

## Appendix II. Work Group Plans

### A. Issues Work Group

<b>Top 10 Issues Objective:</b> Within 2 years, identify the top 10 pressing issues facing Extension agents in food systems work within the region to direct future Extension and Research activities.					
Resources	Strategies	Audience	Attitudes	Behaviors	Conditions
LGU system SSAWG S-SARE USDA NIFA Dept. of Ag Master Gardeners	Conduct a literature review	Research & Extension jointly	Increase buy-in in top 10 issues	Get \$\$\$ for targeted issues Do research on the issues Include Extension advisory committees to centers, as consultants on grant proposals	Better focus on researchers Increased competitiveness for fed \$\$\$ Increased innovations Increased collaborations Answers to the issues
	Develop a survey				
	Conduct survey	Analyze results	Research & Extension jointly	Increased admin buy-in to top 10 issues Realize benefit and needs Increase value of sharing data	Increase communication between Research and Extension Formation of intentional networks Share results extensively -reports -feedback to granting agencies
Disseminate results	Extension	Know the top 10 issues and their impacts			

## Procedures/Activities

1. Review existing data, research literature and survey instruments
2. Enlist evaluation specialist
3. Identify resources to conduct and analyze survey results
4. Contact and learn from NC State and their recent survey experience
5. Define target audience; define terminology
6. Conduct the survey
7. Develop and validate survey
8. Get input from other groups in our SERA on draft survey; develop options for respondents without internet access who have limited resources
9. Analyze results
10. Interpretation and dissemination of results

## B. Learning Communities Work Group

**Learning Communities Objective:** To create learning communities of land grant professionals from at least 15 land grant universities in the south and local, state, and federal partners around high priority needs in the food system in the next three to five years.

Resources	Strategies	Audience	Short (attitudes/learning)	Medium (Behaviors)	Long (Conditions)
LGU System eXtension CLRFS CoP  USDA – RD, FSA,	Communicate top 10 issues based on survey  Recruit participants to work on various issues	Research & Extension jointly	<ul style="list-style-type: none"> <li>• Know who to talk to</li> <li>• Communicate relevance</li> <li>• Being open minded</li> <li>• Team building skills</li> <li>• Listening</li> </ul>	<ul style="list-style-type: none"> <li>• Improved communication</li> <li>• Diversification of priorities</li> <li>• Buy-in from land grant system around local food</li> </ul>	<ul style="list-style-type: none"> <li>• More trained staff involved</li> <li>• Knowledge translated to Extension</li> <li>• More funding/resources because of consortium of 29 land grants.</li> <li>• Stronger USDA partner/support</li> <li>• Better response to stakeholders</li> <li>• Specific needs in the food system are addressed</li> </ul>

NCRS	<p>Help them identify work plans</p> <p>Develop communication platform(s)</p> <p>Track progress of teams</p>		<ul style="list-style-type: none"> <li>• Leadership skills</li> </ul>	<ul style="list-style-type: none"> <li>• Teamwork creating publications</li> <li>• Increased collaboration within institutions across the south</li> <li>• Teamwork creating curriculum based on research</li> </ul>	<ul style="list-style-type: none"> <li>• Improved quality of life for community</li> <li>• Available &amp; meaningful impact data</li> <li>• More sustainable food system for community</li> <li>• Programs developed and vetted for effectiveness</li> </ul>
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### Procedures/Activities

- Identify leadership team and how often it will meet
- Identify venue/platform for meetings
- Reach out to list-serve and land grant schools in the south for group members – invite to initial meeting
- Communicate goals and top 10 issues to potential members
- Set agenda for meeting
- Explain issue/topics
- Determine what is possible
- Set up subgroups around issues
- Assess skills & assign roles in subgroups
- Determine what we are going to do
- Set a timeline/prioritize
- Launch
- Track & report on accomplishments

- Measure progress
- Assess impact
- Communicate results
- Determine what is next

