

Minutes of the Program and Staff Development Committee Meeting
August 26, 2008
Greensboro, NC

Chairman, Herb Byrd (TN) welcomed everyone to the meeting at 1:00 p.m. Eastern Time. Present were: Alabama- Virginia Morgan; Atheal Pierce; Arkansas - Rich Poling, Lisa Farris; Florida-Cheri Brodeur; Georgia- Mary Ellen Blackburn, Marcie Simpson; Kentucky - Advisor, Paul Warner, John Mowbry; Louisiana – Robert Richard; Melissa Cater, Debra Davis; Mississippi–Michael Newman, Paula Threadgill, Ronnie White, Julie Sexton; North Carolina - Mitch Owen; Oklahoma - Joyce Martin; South Carolina- Demier Richardson, Della A. Baker, Secretary; Tennessee - Joseph L. Donaldson; Texas – Scott Cummings; West Virginia- Nancy Franz.

As a roll call, Herb Byrd asked everyone to introduce themselves by saying something delightful about themselves. After the introductions, Mitch gave an update on the planned tour.

PSD Tour and Dinner

Mitch gave highlights for the committee's tour. Everyone should meet in Lobby F at 1:45 p.m. to travel to the Center for Creative Leadership in Kannapolis, NC. The purpose of this center is to provide leader and leadership development training. He has planned a visit to the Civil Rights museum administrative office in Greensboro to hear about North Carolina's role in advancing the cause of Civil Rights. Dinner will be at a nearby restaurant.

Nominating Committee

Herb appointed a nomination committee consisting of the last three chairs - Scott, Debra and Mary Ellen, who will have the task of nominating a Secretary, Urban Task Force representative and the 1890 representative. Thelma Feaster, the previous 1890 representative retired last month. She indicated to the PLC over a year ago that she would not be the rep. Efforts to recruit someone have been futile. In addition, an 1890 advisor is needed. Leodrey Williams was the last 1890 advisor. Paul will take this concern formally to the 1890 Chairs and ask for an advisor to the committee.

Herb gave an overview of the duties of the Secretary, which was to take and post minutes of the meetings and the Vice Chair, who is responsible for taking care of the membership list.

Herb explained that the 1890 PLC representative serves a two-year term. The person should have Program and Staff Development responsibilities. He explained that the advisor's role is to give information to the Directors and Administrators on behalf of the committee. The position gives us representation for issues relating to Staff Development.

Herb shared the goals for the Urban Task Force group. Scott Cummings will represent the group today. A committee report is needed tomorrow morning.

Herb read agenda items and asked if there were additions to the agenda. Two items were added -Revisiting the Development of a national program development association and a comment from Nancy Franz regarding the American Evaluation Association awards.

Minutes

There was one correction to the minutes. The Facilitation Module is posted on MOODLE. The National PSD list is on Googledoc. The minutes were approved as corrected. Della asked everyone to make corrections on the membership list that was being distributed around the room.

Advisor's Report

Paul Warner, explained his role as Administrative Advisor to PSD. He is a liaison between us and the directors and administrators. The directors are discussing the following:

- The Farm Bill- a chief scientist will be appointed by the President. Some of the questions being discussed are: Where does Extension fit? How will the funds flow, since funds normally received will flow as grants? (Can't use grants for secretarial support). Multi-state targets had to be reset or resubmitted in each state.
- There is an effort to totally reorganize NASALGC. May have implications on Linda K. Benning's position.
- Spring SEAL Conference- This is the third SEAL Conference; thus this will be the third set of curriculum materials produced for use by conference participants.
- An evaluation of PLN is being conducted to determine its benefits.
- eXtension and Communities of Practice – are there other areas that need to be identified than those currently listed on eXtension?

Excellence in Extension

Paul Warner gave an update on Excellence in Extension. It grew out of the Southern Regional PLN group. He distributed a bookmark and matrix that was produced by the task group. He has been sharing the information across the country. Forty-six institutions have entered data in the database. Scott Cummings reported that of the 72 possible institutional contacts needed to complete the report, they have identified 70 contacts. So far, three states in the Southern region have not entered data. We now have the data for valuable benchmarking. The data belongs to us. We control it. States will be able to retrieve data. Every director will be able to have access to the system. For Year 2 of the project, the system will be ready for entering data by February 15. An advisory committee has been established, with members serving on a rotation basis.

The Southern region database will be replaced with the Excellence in Extension database.

Program Leadership Committee

Mitch reported that he represented PSD on the PLC. He will be serving as the next Chair of PLC. Mitch asked everyone to write three challenges that Cooperative Extension will face in the next 3-5 years, organizationally. He noted that he will take it back to the PLC. He reminded us to submit strong action items for the directors to discuss.

