



**Southern Region Program Leadership Committee Meeting**  
**October 19, 2017**  
**Minutes**

**Phone: 641-715-3276, Participant code 1068380#**

Participants:

- ANR – Tom Melton
- COM – Elizabeth Gregory North
- CRD – Mark Waller
- FCS – Jacqueline White and Laura Stephenson
- 4-H Youth Dev – Mitzi Downing and Hannah Payne
- IT – Terrence Wolkfork and Rhonda Conlon
- MM – Lonnie Johnson, Jr.
- PSD – Celeste Allgood and Meredith Weinstein

AEA: Vonda Richardson

ASRED: Ron Brown, Ed Jones

SRDC/MSU: Vicki Vaughn, Rachel Welborn

1. Welcome – Elizabeth Gregory North, PLC Past-Chair, chairing the meeting on behalf of Gerald Jones as he had a required commitment.
2. Approval of August meeting minutes (posted on website) – Minutes were approved as presented.
3. Update from AEA – Vonda Richardson
  - Vonda Richardson has replaced Vernon Jones as PSD Administrative Advisor.
  - AEA has been encouraging each university to participate in PLN.
  - Key topic of interest to AEA: how NIFA reporting will take shape move forward.
4. Update from ASRED - Ron Brown, Ed Jones
  - ASRED members participated in the National Extension Director and Administrator (NEDA) meeting earlier this month. Key topics included:
    - Civil Dialogue on Race Relations – Rachel Welborn and Chris Boerboom
    - Planning for Paradigm Shifts
    - Innovation through Lean Experimentation
    - Recruitment and Retention of an Innovative Workforce
    - Communicating the Impact and Value of Extension
    - ECOP's Strategic Agenda
  - ASRED's spring meeting will be planned for April 16-18, 2018 in Alabama. ASRED's incoming Chair will be Dr. Gary Lemme, AL.
  - ECOP's incoming Chair will be Dr. Chuck Hibberd, NE, and the Chair-elect is Dr. Ed Jones, VA. ECOP Members from ASRED are Drs. Ed Jones, Tom Dobbins, SC, and Gary Jackson, MS.
  - Dr. Doug Steele, TX, will be replacing Dr. Ed Jones on the PLN.
  - NIFA is holding Listening Sessions to ascertain priorities of the LGU system. Sessions are being held as follows and ECOP has arranged for representation at each one:
    - Today in Kansas City
    - Oct 26 in Atlanta

- Nov 2 in Sacramento
  - Nov 8 in Hyattsville, MS
  - Earlier this year, NIFA held “Call to Conversations” on Tactical Sciences, Positive Youth Development, EFNEP, Engagement of 1994 Institutions. Initial reports for these are located at <https://nifa.usda.gov/nifa-calls-conversation-meeting-series>, but action reports have not been made available.
5. PLC Chair-Elect Selection – Two individuals have volunteered to be considered as PLC Chair-Elect. Elizabeth sent a voting link and will resend at the close of this call. Voting will close end of day on Friday, 10/20/17.
6. Conference Debrief:
- Evaluations:
    - Most of the responses seemed favorable.
    - People seemed to like the shorter keynote session, giving more time to committees for their work.
    - Favorable comments were received regarding swapping the committee night out and state night out.
  - Pre-planning for Nov. Meeting:
    - Each person was asked to consider potential speakers and send presentation links to preview before the Nov. 29-30 meeting.
7. PLC Plan of Work 2017-18 and Responsibility Review (see attached)
- Question regarding the final bullet of the responsibilities: “Prepare a plan for an Orientation and Leadership Retreat to be held annually for the incoming leadership and advisors of the PCs, PLC and EC. New directors, administrators and newly appointed associates will be encouraged to participate.”
    - Could be done online
    - May need to be held in the fall to catch people as they enter their new roles.
    - PLC will discuss this further in November
  - Plan of Work Items:
    - August 2018 Meeting
    - Chair Training
    - Newcomer Orientation
8. Program Committee Reports
- ANR –Tom Melton and Louie Rivers – The 1890 Council of Deans Meeting hosted a meeting of the Center of Excellence for Innovative and Sustainable Small Farms, Ranches and Forest Lands (CISFRL) in Atlanta, GA on 14 – 15 September 2017. The purpose of the meeting was to discuss how more Universities could participated in the Centers. The six funded Centers gave a presentation on the outcome of their project. ANR has not met since PLN. The committee got a request from CRD to help with a working group and have identified a volunteer.
  - COM – Elizabeth Gregory North – The committee had not had a call since PLN, but made good progress on the Plan of Work and reshaped the time spent together working on joint efforts including a curriculum being jointly developed. The team has finished a white paper on the strategic value of communications as well as finished designing a peer review process for the region which should be posted to the PLN website soon.
  - CRD – Mark Waller – CRD had a call on October 5<sup>th</sup>. The keynote presentation impacted the Plan of Work given the ties to CRD’s mission. CRD will be taking a leadership role on a concept paper on how Extension can be more proactive in community development. In response to the Pres. Interagency Task Force on Ag and Rural Prosperity, CRD responded to a survey

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demonstrating the work CRD is doing to support the plans of that Task Force. Interest in organizing a regional CRD basic training workshop for county agents is being discussed. Middle Managers also voiced some interest in this. Susan Jakes is developing a survey to help identify needs. Dave Shideler is working with IT to look at technology tools that could be used in CRD. The committee is working to link social media venues from the members' different sources to better communicate and share opportunities.

