

**Program and Staff Development Committee  
Conference Call Agenda  
January 10, 2012 • 1:00-2:00 PM (CST)  
Minutes**

**Call to Order – Karen Ballard**

Adoption of the Agenda with the addition of a PLC committee report from Scott Cummings  
(Karen Ballard, Chair)

**Roll Call** Gae Broadwater, Sec

Members Present:

Della Baker (SC);  
Karen Ballard, Alyne Rothberg, Nikki Davidson, Rich Poling (AR);  
Gae Broadwater and Ken Jones (KY);  
Debra Davis (LA);  
Gail Long and Scott Cummings (TX);  
Julie Sexton (MS);  
Marcie Simpson (GA);  
Chris McClendon (AL)

**Advisors:** Karen Ramage-1862 (KY); Vernon Jones-1890 (OK)

**Minutes** - Review & approval of minutes from August 2011 Committee meeting (Gae Broadwater)

*Correction* – Karen Ramage is from Kentucky (not Oklahoma)

Minutes approved with correction.

**Officer Reports**

(1) Chair Karen Ballard

- Call for proposals from Rachel Welborn at SRDC for August 2012 PLN meeting presentations—Karen encouraged members to showcase their work and submit proposals. Proposals are due by January 31.

(2) Vice Chair Marcie Simpson

- No report

**PSD POW Updates: Committee Reports**

- 1. Social Media Strategies & Best Practices** (Della Baker) -- Della reported that she corresponded with the chairs of the PLN IT and Communications Committees. Both groups have this topic in their plans of work and have not addressed it yet. She would like input from this group as to how to proceed. The PSD members on this committee will be meeting today, following the PSD committee conference call.

**Discussion:** A suggestion was made by Karen Ballard that we survey institutions/states to see what strategies and policies are currently in place. Della raised the question about what we will do with this information once we collect it. Karen B. indicated that the information would keep folks working in the PSD area informed and allow us to work effectively with our IT and Communications partners. Marcie and Nikki noted that last August our committee also indicated an interest in exploring how other states/PSD departments deliver training related to the use of social media..

Della's committee was asked to also inventory approaches currently used by institutions in training for social media and applications.

2. **PSD Directory** (Debra Davis) - A skills inventory survey had been sent in advance of the PLN meeting in Ft. Worth with 20 responses. Debra asked if the group thought that we needed to resend the survey to collect the information from those who did not respond the first time. The consensus of the group was to go ahead and resend the survey. Debra also talked with Rachel at SRDC to see if it would be possible to post the PSD members' directory with member's information, skill areas and photos on the PSD Committee's webpage. To do so would involve several steps that someone would need to go through with Rachel each time there would be changes to the directory. Debra feels that having to do this every time there were changes would be too much work for us and Rachel. A suggestion was made by Rich that we might be able to place a link on the PSD Committee webpage that would link to the PSD directory page (e.g., a Wordpress site) that would be housed and maintained on one of the websites of a PSD Committee member. This would make it easier to maintain and update the directory. Debra will check with Rachel to see if this option would be possible. If so, we will need to identify a site to house the directory. She also indicated that we need to revise the due date for this POW item to July 2012. We also will need photos to put into the directory. Please start sending your photos to Debra. When she resends the skills inventory survey, Debra will send a list of those who responded and the link for those who need to still respond. She will also include a request for a photo.
3. **eXtension Solutions to Training Needs** (Julie Sexton) -- Julie reported that she, Rich, and Alyne had worked together on this issue. They met by phone with Larry Lipke, the eXtension professional development leader, to see if there was a way for us to receive reports for those Extension employees who have completed a certificate course on eXtension's campus.eXtension.org online course site. A solution identified by the group will be a plug-in that Larry will add to the eXtension Moodle site to allow him to create a report that can be sent to states with a list of those individuals who have successfully completed eXtension online courses. The individuals will be identified by e-mail domain names associated with their institutions. This will require us to make sure folks use their official institutional e-mail addresses when creating an eXtension account. We will also need to make sure those already with an eXtension account have their institutional e-mail address listed. Larry Lippke is going to run a pilot test of the system sometime after the first of the year. The other issue is that we would like to have eXtension online courses to have some type of completion requirements (e.g., course exams, pre/post tests) to help verify that the individuals learned something from the courses and the capability to provide completion certificates. Larry indicated that he would be sending out information to course instructors asking them to include some type of completion requirements and certificates. Karen asked if we should extend the deadline for this POW item

since we haven't yet seen the results of Larry's pilot test or if the eXtension courses will include completion requirements. The group agreed to extend the deadline for this item until July 2012.