Next year the PLN meeting will be in Orlando, Florida on August 24-27, 2009. The PLC is debating whether to select three rotation sites. Hotels often will offer a better price every four years.

The 2010 sites being considered are Dallas, San Antonio, Atlanta and Memphis.

Action and Information Items

Herb announced that the agenda needed to be shifted so that we could finalize the list of Action and Information Items to be submitted to PLN. Action items are things that we want the directors to act upon. Information items are things that we want them to know so that they have information when they are making decisions. The following items will be submitted to PLN:

Action Items

- Need an appointment of an 1890 Advisor to PSD
- Need approval for the continuation of a bi-annual Professional and Staff Development Conference. We would like approval of a 2009 Conference.

Information Items

- The History of Extension module is completed and is on <pdextension.org>.
- The online Presentation Skills module has been completed. The module will be reviewed by Jan 09.
- A survey of the Web-based module for New Agent Orientation has been completed.
- A survey of Leadership Management Resources for Middle Management has been completed.
- A National Program and Staff Development Directory has been completed. The creation of a Professional Development Community is being considered.
- An evaluation of PLN is being conducted, using focus groups. A more comprehensive survey will be proposed.
- There is need for instructional designer input into NEPDC eXtension guidelines for the pdc learning site. (i.e., development of minimal standards for eXtension learning sites, target audience, course designers, and contact information should be available for the courses.)

The meeting adjourned and will reconvene on tomorrow.

August 27, 2008

Herb called the meeting to order. He asked for the nominating committee report. The nominating committee offered Virginia Morgan as the 2009 Secretary. The report was accepted by acclamation. Her responsibility begins Thursday. Joyce is the upcoming chair and Della will serve as chair-elect.

The committee recommended Scott Cummings and Paula Threadgill as the Urban Task Force representatives. Demier Richardson was nominated to serve as the 1890 representative to PSD and she agreed to serve. This person serves a three year term. The committee representative will serve on the PLC.

Herb explained the difference between the PLN and the PLC. He said that some of the PLC representatives' duties included dictating the meeting structure and bringing issues collectively to the directors. Committee members are required to participate in a monthly telephone conference, to attend the PLN annual meeting before the start of the Conference and stay after the meeting ends to present the action and information items. The representative also attends a winter meeting, where the annual meeting is planned. There is a planned rotation for committee members.

Herb reviewed the action and information items that will be presented to PLN. (See posting on the WIKKI.)

Reports

Focus Group Research

A focus group study will be conducted during the meeting in Greensboro to examine the impact of PLN. A focus group is scheduled for 8 AM Thursday morning with members of PSD. A web based evaluation of PLN will be conducted as a follow-up.

2009 Seal Conference

Scott reported that the Seal Conference will be held in North Carolina May 18-20, 2009. The committee is considering two hotels. There are 4 major sessions:

Session 1 - Orienting New Advisory Board members and New Faculty, Leader: Chris Boleman

Session 2 – Teaching Extension Volunteers How to Advocate and Market Extension, Leader: Allisen Penn

Session 3 – New Methods in Extension Volunteerism and How They Impact Advisory Leaders, Leader: Eric Kaufman

Session 4 – How Advisory Leaders Have Impacted Cooperative Extension, Leader: Joy Staton

The committee is planning to have a keynote speaker and roundtable discussions. The schedule is from noon the first day to noon on the last day.

MOODLE

Della, Julie and Michael attended the MOODLE training and reported the following:

There are three eXtension Moodle sites ready and a fourth one under construction.

- 1) Communities of Practice – controlled – (campus.extension.org)
- 2) Courses that are created for the public – (courses.extension.org) externally directed and controlled. Moodle space is available for all agents' courses. (Extension people can request a course shell by emailing moodlehelp@extension.org).
- 3) Content focusing in on core competencies. Internally directed. CECP – has 66 courses. MOODLE replaces this - (pdc.extension.org). Something specific to my institution is an option. (uncontrolled)
- 4) A new professional development group has been established if Extension persons want to come together to develop content – (l-learn.extension.org). Currently, you can print certificates and can specify who can take a course.

A workbook that was developed for the training is available as a pdf file at

<http://drop.io/srplnmoodle>. Once you get to the site, you can download the moodlef2f.pdf file. There is a Moodle 101 course available at <http://pdc.extension.org>. There is also a Moodle demonstration site at: <http://demo.moodle.org>. You may use: <http://drop.io/srplnmoodle> as a place to send large files. To request a learning site, e-mail: moodlehelp@extension.org.

Community of Practice Committee

Rich Poling reported on the meeting that was held in June. He said that the discussion related to setting up information such as the mission, goals, and objectives and how to get money from eXtension. Communities of practice are developing ways to reach external audiences with information, although the discussion centered around technology more than education. He says that COPs would be beneficial to our group in terms of the kinds of tools that are available and how they are used. Virginia mentioned that Extension educators who are not in a content (subject matter programs) area can approach the COPs about joining their community. (For example, IT people or those with evaluation responsibilities would be most valuable to content areas.)

