



Southern Region Program Leadership Committee Meeting
July 15, 2021
Minutes

Participants:

- ANR –
- COM –Lisa Stearns
- CRD – Dan Kahl
- FCS – Mike Gutter, Jacque White
- 4-H Youth Development— Manola Erby
- IT – Steve Garner, Brian McGhee
- MM – Gerald Jones Jim Stewart
- PSD – Meredith Weinstein

AEA: Albert Essel, Rosalind Dale, Vonda Richardson

ASRED: Ron Brown, Gina Eubanks, Laura Stephenson

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

1. There were no additional agenda items added. Gerald Jones made the motion to approve the June 2021 minutes as presented, Brian McGhee seconded, and the motion passed.

2. Update from AEA – Albert Essel, Rosalind Dale, Vonda Richardson

- Dr. Essel reported that the capacity funds request was approved, since then the House Agricultural Committee has come out with its 2021-2022 budget. Both Smith-Lever and 1890 Extension received increases, so seeing some movement in that area. It is an improvement over the President's budget that came out a couple of months ago. Hoping that the Senate will do the same when their budget comes out, and that Smith-Lever and 1890 Extension will be appropriately funded.
- AEA held its summer meeting last month virtually, an all-day meeting, it was good. Had the opportunity to talk about the issues related to Socially Disadvantaged Farmers and Ranchers in the President's recent appropriations request. Producers are targeted to receive some financial relief, received a report from the President's office on that. Hoping that AEA and others in Extension will get the opportunity to assist some of the producers in this.

3. Update from ASRED – Ron Brown, Gina Eubanks, Laura Stephenson

- Dr. Brown reported that Dr. Ashley Stokes is Dean and Director, University of Tennessee, as of February 2021, Dr. J. Mike Phillips is Director of the Alabama Cooperative Extension System as of March 2021, and that the University of Florida is in the search process to replace Dr. Nick Place, who moved to the role of Dean at the University of Georgia. He noted that about half the Extension Directors in the region have been in their current roles less than two years.



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- Dr. Kevin Kephart is NIFA Liaison to the Southern Region.
 - Dr. Gary Lemme, retired Director, Alabama Cooperative Extension Service, was recognized in April 2021 as winner of the ASRED Distinguished Leadership Award. Dr. Ed Jones, Associate Dean and Director, Virginia Tech, has been selected to receive the 2021 National Ruby Award from Epsilon Sigma Phi, the national honor society for extension professionals. The National Ruby Award is the most prestigious recognition presented by ESP and recognizes truly outstanding thinking, performance and leadership in Extension. The highest award recognizing programmatic excellence nationally is the National Excellence in Extension Award. The Southern Region has won this award the last two years (James D. Ellis, University of Florida, 2020, and Matthew Devereaux, 2019, University of Tennessee) and six of the last ten years. The 2021 award will be announced soon, and our region is once again a strong contender.
 - The Southern Region has won the National Extension Diversity Award three times in the last decade, most recently by Ronald Cox, Oklahoma State University, in 2018. Our region being chosen again this year would not be a surprise.
 - ASRED Directors and AEA Administrators are continuing their Coming Together for Racial Understanding program, led by Rachel Welborn, Southern Rural Development Center.
 - The recently renamed Extension Foundation has announced a new tool for inventorying Extension programs, the National Registry of Cooperative Extension Programs and Assets (NRCEPA). It is being piloted by the National Extension Climate Initiative (NECI). This is planned to be a living inventory tool useful for program planning as well as supportive of partnership development and legislative advocacy.
 - 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
 - Diversity, Equity and Inclusion
 - Urban Agriculture and Extension
 - Broadband Infrastructure, Access and Literacy
 - Climate Extension
 - Health Extension
 - 4-H Positive Youth Development Pathways Project
 - Directors are working with APLU and Cornerstone Government Affairs to increase the level of funding for capacity funds. The Board on Agriculture recently approved an increased request to the same level as the research request.

