



**2013 Southern Region Joint Meeting
Program and Staff Development Committee Agenda
Symposium Ballroom
August 19-22, 2013**

MINUTES

Tuesday, August 20

Meeting was called to order at 3:32pm on Tuesday

In attendance: Della Baker (SC), Virginia White (AL), Rich Poling (AR), Julie Robinson (AR), Vernon Jones (OK), Melissa Cater (LA), Karen Ballard (AR), Mike Lambur, (VA), Scott Cummings (TX), Herb Byrd (TN), Sarah Baughman (VA), Joyce Martin (OK), Laura Downing (MS), Donna Peterson (MS), Ronnie White (MS), Julie Sexton (MS), Gae Broadwater (KY), Celeste Allgoode (GA), Johnnie Westbrook (NC), Cheri Brodeur (FL), Vanese Singleton (AL), Debra Davis (LA), Joseph Donaldson (TN), Paul Waddy (AL), Karen Ramage (KY), Marcie Simpson (GA), Kenneth Jones (KY)

1:30-3:00 p.m.

Call to Order & Introductions Marcie Simpson

The August 2013 meeting was called to order at 1:30pm.

Review of Agenda Marcie Simpson

Review of Minutes & Membership List Kenneth Jones

Rich Poling moved to accept the minutes as presented, seconded by Scott Cummings; Minutes approved

Report from PLC Representative Scott Cummings

Scott reported that there was no major news; the big task of the PLC is the August meeting. Next year's session is set; we will convene at the Fort Worth Hilton (Aug 18-22).

We have been on a rotation, but Memphis did not turn out to be a good venue/meeting place, hence the reason we met in Nashville.

In 2015, the PLN meeting will be in Orlando or Tampa.

In 2016, PLN is considering allowing states to make bids/offer to host the conference. The only stipulation...they must get rooms that are reasonable and we need at least 10 breakout rooms. Also, Directors are not willing to go anywhere that will require multiple layovers (airport).

The PLC is looking for feedback from committees to determine if we want to stick with the rotation, break the rotation, etc. Several PSD committee members noted that we have been to several state locations in the past that were nice. Scott welcomes any feedback on the desires of committee members.

Spark tour guidelines

Joseph Donaldson noted that we will visit Lipscomb University on the morning of August 21; we will travel to Cool Springs, TN (Williamson County); We will hear from a speaker on the topic, "Generations in the Workplace".

Head count for Committee Night Out

Our committee will meet at 5:45pm to go to Puckett's grocery for dinner. A majority of the committee members will attend, along with 3 guests.

Social Media Guidelines

Della reported that there was no joint effort between the PSD and communications committees. Debra took the lead in posting information on our eXtension collaborative page. Marcie noted that there would not be a social media guidelines initiative overall (for all committees); several committees have developed their own guidelines. More details can be found on the PLN website.

POW Updates

Training on Challenging conversations -Laura reported on *the training on challenging conversations*. She developed a two day training on how to facilitate difficult conversations. (Funding was sought but not received). This is complete for the PSD committee, but Laura will continue with the idea and keep the committee informed of the progress.

Staff directory – Marcie noted that it was up and going and now the server it was on is gone. Marcie will recreate the directory using *Wordpress*. She was in the process of pilot testing it and adding pictures. Everyone's information was in, but Marcie will still need to recreate this. Debra mentioned that the directory was to be a useful tool for new committee members . Marcie set a deadline to complete the directory by 2014.

Social Media guidelines – completed; Matthew Browning (member of the communications committee) will report back to PLN on what the communications committee is doing.

Sharing of Educational Resources

Distribute instructional guidelines on how to use the PSD collaborate wiki in eXtension – Marci noted that this was to focus on resources we can share with others. Mike Lambur mentioned that a PSD Community of Practice in eXtension may be an option (although this would go beyond the Southern region). “Create” is another option (or a community of interest). Marci mentioned that the “sharing of Educational Resources” could be addressed by NAEPSPD. Scott concurred that this could be addressed by the national organization.

Debra Davis agreed to take this item and present it to the NAEPSPD organization. Therefore, this item remains in progress.

Expand our committee’s use of social media tools (Julie Sexton & Gae Broadwater) – Julie reported that if we are doing things nationally (NAEPSPD), then there may not be a need for the PSD committee (southern region) to address this. Members of the committee are not using the PSD facebook and twitter social media sites. There are about 70 people that are following the NAEPSPD facebook/twitter sites. It was agreed upon by the committee to let the NAEPSPD organization address this. Julie Sexton will present this to the NAEPSPD organization.

Recommend collaborating with Extension Brand Value committee – Given that this is an initiative being implemented at the national level, the PSD committee decided that significant progress is already being made. However, the group did engage Elizabeth Gregory North in the “communicating Impact” session at the August PLN (2013) meeting. Therefore, this task is complete.

