



Program and Staff Development Committee

Conference Call Minutes

April 17, 2012 / 1:00-2:00 PM (CST)

Call to Order

Adoption of the Agenda - Karen Ballard, Chair

Roll Call - Gae Broadwater, Secretary

Attending: Della Baker (Clemson), Joyce Martin (OK State), Gae Broadwater (KY State), Debra Davis (LSU), Scott Cummings (TX A&M), Karen Ramage and Ken Jones(UK), Chris McClendon (Alabama Extension), Karen Ballard, Alyne Rothberg, Nikki Davidson, and Rich Polling (Arkansas) Celeste Allgood (Fort Valley), Marcie Simpson (UGA), Joseph Donaldson (UT)

Review & Approval of Minutes from January 10, 2012 conference call - Gae Broadwater; Della moved, Marcie seconded, Those present approved and accepted the Minutes.

Officer Reports

Chair, Karen Ballard – August 2012 meetings—who is planning on attending: Gae, Scott, Debra, Joyce, Celeste, Della, Ken, Marcie, Joseph, Karen R, at least 1 from Arkansas.

Vice-Chair, Marcie Simpson - will add her information with Debra's report on expertise directory

POW Updates: Committee Reports

1. Social Media Strategies & Best Practices presented by Della Baker

Niki, Debra, Gloria Long, and Della met in January 2012 after that month's conference call meeting to decide on a strategy. They discussed our interest regarding the PSD plan of work topic and on how to proceed; They developed a document that included questions that we thought could go to the states in a web based format in order to gather as much information as possible. The findings could be shared with all states.

Della contacted members of the Communications and IT Committees that were assigned to work on this topic and asked what they had done or what they plan to do. The IT Committee was planning to meet on Feb 9th (Terrence Wolk). The Communications Committee was planning to meet on February 15 (Robin Adams and Frankie Gould). Della contacted Nikki and Debra to share information that she had compiled for Clemson on Using Social Media Wisely.

Della shared these questions and a possible format for the survey with the total group electronically. She contacted everyone again on February 16 about setting up a phone conference call. Two persons responded, so they did not have the call. About Mid-March, Frankie Gould from LSU sent an e-mail to everyone asking about a good time to meet. Debra suggested that the meeting be held after the federal report due date. That is the last correspondence that she has received.

Following Della's report, the Committee conversation focused on who to send the surveys to and what information we really want to collect and the 3 questions her committee proposed:

- 1) What types of social media guidelines or policies are being used by states (relative to sharing information with clientele)?
 - Will be sent to PSD staff to be key contact to follow up at local institution

These 2 questions will go through the chairs of the various S-PLN committees to distribute and ask for response from committee members.

- 2) How is social media being used for training in various states?
- 3) What training resources or products are being used by states to train faculty/staff?
 - Be sure to include an option for responding by state/institution.

2. PSD Directory Debra Davis with additional information from Marcie

Looking for place to house PSD directory instead of Southern Region office—cool tool identified by Marcie, at this link: http://www.hhranch.net/SouthernPLN_PSD/directory/

The question was raised as to making the site Public or Private: send comments to Marcie for her to consolidate and share with the group.

Those on the call encouraged Marcie to proceed with development of this site as a resource to our Committee. She will work with SRDC to obtain existing data/info; will need photos of Committee members sent to her if you have not sent to her or Debra already.

3. eXtension Solutions to Training Needs - Julie Sexton – unable to be on the call. Rich was asked if he had other information. He did not have anything else to report and will follow up with Julie.

4. Organizational Changes Resources (eXtension)

No report

5. Southern Region PSD Survey & Management Benchmarks - Herb Byrd & Johnny Westbrook

Karen B. had visited with Herb; Herb and Johnny are planning to work on this in May.

Other Business

1. PLN Meeting/PSD Schedule -Karen B.

One more meeting scheduled prior to August – July 17, 2012

2. National Professional Development Association Conference - Debra

Southern Region membership is down from previous year—appealed for individuals to renew. Scott is program chair for NAEPSDP 2012, confirmed for Denver, Dec 11-13; waiting for confirmation of hotel/meeting site.

2011 conference generated some excess funds that can be applied to 2012 conference.

Association theme for year is “Using Technology.”

Call for proposals will be released in the next 4 weeks.

3. Report from Advisors Karen Ramage (1862) & Vernon Jones (1890)

ASRED met last week (So Region Ext Dir)

- a. Southern Directors have decided to support another grantsmanship workshop, date to be determined; start looking for loosely formed groups around particular issues or topics that could be selected to write grants for NIFA funds; more information will be coming forward
- b. ASRED discussed how to bring 4-H ACCESS report into REEPort was a discussion. Someone will be examining how to make it easier to share data across reports.
- c. eXtension—continue to encourage each institution to develop implementation teams and encourage greater use among Extension professionals.
- d. Batelle Study on Perception of Extension; NC Region has done a similar study; anticipates this study will be up and running in late summer; hopes to get more information on what learned and how NC Region used data
- e. Directors are supportive of NAEPSDP

Dr. V. Jones did not attend this call.

Information and Action Items

Changes in PLN Leadership – Scott received notice that the current chair of PLC needs to step down; Scott is chair-elect and will be having to step into chairing the 2012 meeting (he will continue with the Chair role in 2013). PSD needs to decide to have Scott continue as PSD representative to the PLC in order to continue serving in these roles. At the August meeting the Committee will vote on this.

Emerging Issues for Plan of Work—none brought forward at this time.

2012 PLN Joint Annual Meeting: Theme: “CES Value: Advancing Cooperative Extension’s Mission”

2012 Joint Meeting Week of August 20, 2012 in Orlando, FL The Florida Hotel & Conference Center, Orlando, FL 32809

The next PSD Committee Conference Call is scheduled for: 1:00-2:00 CST on July 17, 2012

Be prepared to share special topics that PSD may want to explore and address during August meeting.
Waiting to hear from PLC

Scott moved for Adjournment; Rich seconded; Committee voted to Adjourn @ 3:00 p.m.

Respectfully Submitted,

Gae Broadwater, Secretary