### C. Resource Repository Work Group

<b>Resource Repository Objective:</b> Design a user-friendly and robust repository of local foods system resources that meet the needs of Extension and Research professionals in the land-grant system, by 2020, with measurable increases in use and quantity of resources by 20 percent per year.					
<b>Resources</b>	<b>Strategies</b>	<b>Audience</b>	<b>Short (attitudes/learning)</b>	<b>Medium (Behaviors)</b>	<b>Long (Conditions)</b>
LGU system eXtension Master Food Volunteer curriculum group	Inventory existing resources  Contact experts to get them to contribute  Identify gaps in existing resources  Engage people in developing new resources  Create web-based repository to house	Extension	<ul style="list-style-type: none"> <li>• Extension committed to collaborate with researchers</li> <li>• Recognition of value of regional approach</li> <li>• Willingness to share resources</li> </ul>	<ul style="list-style-type: none"> <li>• Shared resources/tools</li> <li>• Curriculum to be shared, customized for state delivery</li> <li>• Guide book for delivering local foods programming at county level</li> <li>• Data to help customize programming for local communities</li> <li>• Shared expertise, connections</li> <li>• Networking</li> <li>• Program models/ideas</li> </ul>	<ul style="list-style-type: none"> <li>• Repository becomes go-to place for tools and resources for Extension personnel and partners.</li> <li>• Increased funding</li> <li>• Communication, marketing, and evaluation effective</li> <li>• Stories to tell of impact</li> <li>• Increased visibility and recognition for Extension as preferred source of valuable education on local</li> </ul>

	resources  Develop webinars, communications package to promote repository and how to use it			<ul style="list-style-type: none"> <li>• Shared evaluation tools, common measures</li> <li>• Increased efficiency, minimize duplication</li> </ul>	foods.
		Research	<ul style="list-style-type: none"> <li>• Research committed to collaborate with Extension</li> <li>• Recognition of value of regional approach</li> <li>• Willingness to share research resources and make connections with other researchers</li> </ul>	<ul style="list-style-type: none"> <li>• Researchers will be able to learn about funding opportunities, likelihood of funding enhanced by multistate, regional work</li> <li>• Sharing data and findings</li> <li>• Sharing authorship, finding partners with similar research interests to collaborate on research projects</li> <li>• Reduced duplication</li> </ul>	<ul style="list-style-type: none"> <li>• Increased visibility of research projects among other researchers will lead to replication and validation of research across region</li> <li>• Increased visibility of research will lead to more citations for individual articles</li> <li>• Increased visibility of researchers' work will lead to more graduate students, post-docs</li> <li>• Researchers will know they are working on high-priority projects</li> </ul>

### Decisions to be made

- Determine where the repository will be housed.
- Determine a method for keeping it current.
- Decide how will it be structured.
- Make it searchable.
- Decide how people will enter information.
- Develop criteria for what deserves inclusion.

- Decide whether there should be an external face for the repository, and what it should look like.
- Decide how to provide access and to whom.
- Plan for sustainability—what happens after five years?
- Decide whether there should be sunset dates for the resources.
- Develop and deliver training/curriculum for researchers and Extension professionals.
- Communicate about the relevance of regional work.
- Determine committee membership, especially from Research!

### Priority Actions

1. Develop an information sheet (who we are, what we're doing).
2. Create a slide deck or set of communication tools created by this group and shared out to states to be used as needed to encourage support, contribution of resources, and use of the repository.
3. Engage others at our own institutions to contribute to and use the repository.
4. Identify people in each state who can be sources of materials.
5. Develop communication plan to promote the repository.
6. Every other month, this group has video conference
7. Apply for grant support as appropriate along the way

### D. Impact Work Group

<b>Impact Measures Objective:</b> Strengthen capacity of research and extension professionals in the southern region for gathering, communicating, and marketing impact data and analyzing secondary data through identification and sharing of common measures, resources and tools by reporting on an annual basis.					
<b>Resources</b>	<b>Strategies</b>	<b>Audience</b>	<b>Short (attitudes/learning)</b>	<b>Medium (Behaviors)</b>	<b>Long (Conditions)</b>

