



Southern Region Program Leadership Committee Meeting
April 15, 2021
Minutes

Participants:

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

AEA: Albert Essel, Rosalind Dale, Vonda Richardson

ASRED: Ron Brown, Gina Eubanks, Laura Stephenson

SRDC/MSU: Russ Garner/Carmen Kelly/Laura Narmour

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

2. Update from AEA – Rosalind Dale, Vonda Richardson

- AEA was planning a system-wide conference for last year. It has now been postponed until next year. COVID being a concern.
- Held a National Extension awards webinar to share with the system information on the Excellence in Extension Award as well as the Diversity Award to encourage more applications from the 1890 region. Applications are due May 1.
- ECOP Program Development Team-finalizing the National Team Award-will be available next year as an additional National Award in addition to the Excellence in Extension and Diversity Awards.
- National 4-H Council- 4-H Tech Changemakers grants-20 institutions are being awarded those funds-8 are 1890 institutions.
- COVID Vaccination Campaign-Through CDC, NIFA, and with the Land Grant System. Initially with seed funds for public awareness. Trying to get more shots in arms. Deadline has been extended.
- 2021 1890 Centers of Excellence-next round of funding, awardees are being notified now.
- Reminder of the 1890 monthly newsletter-coming out soon. Theme is the various COVID responses and impacts from the Institutions.

3. Update from ASRED – Ron Brown

- New Directors
 - Dr. Ashley Stokes is Dean and Director, University of Tennessee
 - Dr. Mike Phillips is Director of the Alabama Cooperative Extension System
- Dr. Kevin Kephart is NIFA Liaison to the Southern Region.
- Dr. Gary Lemme, retired Director, Alabama Cooperative Extension Service was recently recognized as winner of the ASRED Distinguished Leadership Award.
- Planning is occurring for a face to face National 4-H Congress in November of 2021.
- May 1 is the deadline for applications/nominations for the National Extension Diversity Award and the Excellence in Extension Awards.
- A volunteer group, led by Allisen Penn, University of Georgia, is exploring ways to form and fund a Home Food Safety and Preservation Consortium.
- ASRED Directors and AEA Administrators are continuing and extending their Coming Together for Racial Understanding program.
- The name of the eXtension Foundation has been changed to the Extension Foundation. This rebranding corresponds with a movement from a technology focus to a program innovation focus and better alignment with ECOP. It was also announced that the Extension Foundation is piloting a new tool for inventorying programs, the Registry of Cooperative Extension Programs and Assets.
- National 4-H Congress was not held in 2020, which was the 100th anniversary year. The 100th anniversary theme will be carried forward into the event planned for November 2021. Some states will be sending both 2020 and 2021 4-H delegations. This is planned as a face to face meeting but there will be a virtual component.
- 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 – “Surviving & Thriving: Turning Adversity Into Opportunity”

- Kudos on the great design by Michelle’s team
- The group reviewed the draft agenda. Not much has changed from last year’s agenda. Attendees will be able to download the agenda corresponding to their time zone to avoid any confusion.

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

Options:

- Not open this up to just anyone who wants to come because of more a business meeting
- Virtual meeting-no costs, allows people who normally don't get a chance to come-allow them to come.

Discussion- Dr. Brown mentioned that he felt that this was a Directors and Administrators decision. Reviewed the guidelines and saw nothing about prohibiting Directors and Administrators from sending additional persons to participate. Each Director and Administrator has the opportunity to specify who their delegates are. Good idea for others to participate. It was suggested that new Directors and Administrators be given guidance on what representation to this committee means and be able to explain to delegates the commitment involved. Will emphasize more in the future and include on meeting agendas to refresh everyone, both with AEA/ASRED and Program Committee meetings. Important to identify who the appointed people are and convey the expectations.

Is this covered in the Newcomer Orientation? More structure on responsibilities and posted somewhere.

Program Committee Officers
Newcomer Committee
Directors and Administrators
Guidelines Posted



Emphasize roles and responsibilities

Russ to develop language and refer to the guidelines and send to Dr. Essel and Dr. Brown to distribute out to Directors and Administrators to identify official delegates to SR-PLN and to emphasize participation, but to also encourage others with a vested interest or future as a Program leader to attend.

Zoom Requirements: Although not urgent, Lisa 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. Send links to Carmen.

Newcomer Orientation: Meredith reported out that there was still work going on it. Information from today's conversation will be helpful.

