



**Southern Region Program Leadership Committee Meeting**  
**February 18, 2021**  
**Minutes**

Participants:

- ANR – Dan Goerlich
- COM – Michelle Olgers, Lisa Stearns
- CRD –Gill Finley, Dan Kahl
- FCS – Mike Gutter, Jaquelyn White
- 4-H Youth Development— Manola Erby
- IT – Brian D. McGhee, Steve Garner
- MM – Jim Stewart
- PSD – Meredith Weinstein

AEA: Rosalind Dale, Vonda Richardson

ASRED: Ron Brown, Gina Eubanks, Laura Stephenson

SRDC/MSU: Russ Garner/Laura Narmour

1. There were no additional agenda items added. Mike Gutter made the motion to approve the November 2020 minutes as presented, Brian McGhee seconded, and the motion passed.

**2. Update from AEA – Rosalind Dale, Vonda Richardson**

Vonda shared the AEA update:

- 2021 Extension Learning Academy Cohort completed their 6-month learning
  - 15 teams came from across system with projects that they wanted to develop
  - Made pitches, excited about those projects being implemented across system
- 1890 system received a \$1M AFRI Grant for work with small-scale farmers and local food systems affected by COVID 19
  - Contracts being signed
  - Looking forward to those projects being implemented between now and the fall
- 1890 Centers of Excellence RFA went out and proposals submitted; anticipating joining the three existing centers a fourth one will come onboard in this next round; expecting increases in the funding levels of the other lines. Pleased with the advocacy efforts in which we've been engaged to get us to our authorized funding levels.
- Information about the 4-H Tech Changemakers Program-expected RFA out for this. Provisions in there to encourage more 1890 participation
- Funding should be coming to the 1890/1862/1994-Funding for vaccination education efforts-"Vaccinate With Confidence" campaign
  - Questions-Is this an Extension specific initiative?
  - Do you see Extension communicators playing a role?
  - What are expectations on how money will be spent?- Still gathering information on this. Talk of using CDC materials that have been put together that are appropriate for the states and audiences in our region. It is Extension specific. Capacity type money.
- Reminder that the AEA monthly newsletter is coming out soon-Focus on Black History Month

### 3. Update from ASRED – Ron Brown

- New Directors
  - Dr. Tom Obreza is Interim Dean and Director, University of Florida
  - Dr. Ashley Stokes is Dean and Director, University of Tennessee
- Dr. Carrie Castille has been appointed as the new Director of NIFA. She is from Louisiana and has some background in Extension. We are looking forward to her leadership.
- ASRED Directors are interested in recommendations for a Regional Leadership Development program and have asked for the formation of a Task Force to include PSD and others.
- Extension Health Initiative, led by the Health Innovation Task Force, announced a two-phased Immunization Initiative.
  - Immunization Campaign – base amount of funding for every LGU (~\$24K for 1862s and ~\$26K for 1890s and 1994s)
  - Innovative Immunization Education Projects (~20, up to \$200K)
- ASRED Directors and AEA Administrators are continuing and extending their Coming Together for Racial Understanding program.
- Directors recently reviewed an idea that may be useful as part of the next Farm Bill. See Community Learning through Data Driven Discovery (CLD3).
- The Extension system, through ECOP, has provided input to the National Science Foundation (NSF) and its new strategic plan.
- The ECOP Program Committee and the Budget and Legislative Committee are working together on six concept papers that can be used in advocacy and program development. They are:
  - Workforce Development and Recovery
  - Urban Agriculture and Extension
  - Broadband Infrastructure
  - Climate Extension
  - Health Extension
  - 4-H Positive Youth Development

### 4. Conference Planning –

Two major decisions made at last call-

- Going virtual again this year
- Theme: **“Surviving & Thriving: Turning Adversity Into Opportunity”**



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**Attendance:** Discussion on allowing non-Program Leaders to attend this year as in last year or core group as in years past?

It was the opinion of the group that we continue this year in offering access to the conference to non-Program Leaders. This will be an opportunity for others in Extension be exposed and to become more aware of the work that the network does. It will also allow those that are involved in this work that may be limited in funding the opportunity to provide their input and feedback.

We need to do a better job this year in helping non-traditional attendees find the best fit for them in the way of which committee that they need to join to get the best experience and overview for them. Perhaps that this conversation needs to be held well ahead of registration and it be the Director or Administrator's call on this. We will need to design an approach. There is also the commitment factor. How can we get newcomers to SR-PLN commit to the mission of the committees?

It was discussed that should this committee develop something to send to the Administrators and Directors emphasizing the importance of commitment and working inside the committee and to ask them to discuss this?

Two groups of people potentially invited-the representatives and those who may not necessarily be in that field but are looking to learn, grow, and gain from the experience. We need to come to an accord on who comes

Maybe add guest or visitor column to qualtrics and provide more information to either steer them to the committee that would benefit them most or steer them to just the joint sessions.

It was also discussed that this needs to start at the institution on who going to the meeting to represent the university, who is going for professional development, etc..voting vs non-voting members. A committee on-boarding guide was suggested.