- FCS – Jacqueline White and Laura Stephenson – FCS is using Google docs to map expertise across the region. FCS is working with health specialists to identify and work on multi-state projects such as one to the CDC. They did not get funded but received high scores, which may mean they could be very competitive in the next round. Robert Wood Johnson projects have been selected with 5 funded, and 16 state funded projects nationally. One funded project was in the South and 5 state-funded projects.
- 4-H Youth Dev – Mitzi Downing and Hannah Payne – The committee is defining what the 4H learning experience means. A new committee is exploring teaching models, thinking about this on a national level. The committee is putting together a white paper exploring 14 different models. The NAE4HA conference is Nov. 12-14 and will focus on Civility and Civil Discourse.
- IT – Terrence Wolfork and Rhonda Conlon – The committee hasn't had a call since PLN. Courtney Owens and Gary Jackson will be the administrative advisors. The committee is looking at a number of different professional organizations to identify new partnership opportunities. Members are working with a multi-committee team to develop curriculum to strengthen virtual working groups.
- MM – Lonnie Johnson, Jr. – Oct 12 was the committee's first call during which they reviewed their plan of work. They are continuing the newsletter with the first one planned for November. 2018 is the "off" year for the Mid-Managers' Conference. Instead four webinars are planned to help provide professional development for middle managers. Tentative dates, topics, and presenters are below:
  - February 8th – Managed Scheduling – Sherri Schwab, NC
  - April 12 – Needs Assessment – Lonnie Johnson, VA
  - June 14 - Motivating the Lower End Performer – Jeff Young, KY
  - July 12 - Performance Appraisal and Career Ladder Consistencies – Jeff Ripley, TX
- PSD – Celeste Allgood and Meredith Weinstein – Work has begun on the Plan of Work. The virtual summer school will be continuing, with advanced marketing to encourage more participation. A winter session may also be added. Core competencies are being refined and will be shared with other committees for feedback. The PSD national meeting is being planned for December.

## 9. Other Business

## 10. Adjourn

**Next Meeting: November 29, 1:00 p.m. through November 30, noon**  
**Hilton Atlanta Airport**  
1031 Virginia Avenue  
Atlanta, GA 30354  
Phone 1-800-HILTONS  
Room Block Code: PLN  
Reservation Deadline: November 7, 2017



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## **PLC Responsibilities**

- Provide leadership for development of Southern region multi-program area proposals that address existing or emerging issues. These issues are identified by Program Committees in the form of proposals or information.
- As the primary program planner for the SR-PLN Annual Joint Conference, the PLC should constantly explore methods and activities to enhance cross-state and cross-program discussions and activities to maximize collaboration, benchmarking/evaluation and peer coaching/mentoring opportunities.
- Receive, review, and comment on Program Committee reports and makes recommendations to Southern Directors and Administrators. Copies of program reports, with recommendations, are sent to the chair of the SRPLC prior to forwarding to the Southern Directors and Administrators.
- Monitor the needs for regional and national programming in the Southern region including:
  - The establishment of regional task forces or committees,
  - Monitoring and recommending approval of multi-program area regional activities,
  - Monitoring and recommending approval of regional activities originating in the Program Committees, and
  - Reporting and recommending of approval/disapproval of activities to the Southern Directors and Administrators on a semiannual basis.
- Assure that information related to regional multi-program area activities is distributed to program committee representatives as well as Southern Directors and Administrators. This information includes SRPLC actions and task force reports. PLC representatives will distribute this information to their respective Program Committee chairs and members as appropriate.
- Coordinate and plan the annual Joint Southern Region Program Committee meeting.
- Evaluate and approve all program proposals that involve two or more committees.
- Submit approved proposals to administrators and directors for approval before they can be initiated.
- Communicate continuously with Southern Region Administrators and Directors regarding important information items, proposals, the progress of task forces, and emerging program direction. This communication should also consistently include the value to individuals that accrue as a result of participating in the SR-PLN Annual Joint Conference and Program Committee activities that take place throughout the year.
- Communicate the status of proposals to appropriate Program Committee representatives or to the task force chairperson after action has been taken by administrators and directors. The SRPLC also gives oversight to implementation and success of the proposed actions approved.

## **Specific Tasks of the PLC:**

- Develop a regional, integrated AWP, generally during the annual meeting. It will include and build upon the input from the PCs and from PLC discussions of emerging issues. It will be posted to the Web, shared with Directors and Administrators, and will serve as a major programmatic leadership document for the region.
- Convene at least quarterly conference calls that will include the following agenda items:
  - Emerging issues
  - Review of regional AWP status/progress
  - Review of PLC Web site and listservs
  - Review annual conference details
  - Other responsibilities as assigned by SR-PLC chair
- Ensure that current e-mail addresses and phone numbers are provided to the SR-PLN Webmaster so that the Web site can be kept current and so that communication can be prompt and inclusive.
- Develop functional descriptions for each committee role, i.e., chair, vice-chair, member, Administrative Advisor, and others, and will develop operating guidelines for posting to the Web.
- Prepare a plan for an Orientation and Leadership Retreat to be held annually for the incoming leadership and advisors of the PCs, PLC and EC. New directors, administrators and newly appointed associates will be encouraged to participate.