Committee Chair Training: Jacqueline reported that she looked at the structure for PLN and reviewed the roles for the Program Leadership Committee. The committee will be getting together to discuss. Received a PowerPoint earlier from Russ, and was tweaking that PowerPoint, putting in logos, but specifically wanted to go over the PLC roles and responsibilities.

Potential Keynote: Vonda-Still working on the possibility of the Kentucky State University President as keynote. No speaker fee. Open for any alternate suggestions. Dan G.-President Abdullah of Virginia State University.

IGNITE Sessions: What is the key question that we will ask people to respond? Wondering if we need a couple of volunteers to head that up, or rely on the committee to come up with questions? Tying the question in with the theme of the meeting. Ideas from the pivot from COVID that can be applied to the future. Dr. Brown mentioned that Dan's group could present findings from their working group. Dan said that the report will soon be ready. The work is relevant across the committees. Could present as part of an IGNITE session or stand-alone presentation. Meredith suggested a theme of "Learning from the



Pandemic to Prepare for Future Opportunities” or something along those lines. “What did we learn, how have things changed”-other suggestions. Dan read off questions that were asked in the survey to give good ideas to the group. Each program committee could take a question from the survey and present it to the group. Russ and Dan G. to follow up with this.

Update: The group decided after the April meeting to issue an RFP to the program committees and to select three presentations related to the questions asked from the Virtual Programming Working Group.

Virtual Fun Run: Michelle had sent some updated verbiage to Russ to add to the registration. Russ-worked our graphics into the language and was sending it back to Michelle for her input.

5. Committee Reports –

- ANR – Dan Goerlich- In addition to what was earlier discussed concerning the virtual programming and lessons learned, the ANR subcommittee will be meeting in the next week to start planning for the PLN meeting.
- COM – Lisa Stearns/Michelle Olgers- Have not met lately but shared that the committee is working on a hashtag campaign for the anniversary week of the birthday of the Cooperative Extension Service (week of May 14). Committee has worked on Facebook, Instagram, and Twitter posts, planning to share system wide. 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. Are any funds available to make a purchase such as this? Is so, it could be used across the committees. There are no funds available but several of the committee promoted the use of Microsoft Teams as a management tool.
- CRD – Dan Kahl/Iris Cole Crosby- CRD met, NACDEP Conference is coming up on May 15-19, will be held virtually. Heard the NIFA update from Brent Elrod. Explored and discussed a Community Development Toolkit being developed for Extension Professionals, available this spring. Iris will be joining us as the CRD 1890s representative, taking the place of Gill. Iris added that with some of the resources that Extension has, to look at the opportunities in the funding that is coming out from the federal government and consider partnering on the initiatives that make sense.
- FCS – Mike Gutter/Jacquelyn White- Lot of mental health activities going on, not collectively, but throughout the region, focusing on with mental health for youth as well as with adults (COVID-related). Attended meeting of the Board of Human Sciences-similar topics discussed there. FAMU and UF Health launching a pilot of 13 county offices that will be equipped as telemedicine portals for different medical fields.
- 4-H Youth Development — Manola Erby- 11 1890s were awarded funding for the 4-H Tech Changemakers. Update on the pending sale of the National 4-H Conference Center-many questions on that in the webinar. Two conferences will be held there until the sale is complete. Further information on that will be forthcoming. NIFA webinar-update on USDA logo and non-discrimination statement-on how they are supposed to be used. 1890s-SNAP-Ed funding, trying to get that funding. New interim program administrator at Mississippi State University-Dr. Linda Mitchell. State updates-reopening and the in-person programs, especially the camping programs.
- IT – Steve Garner/Brian D. McGhee- Continue to progress on the Plan of Work. Using Microsoft Teams to work, glad to help others if they have questions on Teams. Continue Virus protection!



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- MM – Gerald Jones/Jim Stewart- Committee met. Covered Plan of Work items. Went through a virtual extension agent job description. District directors-Florida shared a starting point on that. Spent a great deal of time on performance evaluations and tools for measuring impact in online and virtual programming. Georgia evaluation specialist shared some unique things that they are doing. Middle Managers conference-stay virtual and defer to 2023 before we decide to have a face-to-face meeting. Also had a virtual mini conference, with 29 participating.
 - PSD – Meredith Weinstein- Meeting next week. Will have more updates next meeting.

6. **Other Business–**

There was no other business to discuss.

Meeting was adjourned