report, just talked about the agenda, mentioned earlier was the ARD Symposium in Atlanta. Teams are working on their plans, heirs' property issues, navigators, etc. Gathering information for training and education opportunities. Group very interested in PLN meeting.

- COM – Michelle Olgers-Still continuing to work on Plan of Work.

- CRD –Iris Cole Crosby and Dan Kahl- Iris reported that they worked on an elevator speech to submit to the 1890 Foundation, also worked on trying to increase 1890 participation in NACDEP, offering a scholarship to those who are not members yet. Talked about PLN and the Plan of Work. Dan reported that we are encouraging folks to participate in Coming Together for Racial Understanding, committee has been hosting monthly discussions around community sustainability, welcome to all, meeting next week.

- FCS – No report.



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- 4-H Youth Development— No report.
 - IT – No report.
 - MM –Jim Stewart-Jim reported that they were putting finishing touches to their Plan of Work, shared PLN information with the committee, and planning for in-person meetings but will offer a virtual component for committee meeting times. Will run that through internally in the committee.
 - PSD – Cheryl Newberry-Cheryl reported that they met in January. Had two Plan of Work items that were similar in scope and decided to combine them. They were virtual program delivery and evaluation-focused on guidelines on whether virtual delivery was needed/preferred, the other was how-to briefs on virtual program delivery and evaluation-much overlap. Other projects-virtual summer school and Connect Extension and Extension Foundation to develop a resource library. Have new members on our committee.

9. Other Business

There was no other business to discuss.

10. Adjourn

Meeting was adjourned

Future call schedule: April 21, June 16, July 21. All calls are set for 9 - 10:30am Central/10-11:30am Eastern

Join Zoom Meeting

<https://msstateextension.zoom.us/j/99738192170?pwd=ZmpYTWJvVzU1cGhFbjN0a2dMWEVxdz09>

Meeting ID: 997 3819 2170

Passcode: PLN2022

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