To give some thought to this, and in our next meeting will make a decision on how to move forward on this. We will present a couple of scenarios to the group.

**Hotel Negotiations:** Dr. Brown informed the group that Vickie Vaughn had been in contact with the hotel in which we were supposed to hold the meeting this year. An agreement has been reached, and the contract with no penalty has been moved to 2023.

**Zoom Requirements:** Although not urgent, Russ reminded the group to be thinking about acquiring Zoom links for each of the committees and AEA and ASRED to be made available to the attendees for virtual meeting spaces.

**Logo Design:** Michelle reported that the designer is working on the logo and should be completed with it next week and present for review by the committee.

**Newcomer Orientation:** Meredith reported out that Russ had sent the old Newcomer Orientation materials to the orientation committee, at this point looking it over and deciding the direction to go with it.

**Committee Chair Training:** Jacqueline reported no action yet.

**Potential Keynote:** Vonda was checking with Dr. Essel on the possibility of the Kentucky State University President as keynote. Did reach out to the Dean there and was following up on that. Question: have we discussed an alternative if he was not available? -No

**EXTension Talks**-We had discussed in the last meeting that instead of EXTension Talks, we would give a presentation on how we have pivoted during this time of uncertainty. Do we think that this is a good strategy? **IGNITE sessions**-Could we have people share examples of how they met the challenges through the medium of IGNITE sessions? -Things that they had done new or differently. Thought that it would be well-received by participants and would work well with the theme. The group agreed that this would be a good route to take. A committee would need to be established to decide on the question posed and for selection of presenters.

**Registration Fee:** Last year-no fee. This year? Depends on what we do with keynote if there's a speaker fee. Will be postponed until our next meeting to decide this once we hear about the status of a speaker.

**Virtual Fun Run:** Michelle Olgers agreed to again head this up in 2021. Michelle had sent some updated verbiage to Russ to add to the registration

**Qualtrics:** Survey will need to be slightly revamped to better reflect a virtual conference. Not urgent at this point.

## 5. Committee Reports –

- **ANR** – Dan Goerlich- ANR met on February 10. Normally a face-to-face meeting with the North Central Region in June in Washington D.C., currently looking at having a virtual program to meet rather than in-person. Discussing with the North Central Region getting together on a quarterly basis to share ideas and keep dialogue open. The ANR committee wanted to share that they desired to have SR-PLN sessions less than one-half day in length to avoid Zoom fatigue, as opposed to 6–8-hour days dedicated to the work. Cross-committee effort with virtual programming and lessons learned; impact and evaluation effort which is still underway. Had a great start. Georgia folks shared an evaluation which had been done in October. Program committee members share one that had been done in December. Folks waiting on Dan to catalyze the next steps, which will be finalizing the survey which they will share to other committees. Efforts still underway.
- **COM** – Lisa Stearns/Michelle Olgers- Committee met yesterday. Plan of Work is going well. Taking about streamlining the work of the committee and what tools are available for that in the project management realm. Looking at apps that might be useful for that application. ASANA was one. Any tools related. Maybe partner with another committee using an app.
- **CRD** – Dan Kahl- CRD met February 10, received update from NIFA representative and NACDEP representative. One of the initiatives that we are working on National Resource Library for community development as well as developing a dashboard for community change and community development indicators that professionals can use to both self-assess and track change throughout the community. CTRU dialogue process moving forward. Identified and prioritized actions that could be taken. Primarily discussion.
- **FCS** – Jacquelyn White- Committee has not met. Scheduled to meet at the Board on Human Sciences-Southern Region. Generally have our second meeting at that one. The 1890s will have a meeting on March 2<sup>nd</sup> from 2pm-5pm. More information to come.
- **4-H Youth Development** — Manola Erby- Committee met on January 12. Discussed the 4-H Tech Changemakers and funding opportunities from Microsoft and Verizon. Planning to award 18



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institutions-Nine 1890s and nine 1892s. Waiting on the RFA. Discussed the National 4-H Conference that will be held in April. Will be virtual. Dr. Marcus Smith will be the National Program Leader at USDA Food and Agriculture.

- IT – Brian D. McGhee- Recently completed a workshop dealing with online scams related to COVID. Be on the lookout for questionable activities.
- MM – Jim Stewart- Committee met. Going through Plan of Work. Had an online interactive session during PLN. Large Plan of Work. In addition to our meetings, we are also having quarterly webinars aimed at middle management issues. Kentucky shared their community study. Different topic each month. We had planned a MM conference in April in Nashville but chose to postpone that until the next cycle comes around (2023). Looking at how each state is measuring impact and productivity during the COVID era. Pulling resources for that by this summer. Also developing a model job description for a virtual Extension agent and a virtual Extension office. Looking at developing some classes gearing toward employees-balancing life/work/telecommuting. Pulling that data together
- PSD – Meredith Weinstein- Nothing new to report.

#### 6. **Other Business–**

There was no other business to discuss.

**Meeting was adjourned**