Training sessions- Excellence in Extension Teaching series – This is to be continued.

Wednesday, August 21st

The PSD committee departed at 8:00am to visit the Sparks Idea Center (Lipscomb University) for an educational tour. Thanks to our Tennessee hosts for a very informative outing.

In attendance at 1:30pm: The committee welcomed Tyrone Miller (TN), Ann Coulon (LA), and Nick Place (FL) to the meeting.

Reports from Administrative Advisors Karen Ramage (1862) & Vernon Jones (1890)

Vernon Jones announced that there will be several events coming up in 2015. A steering committee is in place to plan an event to showcase the accomplishments of the 1890 institutions.

Karen mentioned that during the directors' meeting, there was a discussion about all the activities going on for the 100 celebration of the Smith Lever act. Be sure to look at what other states are doing as they celebrate next year. States are looking at their branding of Extension, making sure that the Extension message is presented and clear. There has been an external review of eXtension; a report is coming out and a webinar scheduled for September 9th at 1pm (eastern). Dan Cotton has stepped down as chair and Jennifer Sirangelo will be working with eXtension.

Review of Plan of Work

The committee discussed the updates/accomplishments of the 2012-13 Plan of Work; Scott suggested a change to the training sessions (reducing the total of 9 to a total of 6). All other updates/accomplishments were agreed upon.

Plans to Standardize the Impact of Excellence in Extension

There was discussion on defining impact statements. Scott mentioned that the excellence in Extension report is under the ECOP committee; the impact statements are also under the ECOP subcommittee. There is going to be no approval process for universities. Directors now have to go in and sign off for someone to submit information.

Impact statements are all qualitative. They are geared toward ECOP.

Scott noted that there is no intention that these will match the five national priorities.

Nick Place mentioned that Excellence in Extension was good, providing certain demographics, but not capturing the level of impact that we are achieving. There is a need for this data in the states and at USDA . A year ago, committees came together to discuss what was already in place and to figure out a way to get impact statements from states into the system so that these could be accessed easily. This is a director-driven system and there is a push to get the directors to buy back into it. Tim Cross has been appointed to lead a subgroup for a public site for the impact statements.

There will be 5 new institutions added, representing the regions, 1890s, etc. that will put in information. This will help to look at issues from a larger scale (regionally, etc.). The scope of the impact statements is left up to the institutions to put in state-level impacts. In the meantime, we should think about what are the best impact statements that represent and communicate a strong message from our states.

The other side of this is Excellence in Extension. In the past there was another committee charged with defining indicators. There is often a lack of information on common definitions (what is a contact, etc.). It is important to be consistent about what you are putting in to the system. There is so much variance in the data people are entering. The committee contains evaluators and others from all regions, but this is a common issue that has been difficult to address effectively.

Nick Place mentioned that directors would like to see 100% completion of reports from states. Directors are open to ideas as to how to achieve this.

Marcie asked if the committee wanted more information on this. Gae added that there are online webinars that demonstrate how to navigate using it. Scott also noted that anyone can call him and he will walk you through using this. North Central is using this and entering data on a regular basis. It was agreed upon that the committee was ok with the available information.

Information and Action Items

Action Item

There is a concern for strategic opportunities and measuring excellence data is critical to the southern region; 100% participation is required to do benchmarking; Ask directors to appoint appropriate person to serve as an institutional contact for strategic opportunities and measuring Excellence/Excellence in Extension and impact statements. The suggested time line is October 1, 2013.

Information Item

Members of the PSD committee continue to hold leadership in the NAEPSDP organization. The southern region PSD committee initiated the development of the NAEPSDP. There are now members of the organization from all 5 regions (a total of 82). Approximately 25 are from the southern region. Recruitment from across regions and program areas continues to increase membership.

Accomplishment

1. PSD Committee members participated in a professional development session and experienced a technology-based learning environment at the Lipscomb University Spark Idea Center. Dr. Steve Joiner, an expert in intergenerational dynamics and director of the institute for conflict management, conducted a session on the "Four Levels of Generations". Committees learned about creating a tech focused, student friendly learning environment.
2. The PSD and communications committees collaborated on the development and the delivery of two break-out sessions during PLN 2013. There were a total of 10 learning stations related to measuring and reporting impact. Three members presented additional sessions.

Nomination for Secretary

Laura Downey was nominated and elected (by one unanimous vote) as the 2014 secretary for the PSD committee.

State Reports

Most states focused their reports on ways they go about gathering data (i.e., reporting system). Marcie noted that these could be presented orally. However, if a state has an electronic copy, they can send these to Marci and she will post on the website.