Plan of Work

Herb reviewed the plan of work accomplishments and asked for additional input from committee members working on various initiatives:

Facilitation Module

Deborah suggested that this module be removed from the Plan of Work. A national team is working to complete it.

Inventory of Resources

Cheri contacted persons on the National Program and Staff Development Directory list to find out what middle management leadership training is being implemented throughout the nation. The information resulting from this survey of states regarding leadership resources will be posted to the PSD site. Completion Date: August 2008

Succession Planning - August 2008

The middle managers are trying to get ideas together on succession planning training topics for their conference in April 2009 and will meet with PSD at 10:15 a.m.

Program and Staff Development Conference

Scott reported his thoughts on the 2009 conference. He is asking input on whether an October date will still be a viable option. He would like to ask approval from the directors for the continuation of a bi-annual conference. Everyone is asked to send suggestions for the conference to Scott. Some things to consider are: 1) Keep the conference near a major airport and hotel nearby; 2) Use a conferencing group to take care of our needs. Kathy Ibendahl's name was suggested; 3) The national 4-H meeting is usually in October and the American Evaluation Association Meeting— is the first week in November; therefore, try to avoid these times.

Survey of Technology Use and Instruction

Herb explained that the purpose of the survey is to determine what people in the Southern region are using for on-line instruction. The survey will go to each institution. Herb will approach the IT committee about sending the survey to its list serve. Additional suggestions were to ask about tools that are needed and if people have used something and had problems with it. The discussion was tabled until Herb can determine if a similar survey has already been conducted. Completion Date: Spring 2009

New Agent Orientation Web-based Module

Herb reported that Grace has received nine responses to the survey. She submitted the results of the survey to Herb. This information will be posted on the PSD WIKKI. There was a suggestion that information suitable for agents as well as secretaries be noted. Completion Date: August 2008

Writing Impacts Module

Nancy reported that she used the module in her state as a pilot. She is working to expand it, including a definition of program impact and how to put impact statements to use? Completion date: August 2009.

Program Evaluation Module Feasibility

Michael reported that he is developing a module to be placed on eXtension. It was reported that the 4-H group already has submitted a module. In addition, there is a national team working on this topic with Mike Lambur. Completion Date: August 2009

Federal Planning and Reporting Roundtable

Marcie reported that she will not implement the roundtable format. She will schedule a conference call for all persons in the SR responsible for reporting. Nancy Franz and Cheri Brodeur will assist. Completion Date: May 2009.

History Module

The History of Extension module is completed and is on <pdextension.org>.

Presentation Skills Module

Herb will ask three people to review the module. Completion Date: Jan 09

CECP Steering Committee

Debra reported that she and Julie will be moving CECP courses to Moodle. CECP is going away Dec. 31, 2009. People will be properly notified. eXtension's number one priority is for external customers. Clarification is needed from the Southern Regional Directors as to their support of the internal program delivery process. In addition, as items are moved from CECP to MOODLE there should be some way to show that they have been reviewed/approved. Several courses have been reviewed and some are using the CECP review process. An eXtension review process has not yet been completed. The NEPD is working on a review process for MOODLE.

PSD Directory

A National Program and Staff Development Directory has been completed. The creation of a Professional Development Association is being considered. There was some discussion as to how this would differ from what Epsilon Sigma Phi offers through professional development. Herb suggested that more discussion was needed including objectives for such a group.

Joint meeting with Program and Staff Development and Middle Managers

Succession Planning- The Middle Managers were concerned about succession leadership for middle managers. The group wanted to identify plans that are available in the Southern states and to get ideas about what to include in their 2009 pre-conference session in Athens, with an understanding that there is a need for additional experiences in the future. Herb reported the results of a succession plan survey done by the industry. Industry reports show very little success in this area. There often is no one prepared to replace people when they retire. There is constant movement of people in and out of the organization.

Items discussed were:

- What topics should be a part of the staff development?
- What are the components of a succession plan?
- What are the other roles for training for succession training?
- Who is a middle manager?
- Should recruitment and retention be addressed as well?
- What are the various issues involved with hiring externally to the organization? Using formal searches, etc.
- Is the concern only for middle managers or leadership in general?
- Is funding an issue? What % of budget goes to personnel and to operating? The sources of funding are changing constantly.
- There is much procrastination – "let's wait."
- People may not be willing to move.

