

**2009 Southern Region PLN
Program and Staff Development Committee Meeting
August 25-27
Orlando, Florida**

August 25

Morning

Members present: AL—Vanese Singleton, Atheal Pearce, Anne Adrian, Virginia Morgan (Secretary); AR—Rich Poling, Karen Ballard; FL—Cheri Brodeur; GA—Celeste Allgood, Mary Ellen Blackburn, Marcie Simpson, Marc Thomas; KY—Gae Broadwater, Paul Warner (Administrative Advisor), Martha Nall; LA—Debra Davis, Robert Richard (via webcam); NC—Mitch Owen; OK—Vernon Jones (Administrative Advisor), Joyce Martin (Chair); SC—Della Baker (Vice-chair); TN—Herb Byrd; TX—Scott Cummings

Welcome and Introductions. Committee chair Joyce called the meeting to order at 10:00 a.m. She welcomed newcomers and visitors. Following introductions, the nominating committee was introduced and a request for nominations for committee secretary was issued.

PLN General Session. Following discussion, the committee submitted the following responses to questions regarding the general session:

1. The **Farm Bill** has already affected/threatened the PSD Committee in the following way:
We see opportunities to collaborate internally with state and regional Extension and externally with other agencies and organizations.
 2. The PSD Committee's response to the above effect(s)/threat(s) is/was/will be:
To support organizational expertise required in the art of writing grants—as full partner of the grant writing team from the beginning of the process—PSD can provide training about the process and identify a network of resources.
 3. In light of this issue, the PSD Committee intends to propose working with the following Committees to further strengthen the PSD's role in the Extension System by:
*We will work with **all committees** to provide training about the process and identify a network of resources—teamwork, networking and collaboration, logic model, facilitation, evaluation, leadership, advisory leadership, program development, etc.*
-
1. **Funding issues** have already affected/threatened the PSD Committee in the following way:
We are more driven to pursue funding opportunities while remaining focused on formula funding. We are threatened by the competition from external experts in the grant writing process.
 2. The PSD Committee's response to the above effect(s)/threat(s) is:
We will become more innovative in looking at other agencies and how we do business; how we promote ourselves to the funders; build trust with other agencies; focus on our basic mission—show the benefit to Extension.
 3. In light of this issue, the PSD Committee intends to propose working with the following Committees to further strengthen the PSD's role in the Extension System by:
 - a. *Middle Managers: clarify misperceptions about PSD responsibilities and show the benefit of working outside the county Extension perspective*
 - b. *Communications: develop an internal marketing plan*

c. CRD: partner to work on leadership development and grant writing

Afternoon

Joint Committee Meeting with Middle Managers.

Barbara Board, Middle Management Chair, welcomed the PSD committee to the afternoon session. Joyce introduced Bo Beaulieu who introduced both committees to the new national on-line training on community development.

Foundations of Practice in Community Development (www.srdc.msstate.edu/fop/) represents three levels of training: level 1 courses are intended for all extension; level 2 courses are more in-depth; and level 3 courses are very focused and intense. While some training through this program will be face-to-face, most of the training will be conducted on-line. All on-line synchronous training will be recorded for future viewing.

Mary Ellen reported on progress made by the *Task Force on Leadership Development*. Their charge was to provide new or existing materials that can be used as-is or adapted by every state. It was noted that the skills are really management skills rather than leadership skills. Their first action was to develop and implement a survey. The survey incorporated 24 competencies and their definitions and was distributed to the PSD and Middle Management committees, and 1862 and 1890 directors. Middle managers forwarded the survey to their county directors. 275 responses were collected. Five competencies emerged as most important: 1. Building trust & personal accountability, 2. Building networks & collaborations, 3. Financial management, 4. Ethical decision making, and 5. Building relationships. However, the survey revealed that respondents considered five other competencies in which new supervisors are least skilled: 1. Financial management, 2. Managing conflict, 3. Leading the total program, 4. Managing people for performance (appraisals), and 5. Coaching.