LGU system	Develop a common set of measures	Extension	<ul style="list-style-type: none"> <li>• Extension committed to collaborate with researchers</li> <li>• People understand need to collect data and how to do it</li> </ul>	<ul style="list-style-type: none"> <li>• Collaboration occurring</li> <li>• Pool information and resources regionally</li> <li>• Prioritizing resources to achieve</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery system of choice</li> <li>• \$ flowing</li> <li>• Increased resources</li> <li>• Communication, marketing, and evaluation effective</li> <li>• Stories to tell</li> <li>• Increased visibility</li> </ul>
USDA Ag Census	Gain commitment from Extension to gather data				
CDC, NIH, BRFSS data	Analyze data	Research	<ul style="list-style-type: none"> <li>• People understand need to collect data and how to do it</li> <li>• Research committed to collaborate with Extension</li> <li>• Need for understanding all relevant data sets</li> </ul>	<ul style="list-style-type: none"> <li>• Research data collected</li> <li>• Establish valid instruments</li> <li>• Prioritizing resources to achieve</li> <li>• Collaboration occurring</li> <li>• Effective use of relevant data</li> </ul>	<ul style="list-style-type: none"> <li>• Good data available</li> <li>• Other data sources evaluated</li> <li>• \$ flowing</li> <li>• Increased resources</li> <li>• Strengthened USDA Ag Census/AMS relationship</li> <li>• Communication, marketing, and evaluation effective</li> </ul>
ECOP's Health & Wellness Framework	Report findings				
eXtension CLRFS CoP					

### Procedures/Activities

8. Develop an information sheet (who we are, what we're doing)
9. Create a slide deck or set of communication tools created by this group and shared out to states to be used as needed to demonstrate importance of these efforts
10. Engage others at our own institutions
11. Identify secondary data sources and how to access and when available (state and national)

12. Identify examples of indicators and, if available, data collection instruments and strategies
13. Identify people in each state in charge of data entry system – what are procedures and timelines for getting report system set up
14. Draft proposal of measures (internal performance and external support) we will use and where that info will come from (primary and/or secondary data)
15. Gain input from agents/ partners on viability of measures
16. Finalize common set of measures
17. Develop instruments, obtain IRB approvals
18. Begin collecting at state level
19. Develop mechanism for data aggregation
20. Aggregate data
21. Analyze data
22. Write summary reports, journal articles
23. Develop communication plan
24. Every other month, this group has video conference
25. Apply for grant support as appropriate along the way

### E. Organizational Structures Work Group

<b>Organizational Structures Objective:</b> Identify processes, collaborative behavior, staffing, and organizational structures of land-grant universities participating in the development of local food systems. Collect data annually from state SERA liaisons and create a regional data bank and series of case studies by 2019.			
	<b>Attitudes, Knowledge, Skills</b>	<b>Behavior</b>	<b>Conditions/Outcomes</b>
<b>Extension</b>	Trans-disciplinary/cross-program working skills and abilities	Willingness to embrace change	Increased collaboration, communication, coordination
	Okay to engage new audiences	Give up lower priority, traditional audiences	Increased resources available (internal/external); human resources

	Willingness to participate/core team in each site	Better collaboration between 1890 and 1862 land-grant institutions	Increased new adaptable structures
		Development with existing stakeholders	Increased collaboration among 1890/1862 institutions
			Increased stakeholder engagement
			Increased extension activity
			Increased land-grant references
			Increased communication and collaboration between extension and research
<b>Research</b>	Willingness to participate/core team in each site	Increased sharing of research resources (e.g. data)	Increased communication and collaboration between extension and research
	Transdisciplinary skills	Increased collection of relevant data and synthesizing into meaningful information	Increased research product
	Knowledge/awareness of Pent-up demand for relevant research		Increased collaboration and/or communication
			Increased resources available (internal/external)
			New adaptable structures

## Methods/Procedures

1. Create a timeline of expected deliverables to be completed by 2019.
2. Coordinate with all other core work groups of any interdependent methods/procedures to identify any overlaps.
3. Identify a core metric for assessing resources that are needed or currently held (i.e., committed FTEs, state and federal liaisons) by regional land-grant institutions.
4. Develop an instrument for capturing qualitative/quantitative data to be administered to participating regional land-grant institutions (i.e., state and federal liaisons).
5. Coordinate and analyze data into a useable and deliverable format.
6. Design case study structure and recruit authors.
7. Develop a communication strategy for appropriate audiences (stakeholder consideration), for instance, design case structures, recruit authors and other dissemination activities.