- Do we make it convenient for people to be trained for the position?
- Do we talk about the rewards and benefits of our jobs to make it attractive to others?
- We should examine generational attitudes and needs.
- May need to be more flexible and creative with job positions.
- Most of all there is a need to have the director's buy-in (support, awareness and involvement).
- Should have people to do the job or to discuss with the person currently holding the position to find out what the job entails.
- A suggestion was made to conduct an environmental scan of retirement projections for all county, regional, and director positions and to review the literature on succession planning.
- There should be adequate salary for middle manager work.
- There should be opportunities for organizational service.
- Offer training positions or internships to identify "high potentials," and sort out non-interest/ability

It was reported that several states are conducting leadership and management training programs and cross state training, including GA, NC, KY, FL, and TX.

Cheri reported on the survey that she administered. PSD people in states throughout the nation were asked what they were doing in the area of middle manager training. Twenty-nine states responded, including Hawaii, Alaska, and the Virgin Islands, some with multiple responses.

People are still participating in NELD, LEAD 21. There are formal and informal mentoring programs. Some models involve cohorts, where people are asked to participate in a team and contribute toward an administrative project. The challenge is to THINK DIFFERENTLY about positions and how they operate! Be creative in decision-making. Don't replicate what is there.

The Middle Managers will delve further into identifying their needs and goals and will formulate an action statement to present to the Chairs who will meet on Thursday morning. The MM thanked the group for an engaging discussion. This session was adjourned and discussion returned to PSD other matters.

Herb asked everyone to complete the three questions in the Accomplishments section of WIKKI by September 15.

Herb asked everyone to share a PSD best practice:

- 1) A video – Effective Online Course Design (by Susanna Coopernoll-TX) was shown.
- 2) Nancy Franz reported that she is using volunteers for evaluation; Cabin conversations – focus groups of volunteers, and observation forms.
- 3) One state report involved using a panel of specialists giving words of wisdom and discussing the expectations of specialists.

It was suggested that a question be added to address, "What has your committee done toward its work plan?"

Other Reports

ASTD Report

Mitch reported that the meeting was held in San Diego. The next meeting will be in Washington, DC. The keynote was Malcolm Gladwell who said that we are over emphasizing innovation. In addition, Peter Block presented on building communities.

American Evaluation Association

Nancy Franz is the upcoming chair. 2008 Awards Nominations are due September 26. Let Nancy know if you would like to be nominated.

Additional Plan of Work Items

- **Quarterly Meetings will be continued by Joyce Martin**
- **Explore Creation of Professional Development Association – August 2009.** Deborah, Scott, Cheri, and Mitch will work together on the objectives for the next conference call. One objective was that stated that an association of Extension Staff Development would serve as a voice of the profession. If this effort proceeds, PSD would need to ask someone from the other regions to assist in co-chairing the meeting.

The meeting adjourned.

August 28, 2008

Members of the PSD Committee met and discussed the following accomplishments to be submitted to the PSD WIKKI site.

1. What has your committee accomplished together in the last year as a result of PLN?

- Southern Region PSD Conference; other states attended from throughout the nation
- Inventory of Middle Management Leadership resources
- Created the National Extension Professional Development Directory, which included 1862, 1890, and 1994 institutions
- Provided a network for multi-state research and multi-state projects, i.e., "How Farmers Learn Southern - A SARE Research Project," "Building Effective On-line Course Design", and "Excellence in Extension"
- Have a strong presence on the NEPD Steering Committee
- Completed on line modules on History of Extension and Presentation Skills
- Making plans for the 2009 PSD Conference

- Provided leadership and implementation for focus group research on the value of PLN
- Survey of nationwide web based new agent orientation training for professional development
- Meeting with middle managers to begin to formulate the components of a succession plan for Extension county directors and middle managers

2. What has your committee accomplished together that it could not have accomplished without PLN?

- Networking and joint grant opportunities, including multi-state grant partnerships
- All other accomplishments identified in question 1 are the result of PSD networking and collaborative efforts

3. Please give a few examples of specific benefits to individual states.

- Will use the CECP modules to supplement the New Faculty Orientation Process and other in-state training
- Faculty and Staff Program Development opportunity to collaborate through the PSD Conference, i.e., was able to find merit reviewers for the federal plan of work requirements
- Addition of staff, i.e., instructional designer to address distance education
- Building trusting relationships for multi-state Extension projects
- Enhancing influence at the state, regional, and national levels, such as the formation of a national professional development association
- Winning of two national awards as a result of networking among PLN members
- Each state has an opportunity to benchmark their progress against other states
- Savings of dollars for equipment, technology, time, and energy
- PLN helps enhance relationships within the states, but also helps build the bond between 1862 and 1890 institutions
- Support for interpreting federal plan of work guidelines
- Have implemented surveys which have benefited states and regions
- Gained input for Promotion and Tenure packet reviews for peers

Submitted by Della A. Baker, 2007-08 Secretary