On behalf of the task force, Mary Ellen recommended next steps: 1. Review existing resources and 2. Develop new resources. Julie Sexton created a training template for SEAL that can be used on this project. Middle Management and Program & Staff Development members volunteered to work on materials for each of the competencies identified as most needed by new supervisors.

- Financial management (Della Baker-PSD and Joe Schaefer-MM)
- Managing conflict (Cheri Brodeur-PSD and Tony Tyson-MM)
- Leading the total program (Debra Davis-PSD and Claude Bess-MM)
- Managing people for performance (Herb Byrd-PSD and Alberta James-MM)
- Coaching (Mitch Owen-PSD and Barbara Board-MM)

Task force members: Joe Schafer, Lonnette Marsh, Mary Ellen Blackburn, Allisen Penn, Mitch Owen, Debra Davis, Herb Byrd, and Paul Warner.

The meeting adjourned at 4:30.

August 26

Morning

Committee members met in the hotel lobby for transportation to the Tupperware Corporate Headquarters. There we met with Tony Mendiola, Vice President, Global Leadership, Development & Diversity, and Denise Johnson, Director of Training. There is a very small training staff so they focus on developing and implementing train-the-trainer materials. They acknowledged the company has a

significant challenge in the next 3-5 years when the current sales force ages out. Their response to the new generation of workers is to hold leadership training early on, rather than wait a few years. The training focus is on leadership skills rather than specific subject matter. Tupperware's performance management system is built to empower employees to use it. (Performance ranking is 1-5, with 3 equaling successful/excellent and 5 = "walks on water")

Afternoon

Members present: Vanese Singleton, Debra Davis, Atheal Pearce, Vernon Jones, Marc Thomas, Della Baker, Herb Byrd, Joyce Martin, Scott Cummings, Rich Poling, Mary Ellen Blackburn, Martha Nall, Paul Warner, Karen Ballard, Gae Broadwater, Marcie Simpson, Celeste Allgood, Cheri Brodeur, and Virginia Morgan

Joyce re-convened the committee meeting at 3:30 p.m. Minutes of the August 17 committee conference call were read and approved as revised.

Cross Committee Issues: Report Back. Each committee member reported on discussions held at the various cross committee sessions and made recommendations regarding whether or not to further pursue the issue. Of the 10 issues (human capital, organizational relevance, physical resources, technology, availability of a wholesome and safe food supply, benchmarking program impacts, energy, health education, leadership development, and natural resource base) two issues were considered for the 2010 plan of work. They were benchmarking program impacts and human capital.

The meeting was adjourned for the day at 4:45 p.m.

August 27

Members present: Cheri Brodeur, Della Baker, Joyce Martin, Scott Cummings, Gae Broadwater, Marcie Simpson, Paul Warner, Martha Nall, Debra Davis, Mary Ellen Blackburn, Celeste Allgood, Vanese Singleton, Rich Poling, Karen Ballard, Herb Byrd, Marc Thomas, Mitch Owen, and Virginia Morgan

Joyce re-convened the committee meeting at 8:15 a.m.

Urban Task Force Report. Virginia and Gae attended the Urban Task Force pre-conference meeting. That group's charge was to "develop a strategic model that directs future urban Extension efforts for the greatest program impact." Discussion centered on the concerns highlighted by four Florida urban county directors. Directors are responsible to their university and to their county government. This creates a dilemma for them because the university expects them to operate using an academic model while the county government expects them to operate using a business model. Succession planning is very difficult. Urban agents and directors need to hone skills in the following areas: organizational and facilitation; grantsmanship; coalition building; community development concepts; marketing; critical thinking skills. Much of the content the PSD committee is producing in collaboration with the Middle managers fits the urban needs, especially if there is additional attention paid to the urban experience. Virginia agreed to serve as the PSD representative to the Task Force.

