

**2011 Southern Region Joint Meeting (PLN, AEA, and ASRED)**  
**Program and Staff Development Committee**  
**August 23 – 25, 2011**  
**Fort Worth, Texas**

ATTENDING:

AL- **Chris McClendon, Virginia Morgan**  
AR- **Karen Ballard, Rich Poling and Nikki Davidson**  
FL- **Cheri Brodeur**  
GA-**Marcie Simpson**  
KY- **Kenneth Jones** , Karen Ramage  
LA- **Debra Davis**  
MS- **Julie Sexton, Karl Twyner**  
OK- **Vernon Jones**  
PR-  
SC- **Della Baker**  
TN- **Joseph Donaldson, Herb Byrd**  
TX- **Jeff Ripley, Gail Long, Scott Cummings**  
VA-  
WV- **Pat Gruber**

**Tuesday, August 23**

10:15 – Noon

Call to order and Introductions

Committee chair Virginia Morgan called the meeting to order at 10:15am. She welcomed newcomers and visitors.

Nominating Committee Chair Introduction

Virginia introduced the committee and a request for nominations for committee secretary was issued. The announcement was made that Gae Broadwater will be the nominee for the secretary position.

Reports from PLC representatives

Discussion: morning general session presentations

After much discussion and sharing the consensus was that branding is important for Extension and members of this committee would like to encourage administrators to start the discussions and provide guidance on how to strengthen the Extension brand. The discussions brought to light challenges faced when branding a diverse organization such as Extension. The structures, funding sources, programing approaches, and more all add to the difficulty of a unified branding message.

Discussion was held related to the role PSD could play in branding. A natural fit is for PSD professionals to provide training on the concept and importance of branding and how to implement a branding plan.

1:30 – 5:00

- Reports from Administrative Advisors
- State reports discussion – Questions
  - What are your state budget challenges/personnel redistribution issues?
  - Have PSD departmental priorities shifted for your state? What are your PSD programming priorities?
  - How has technology been implemented to support program and staff development and/or accountability needs?

The discussions were in depth and productive. Individuals shared successes, challenges and resources with the group. Various topics relevant to this committee sprang from these discussions. Discussion around social media and online training was common. Questions were raised regarding social media policies and procedures for the different institutions. These questions lead to the development of the social media strategies action item.

**Action Items:**

1) Retaining the Value of the Extension Brand

- Background - Responding to the branding research presented during the opening session of the 2011 PLN Conference and the recognition that some institutions face challenges when trying to promote Extension as a brand.
- Committee Involved - Program and Staff Development
- Action Requested - Extension directors share brand research findings with university administration to emphasize the value & importance of the Extension brand.
- Time Line - mid November, 2011

2) eXtension Course Functionality and Quality

- Background - Concerns about the accessibility, quality, and accountability of eXtension employee training courses.
- Committee Involved - Program and Staff Development
- Action Requested - intervene on behalf of PSD with eXtension regarding the following issues
  - accessing employee training completion records
  - quality control of course content and format
  - ease of access such as login procedure, reviewing modules, and organization of courses.
- Time Line - next monthly eXtension governing committee

3) Social Media Strategies

- Background - States with executive leadership are making progress in the use of social media. A coherent, consistent, and intentional approach to social media strategies are needed to move the social media agenda forward for Extension.
- Committee Involved - Program and Staff Development
- Action Requested - Support the development of social media tools and best management practices as a strategy for expanding clientele outreach.
- Time Line - December 2011

**Wednesday, August 24**

8:00 – 11:30 Tarrant County Extension Office (9 – 11)

Discussion: Innovations and challenges in these economic times was held at the Tarrant County Extension Office.

