Southern Region Program Leadership Committee Special Meeting June 8, 2020 Minutes

Participants:

- ANR – Mike Phillips
- COM – Michelle Olgers, Lisa Stearns
- CRD – Mark Waller
- FCS – Mike Gutter, Leslie Speller-Henderson
- 4-H Youth Development – Manola Erby
- IT – Brian D. McGhee
- MM – Gerald Jones, Jim Stewart
- PSD – Celeste Allgood, Meredith Weinstein

1862 Advisor:

1890 Advisor:

1862 Appointee:

1890 Appointee:

AEA:

ASRED: Ron Brown

MSU/SRDC: Samantha Clardy/Russ Garner/Katherine Spiering/Rachel Welborn

1. Welcome:

Leslie Speller-Henderson, PLC Chair, welcomed everyone to the meeting, and a roll call was taken
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:

There was no report for AEA.

3. Update from ASRED:

 Dr. Ron Brown reported:

  ➢ As we know, both ASRED and AEA unanimously recommended that the 2020 SR-PLN, AEA, and ASRED Joint Meeting be transformed from a face-to-face meeting to a virtual meeting.

➢ ASRED is currently working-and on a national scope- on a proposal looking at infrastructure needs. This "Soft Infrastructure Proposal" would focus on concerning soft infrastructure such as broadband needs, equipment, etc. to help us do better the distance work, online work and social media that we are currently doing.

➢ USDA has initiated what they are calling the "Ag Innovation Agenda" they are looking 10-30 years into the future. They are getting Directors and Administrators involved in that to provide input. What kinds of things are important to people in the long term? Things may look different from now on. Want to make sure that Extension has input in that process.

➢ A great many examples have been collected of the work that Extension has done in meeting the challenges of the COVID-19 pandemic and serve the people that we work for. It is impressive to see Extension adapt and continue to do the work that we were hired to do.

4. 2020 PLN Conference – *Opportunities in Transition: Driving Change:*

- COVID-19 and pivoting towards a virtual conference
  There was much discussion over what a virtual conference would look like as far as structure. Do we do a one-day? Keep it three days? It was decided to stay within the week that it had previously been scheduled (August 24-27).
- Review of draft conference agenda
  The draft agenda for the conference was reviewed. An item that was discussed was the registration. Although one has been released for the face-to-face, it was decided that pending decisions of this meeting that the present registration would be taken down and modified to reflect a virtual conference. SRDC will set that up.
  Questions:
  Would there be a fee? Any costs that will be incurred because if the meeting that we would need to cover?
  An idea would be that each committee will be responsible for providing their own Zoom/WebEx links to their meetings. SRDC would set up a hidden page. We would identify 10 universities willing to host the committee meetings, along with one each for ASRED and AEA, as well as a larger capacity one for the plenary session.

  Structure of the conference/agenda:

  o Registration would now be online.
  o Newcomer Orientation would be held earlier, in the style of a short preconference (perhaps on the original day, just an hour earlier than planned).
  o The committee briefs were previously planned to be a short TED Talk-type delivery during the general session. Instead, each committee will be encouraged to submit either a written summary, or a short video that will be collected and shared with all the committees during the meeting. The theme would be giving examples of how our work has been meeting the challenges of COVID-19
  o We need to look at what we can cut out, yet still have an effective meeting.
  o One idea was that we would need more than one day to accomplish the Plans of Work, and that the first day (Tuesday) consist of a general session (welcome, awards, and speaker), with the remainder of that day having committees meet and develop plans of work. Wednesday would consist of committees meeting (setting up their own Zoom sessions and schedules as they see needed) continuing to develop the POWs, finalizing by that afternoon. The final day (Thursday), PLC would meet, and then

present action items to AEA and ASRED. AEA and ASRED would wrap up their work in the early afternoon.