2009 PSD Professional Development Conference. Scott reported that the virtual conference is scheduled for the week of December 7-11. There will be two morning sessions and two afternoon sessions on four days. Each day will have a theme and two moderators. The overall theme will be "Leading and Managing Change." Marcie, Gae, Debra and Rich agreed to work with Scott to flesh out the agenda. See attached report for additional information.

Report on Retention Studies. Cheri presented findings of the *Florida Delphi study*. Respondents were asked several satisfaction questions based on career milestones and skills and competencies. Three findings Cheri highlighted: 1. Men are more likely than women to say they are very satisfied with all types of relationships. While the ratio similar by gender, women are less likely than men to feel deeply toward their work-related relationships, 2. Agents are twice as administrators to be satisfied with the availability of resources and training, and 3. The most negative aspect of the job is the administrative or reporting requirements.

Mitch reported that the finding from the *North Carolina study* will be published soon. The study found eight major themes why respondents remain in the job. 4-H and FCS agents are more like to leave than ANR agents because of time away from home (4-H) and perception of being less valued (FCS). Recommendations include: 1. Recruit authentically (tell the truth about the job), 2. Train, train, train, 3. Advocate for both employee and position (modify job description as the person matures in it), 4. Nurture connectivity, and 5. Show appreciation through meaningful recognition. Supervisors need to be especially sensitive to employee stress levels, work-life balance, and workload.

Professional Development Association. Debra reported that there is a lot of interest from the North Central Region in creating the association. We need to keep them involved. Leaders of the Community Economic Development association were contacted to learn how they started their association. We received a copy of their by-laws and constitution. A national listserv has been created and resides at LSU. It currently has 183 people on the list. She is continuing to identify contacts at 1890 and 1994 institutions. In addition, a Facebook page was created for the association: <http://www.facebook.com/group.php?gid=105776694052> The committee members are encouraged to participate. Marc agreed to serve on this committee.

Nominating Committee. Herb presented the slate of nominees: Nancy Franz (secretary) and Mitch Owen (2nd term as 1862 representative to the PLC). Nominations were accepted and duly elected.

PLN Update. Mitch reported that our information items were accepted and noted that the directors requested that action items require their sanction and support. We submitted one item for action, but it was re-classified as an information item.

SEAL Conference Update. Paul reported that the SEAL committee is proposing a 2011 meeting and asking for PSD support in planning the meeting. The SEAL committee also requested identification of additional topics for the meeting (Paul has the original list) and identify some for PSD to serve on the SEAL committee. PSD requested a copy of evaluations from the 2009 meeting. Paul will send them to the committee. PSD will support the SEAL conference and recommends that: 1. SEAL committee move all reports, evaluations and materials to a central location (eXtension), 2. Atlanta is chosen as the 2011 meeting location, and 3. Consider creating web-based modules for those leaders unable to attend the meeting.

State Reports. Highlights from each state were given. The full reports can be read on the [collaborate.extension.org wiki](http://collaborate.extension.org/wiki) (http://collaborate.extension.org/wiki/SRPLN_2009_PSD_State_Report).

2008-09 Plan of Work Update and 2009-10 Plan of Work. The 2008-09 POW was updated and the 2009-10 POW developed and submitted to Rachel Wellborn. The 2009 Accomplishment Report is posted on the [collaborate.extension.org wiki](http://collaborate.extension.org/wiki)

(http://collaborate.extension.org/wiki/SRPLN_2009_PSD_Accomplishment_Report) . The Accomplishment Report is also posted on the SRPLN Website, as is the 2009-10 POW (<http://srpln.msstate.edu/psd/index.html>) .

Passing the virtual gavel. Joyce thanked the committee for the work done this year and recognized Della as the new committee chair. The committee applauded Joyce for her leadership.

Meeting adjourned at 10:30.

Respectfully submitted,
Virginia Morgan
2008-09 PSD Secretary