4. Conference Planning – “Surviving & Thriving: Turning Adversity Into Opportunity”

- Lisa reported that we are moving along with preparations, and only a month away from our meeting. Lisa asked if there were any last-minute PLN agenda issues Russ shared the registration numbers (over 200).

- Dr. Brown asked for details on the Zoom links regarding the awards portion of the general session. Russ said that Zoom links to the general session will be emailed to participants before the meeting. Dr. Brown also mentioned giving awardees the ability to share screens. The Director at the university where the awardee will be located will need to be able to share their screen.

Zoom Requirements: Lisa reminded the group that we have not received all of the Zoom links from some of the committees to be made available to the attendees for virtual meeting spaces. Send links to Carmen or Russ. We will also need the Zoom link to the joint AEA-ASRED meeting. Vicki Vaughn to provide those to Carmen for ASRED, and Dr. Essel will provide the link for the AEA meetings.

Newcomer Orientation: Meredith reported that the PowerPoint used for the training had been sent to Russ for review. Russ reported just a couple of minor adjustments were needed and will then send back to the subcommittee. We will send a Zoom link out to the Newcomers. Will later send a list of the Newcomers to the committee chairs.

Committee Chair Training: Jacque reported that the training had been completed last month with good participation. A virtual packet with the information will also be sent to the committee chairs and this information will also be available on the SR-PLN website.

Keynote: Dr. M. Christopher Brown II, Kentucky State University President is keynote. Russ stated that it would be good a couple of weeks in advance to touch base and visit with Dr. Brown to discuss logistics. SRDC will send an email to Dr. Brown with the logistics, agenda, etc.

Addendum: Dr. Brown was unable to speak at SR-PLN. President Makala Abdullah, Ph.D. of Virginia State University will be the keynote speaker.

Virtual Programming Lessons Learned: Russ reported that we received 6 proposal submissions, and that we were in the process of selecting 3. All submitted were great proposals. Dan Goerlich will be letting us know next week who the finalists are.

5. Committee Reports –

- ANR – Dan-working on their Plan of Work
- COM – Lisa Stearns- had a committee meeting yesterday, going over the agenda for conference, plan of work. Looking at Microsoft Teams in order to communicate with one another.
- CRD – Dan Kahl/Iris Cole Crosby- CRD met yesterday, continuing to work on plan of work and preparing for the meeting.
- FCS – Mike Gutter/Jacque White-Preparing for the meeting. 2021 NAFCS conference in Grand Rapids, MI, generally meet with the whole FCS committee, including USDA. Hopefully meeting again this year, face-to-face, November 2-5.
- 4-H Youth Development — Manola Erby- Getting ready for this meeting, working on the Plan of Work, and other details. Will check to see if 4-H Zoom link has been sent out.



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- IT –Steve Garner/Brian McGhee-Will be meeting next week getting ready for PLN. Stop using Windows 7. Cyber security is huge right now.
 - MM – Gerald Jones/Jim Stewart- Committee met. Moving ahead with Plan of Work items. Will be facilitating our 2022 Plan of Work using Mural. Will have a session on alternative workspaces and deciding where our next Middle Managers conference will be.
 - PSD –Meredith Weinstein- Met yesterday. Going through Plan of Work. Invited someone with the Extension Foundation to talk with the committee about their curriculum repository Virtual Summer School is this week, July 12-16. This year's theme is: "Moving Extension Forward: Lessons and Strategies from the Pandemic". Looking at everything we experienced and learned over these months. Placed a link in the chat for those who want to join. Recordings will be available on the NPSD website afterwards.

6. Other Business–

Russ mentioned that there were members of the PLC whose terms were expiring, and that he hoped that they could help recruit members as helpful and productive as they were. Members rolling off are:

ANR: Clarence Bunch-1890

COM: Lisa Stearns-1862

4-H: Manola Erby-1890

IT: Steve Garner-1862

MM: Gerald Jones-1890

PSD: Meredith Weinstein-1862

Meeting was adjourned