1:30 – 3:00 Cross Committee Program Meetings

3:30 – 5:00

- Report back on cross committee sessions – each committee member reported on discussion held at the various cross committee sessions. These discussions generated the information item #1 “Support for Subject Matter Working Group - PSD commits to long term evaluation and facilitation support of subject matter working groups that emerge from the cross-committee program meetings. An example is working with Social Marketing cross-program committee.”
- Build on state updates
- NAEPSD update – a face to face meeting will be held in Atlanta, December 6-8, 2011.
- Expertise list – Debra, Richard, and Marcie will investigate some options for an expertise list. Rachel Welborn was asked she could provide access data of the membership list and she said yes. Debra has the expertise data. Needed are pictures and a place and format to host this online.

#### **Thursday, August 25**

8:00 – noon

- Discussion
  - 2010-11 POW
  - 2011-12 POW
  - Other

National indicators are currently not required for federal NIFA/AREERA reporting. The indicators are currently considered a resource for states to use in their reporting efforts.

PLC Virginia shared that Scott Cumming is to chair the PLC. Scott shared that the PLC meeting is to be held December 6-7, 2011.

eXtension and Middle Managers Mike Lambur and Nick Fuhrman have completed the evaluation component of the middle manager modules.

- Nomination Committee final report/election

Virginia presented Gae Broadwater the nominee for secretary. Scott moved to vote and Rich seconded. Gae was unanimously elected secretary.

2012 Conference Call Schedule:

Jan. 10, 2012

Apr. 17, 2012

Jul. 17, 2012

1:00 p.m. – 2:00 p.m. Central OR 2:00 p.m. – 3:00 p.m. Eastern. Call 712-451-6000 and enter participant code 293087#

Information Items:

1) Support for Subject Matter Working Group - PSD commits to long term evaluation and facilitation support of subject matter working groups that emerge from the cross-committee program meetings. An example is working with Social Marketing cross-program committee.

2) National Association of Extension Program and Staff Development Professionals – First face to face national meeting to be held December 6-8, 2011 in Atlanta, GA. <http://naepsdp.tamu.edu>

- Pass gavel
- Adjourn



## New Committee Officers and Key Contacts September 1, 2011 – August 31, 2012

|                         |                               |                           |                   |
|-------------------------|-------------------------------|---------------------------|-------------------|
| Committee Name          | Program and Staff Development | Submission Contact Name:  | Karen Ballard     |
| Chair                   | Karen Ballard                 | Submission Contact E-mail | kballard@uaex.edu |
| Vice-Chair              | Marcie Simpson                | Submission Contact Phone  | 501.671.2056      |
| Secretary               | Gae Broadwater                | Date of Submission        | August 25, 2011   |
| PLC Representative 1862 | Scott Cummings                | PLC Representative 1890   | Gail Long         |
| 1862 Advisor            | Karen Ramage                  | 1890 Advisor              | Vernon Jones      |

**Annual Plan of Work**  
**September 1, 2011 – August 31, 2012**

| Item to Accomplish   | Responsibility<br>(Names of people assigned to item) | Key Contact<br>(Person who will serve as a key contact for item) | Goal Date<br>(Anticipated completion date) | Completion Date<br>(to be filled in when completed) |
|--|--|--|--|---|
| Work with Communications and IT on the development of Social Media Strategies and Best Practices   | Della Baker, Nikki Davidson, Debra Davis             | Della Baker  | August 2012                                |   |
| Create a PSD directory with photos and expertise list.   | Debra Davis, Rich Poling, Marcie Simpson             | Debra Davis  | December 2011                              |   |
| Establish a working group to identify the critical extension employee training development needs and corresponding solutions as related to eXension (Moodle), to increase the use of eXtension for professional development. | Julie Sexton<br>Rich Poling<br>Alyne Rothberg        | Julie Sexton   | December 2011                              |   |
| Establish bibliography on organizational change resources on eXtension.  | Cheri Brodeur  | Cheri Brodeur  | December 2011                              |   |
| Survey southern region states regarding PSD unit demographics, roles, functions, etc. as management benchmarks.  | Johnny Westbrook - Alcorn State                      | Herb Byrd<br>Johnny Westbrook                                    | December 2011                              |   |