- o We need to keep in mind the size of the general session. Zoom webinar offers more opportunities and more participants.
- o We need to reach out to the chairs and co-chairs of the committees to ensure that they have Zoom capabilities (although each committee is already having their meetings by Zoom) These committees should be fine, but we will check. If AEA and ASRED need assistance with theirs, then we can look to who else in our network has accounts that we could utilize. Among us there should be enough universities that have accounts that we don't have to purchase a subscription.
- o Committee briefs could be pre-recorded, accumulated together, and shown to all the committees during their time together.
- o We need to keep in mind that with no fees and travel, there may be a large number of participants. To better understand that number, committee members were asked to put in the chat box the number of average participants during their bi-monthly committee meetings.
  - MM-30-40
  - 4-H-25-30
  - COM-48
  - PSD-18
  - CRD-20-30
  - FCS-20-25
  - IT-
  - ANR-

- o Online registration will help inform the committee how many people for each committee to expect.
- o We will need to consider if we will need special accommodations for some, such as screen readers, materials, etc.

- Review of assigned tasks for conference
  - o Mitzi Downing-Reach out to Marshall Stewart about speaking virtually (Russ will confirm with Mitzi)
  - o Hotel Cancellation/Penalties-Samantha said that Vicki mentioned that they had negotiated with the hotel and agreed to reschedule the event in Ft. Worth at the hotel in 2022.
  - o Registration/Marketing changes- Online registration will help inform the committee how many people for each committee to expect, and our marketing will change, primarily the virtual aspect of it. Questions in the original registration will be used.
  - o Committee Representatives- "TED Talks" Committees will each select a representative to give a short talk (virtually) on change implementation/challenges/learnings, etc. This could be prerecorded (preferred) and played during committee time, or it could be in a written summary format. Meredith shared a link to a webinar coming up that could be a good example for showing how Extension has met the challenge of COVID-19:

    https://uky.zoom.us/meeting/register/tJcscu6tpzMsHdd2iCijFqaVxI6ooee-4wWT

  - o Michele- Virtual Fun Run-Michele had previously sent the group an email discussing the Virtual Fun Run. It is an activity that is rather common now, even prior to the pandemic. To keep it simple

Proposal for PLN 2020 Virtual Fun Run

With a fun run, there's no official starting line or time. Runners or walkers sign up online ahead of time and will be emailed a certificate of completion when they do. There could be different age categories and distances to choose from. Then, at a designated time during the week of the conference (it could be over multiple days), the participants run or walk the "race," even on a treadmill indoors. When completed, they should take a photo of themselves with their certificate (ideally still in their running clothes), and email it and their time to me. Then, we can do a shout out to the entire conference participation at an appropriate time, acknowledging fun run participants and/or winners and share the photos in a collage. This would not take much time out, maybe 3 minutes or so.
An added option is to make this virtual fun run a fundraiser, which, after some online research, it was learned that it is very popular.

To consider:

Doing the virtual run beforehand vs doing it during the conference week to encourage people to be active as well as encourage more interaction among the membership after having a full day sitting in a virtual conference.

The virtual run could be added to the registration so people will be aware of it. This will assist in gauging the number of people who are going to participate in the Virtual Fun Run. We will make people aware of the fun run ahead of time so that they will know what they are signing up for. A "blurb" will be added to registration. Michele will draft language concerning the fund run to be included with the registration.

o Engagement activity "Goose Chase"-virtually? In order to reduce the burden to the membership, it was recommended to table "Goose Chase" until next year.

o Extra Technical help/platforms for virtual conference-addressed earlier; each committee will be responsible for setting up a Zoom platform for their committee. SRDC will be responsible for setting up the Zoom for the general session, but as an alternative, Texas A&M has access to two large rooms. Mark will check with TAMU administrators on that.

o Date for SR-PLN Officer Briefing-Leslie & Russ-to set a date soon, when the agenda is finalized.

o Additional thoughts and ideas on the virtual conference; We need to be mindful of work schedules as many universities are starting classes earlier and there may be some conflicts. With committees controlling their own schedules, it gives them the flexibility to set their own times in developing Plans of Work. State reports-develope a template to garner the information that we would want to know. Will discuss more about state reports.
We will have our regularly scheduled meeting on June 18th.

5. **Program Committee Reports**

It was decided to defer the Program Committee Reports until the regularly scheduled meeting on June 18.

6. **Other Business**

There was no other business.

7. **Closing Remarks-Leslie Speller-Henderson, PLC Chair**

Leslie commended the group on a great meeting and wished the group well.

8. **Adjourn**

Meeting was adjourned

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