4. **Organizational Changes Resources (eXtension)** (Cheri Brodeur) -- Karen B. will follow up with Cheri about this item.
5. **Southern Region PSD Survey & Management Benchmarks** (Herb Byrd & Johnny Westbrook) -- Tennessee is in midst of strategic planning and unable to be on call. Karen will ask Herb and Johnny to be prepared to discuss this item at our next committee meeting.

## Other Business

1. **PLN Meeting/PSD Schedule** (Karen Ballard)

**Next PSD Committee Conference Calls** are scheduled for:  
1:00-2:00 CST on April 17, 2012 and July 17, 2012.

2. **National Professional Development Association Conference** (Debra Davis) - Thanks and recognition was given to Scott Cummings, chair of the conference. Fifty-nine paid attendees plus guests attended the first conference held in December 2011. The conference featured 18 presentations, 2 keynote addresses, and 10 share-fair sessions. During the meeting, the participants elected new NAEPSD officers. Debra is now past president. ; Jim Lindstrom (WA) is the new Association president. Scott Cummings is program chair for the next conference and is working to get presentations on the [www.NAEPSDP.org](http://www.NAEPSDP.org) website. The next conference is tentatively scheduled for the second full week in December 2012, if one will be conducted in 2012. A decision will be made by March as to the conference dates, offerings and location.

3. **Report from Advisors**

Karen Ramage (1862) – Karen congratulated NAEPSDP on the successful conference. She said that it appears Extension is not getting a federal budget cut that is as large as once feared, however, states are still fighting state and local fiscal problems. Karen encouraged us to include discussion at our August meeting about our (PSD) role and what we are doing with the NIFA national indicators. Karen Ballard suggested that we also include a discussion of the national indicators on the agenda for our next committee meeting.

Vernon Jones (1890) – Vernon also applauded NAEPSDP on conference. The 1890's System will be hosting an all-Region conference in June. Vernon pointed out that some of our SRPLN-PSD Committee members will be presenting at that conference.

## Information and Action Items

1. **PLC Report** (Scott Cummings) -  
Scott reported that the 2012 SRPLN Joint Meeting will be held during the week of August 20, 2012 in Orlando, Florida at the Florida Hotel & Conference Center.

He also reminded us of the call for proposals for the 2012 PLN Joint Annual Meeting.  
Proposals are due January 31, 2012

Theme: “CES Value: Advancing Cooperative Extension’s Mission”

Submit proposed success stories that provide examples of social media being used to advance the mission of the Cooperative Extension Service presentation during the opening session. Submit proposals to Rachel Welborn at [rachelw@srdc.msstate.edu](mailto:rachelw@srdc.msstate.edu).

There will be an early-bird registration incentive and cancellation penalty for this year’s SRPLN meeting.

Future dates and locations for SRPLN meeting are:

2013 – Week of August 19, Nashville Sheraton

2014 – Dallas/Ft Worth

## **2. Emerging Issues for Plan of Work**

Karen requested we think about how we can better facilitate sharing of training resources and e-training products. A process would need to be worked out regarding multi-state sharing of training products, which could be hosted by individual states for accountability and training evaluation. Retention of intellectual property rights would also need to be addressed and protected.

### **Announcements:**

Kentucky will be seeking to hire an evaluation specialist soon

Dr. Donna Peterson will be joining Mississippi State as an evaluation specialist. Interviews for a second evaluation specialist position have just been completed, with the new person to be hired soon.

**The Committee Meeting was Adjourned at 1:59 CST.**