Florida – Cheri Brodeur – The 1890 institution (FAMU) does an additional report after going to the strategic plan; priority areas are identified by counties and state specialists to determine areas that are of most importance; trying to come up with questions for specific priority groups at both institutions

Alabama – Paul Waddy – everyone reports the same data and use the same system for reporting; Alabama currently has a planning system and reporting system and working to tie the two together

Oklahoma – Joyce Martin – there is an interim dean and provost; looking for creative ways to celebrate the centennial; will host an Extension conference in January 2014

Tennessee – Joseph Donaldson /Tyrone Miller - TN’s reporting plan has been integrated for many years with research and Extension represented from both institutions; there are monthly meetings between admin at the two universities to make key admin decisions; have state action agendas that are addressed by both institutions; both report in one system; UT has provided a lot of training to TSU faculty/staff

Alabama (Tuskegee) -Vanese Singleton – There are meetings taking place to come up with ways to integrate the reporting

Kentucky – Gae Broadwater – combined plan of work between KSU & UK has been in place for years

Mississippi – Laura Downey – working on an integrative planning program; suspended the individual plan of work and working to revise the needs assessment process; developing a POW process to develop impacts and outcomes, focus on a data management system; counties will report this year on plans for 4 activities as a priority. These activities will be program area specific; wanting counties to use same exact evaluation tools

Louisiana – Debra Davis – completed second year of reporting in new reporting system; feel as if better data is being collected; have not done an integrated report before, this is further complicated due to reorganizational structure due to retirements, etc.; in the process of educating new administrators about Extension; the FCS program leader is an 1890 administrator and LSU bought 60% of her time

Virginia – Mike Lambur – redoing the plan of work along with the extension strategic plan; agents are training other agents (peer to peer); there has been an increase in hiring agents due to additional funding received

eXtension

Dan Cotton & Larry Lipke gave a report/presentation on the features of eXtension (recent upgrades, etc.) Dan noted that the system can track the participants (tracking their attendance, whether they watched recordings, etc.) through eXtension LEARN. Search.eXtension.org is a handy ‘internal’ resource for extension employees to search for various topics.

Thursday, August 22, 2013 - 8:15am

Conference evaluation will be coming out later today via email.

The committee welcomed Dean McCorkle to the meeting.

Conference Locations

Several cities were recommended to add to the rotation. States that are serious about hosting in 2016 should make their interest known.

POW

Debra mentioned that the southern region PSD should take leadership on the shared resources item in the PSD Plan of Work. More discussion is needed on what materials will be linked to shared resources. These resources would be those things that states have created that other states in the region could utilize. Again the idea is to create a resource list in eXtension.

It was mentioned (by Debra Davis) that we need a “discussion forum” to find out what states are doing and how they are doing it. However, we still need to pull together a plan (as stated by Melissa Cater).

Della suggested that those that are interested could join a community of practice in eXtension.

Virginia and Debra will get resources set up and provide instructions to test out what we can potentially use.

State Reports Continued

Arkansas – Karen Ballard – There has been a change in staffing. Julie Robinson is the new instructional designer. There is a formal launch of a mentoring program. The onboarding process is growing; 50 new agents have been hired. Materials have been developed for the mentoring process; follow-ups are also conducted; online courses have been developed for new employees and the resources for mentoring is listed in the course. The new employees also go through Extension 101 online as well. Arkansas Extension is launching a new website with a revised content management system

South Carolina – Della Baker – Research contact (for the federal report) has retired; SCSU colleagues log on to the system to submit data, so there is a joint report submitted. SCSU is looking into purchasing the same software that Clemson is using for reporting. Clemson is looking to organize a team to address/enhance reporting. Still archiving educational modules using adobe connect and Echo; administered a customer satisfaction survey; gearing up for 100 year celebration of smith lever (the state discovered that one of Lever’s relatives is living)

North Carolina – Johnny Westbrook – NCSU and A&T are working to come up with indicators; all agents enter data into one system; 10-15 new staff at A&T, currently have a position open for FCS/4H leader and a ANR/CRD state leader; intern program going strong; training specialists on program development; in October there will be an orientation on program development and evaluation

Georgia – Marcie Simpson - Fort Valley State University and UGA submit an integrated report; strong collaborative efforts are highlighted regularly

Plan of Work 2013-14

Gae suggested an additional item – for the PSD committee to create a “time capsule” to commemorate the 100 anniversary of the Smith Lever Act.

Paul Waddy (AL) also discussed focusing on generational issues; this could possibly be a POW item or a general task of the committee; we will move forward with exploring this further.

Passing of the Gavel

Marcie passed the gavel on to our new chair, Gae Broadwater (KY

Gae set dates for the upcoming year: January 15, April 16, July 16 at 2pm

Watch for the call for proposals for the NAEPSDP meeting (December 4-6 in Kansas City, MO).

Meeting adjourned at 9:34am.