



**January 2010 Vol. 6, No. 1**

## **SRDC ITEMS OF INTEREST**

### **SRDC Releases 2009 Annual Report on Turning Challenges into Opportunities**

With job losses mounting, poverty rates accelerating, cutbacks being made in local government services, and food insecurity/hunger spiraling upward, many would conclude that 2009 was a pretty challenging time for countless people and communities across the rural South. But, it's during these difficult times that we hope the value of the Southern Rural Development Center (SRDC) and its land-grant partners can be best demonstrated to our stakeholders. Working with many of our land-grant colleagues and external partners, the SRDC pursued a number of initiatives that were designed to attend to the economic uncertainties facing our region. While our 2009 Annual Report seeks to capture the variety of activities we've pursued with our partners over the past year, the underlying theme of our joint work has been to translate the South's rural development challenges into opportunities. While we are far from finished, we hope you agree that the SRDC has taken some positive steps in uncovering and building on these many possibilities over the past year. View 2009 SRDC Annual Report at <http://srdc.msstate.edu/>.

### **New e-Commerce Curriculum on Electronic Retailing Debuts**

The National e-Commerce Extension Initiative is happy to introduce Electronic Retailing to the Learning Center line-up. Created by Dr. Julie S. Sexton with support from Drs. Brian McCann and Merrill Warkentin, this self-paced course, introduces potential e-commerce entrepreneurs to the concepts that govern conducting online business and sales. Using interactions, such as games, simulations and you-fix-it case studies, participants will learn the basics of selling online, from understanding what motivates consumer decisions and trends to making practical choices for efficiency. This course is suitable for Extension educators and clientele alike and is now available at [http://srdc.msstate.edu/ecommerce/curricula/electronic\\_retailing/](http://srdc.msstate.edu/ecommerce/curricula/electronic_retailing/). To review the National e-Commerce Extension Initiatives other learning modules, please visit the The Learning Center at [http://srdc.msstate.edu/ecommerce/learning\\_center.html](http://srdc.msstate.edu/ecommerce/learning_center.html)

### **Bonnie Teater Lifetime Achievement Award Nominations Requested**

Nominations will soon be accepted for the 2010 Bonnie Teater Community Development Educator Lifetime Achievement Award. The award is for superior lifetime work by an individual (not a team) who has made an important contribution to the Extension Community Development (CD) area. Specific 2010 Nomination Guidelines will be released at <http://srdc.msstate.edu/>. For general information on the award and past winners, please visit [http://srdc.msstate.edu/bonnie\\_teater/index.html](http://srdc.msstate.edu/bonnie_teater/index.html).

### **SERA- 37 Webinar Series to Feature Research with Hispanic Audiences**

On January 29, 2010 at 2:00 p.m. EST, SERA-37 will present Research with Hispanic Audiences: Strategies and Guidelines to provide valuable insights learned from a research study designed to explore the need to examine whether or not the agricultural census is locating and including Hispanic/Latino farmers, particularly recent immigrants, who are not aware of the census. It explores the possible reasons why Hispanics/Latinos may be missed. The Webinar brings the opportunity to highlight issues to be considered when conducting research to this particular community. This presentation will make emphasis on: (1) Why is should we do research in Latino Communities, (2) How do we apply lesson learned into Extension Programs, and (3) Extension and action/applied research Please join at that time on your computer by clicking on [http://slms.delta.ncsu.edu:80/join\\_meeting.html?meetingId=1255176963906](http://slms.delta.ncsu.edu:80/join_meeting.html?meetingId=1255176963906). More information about SERA-37 can be found at [http://srdc.msstate.edu/opportunities/hispanic\\_south.html](http://srdc.msstate.edu/opportunities/hispanic_south.html).

### **New SRDC Project, Turning the Tide on Poverty, to Launch Pilot Sites**

Turning the Tide on Poverty, a new initiative from the SRDC, is preparing to launch pilot sites in five southern states. Fashioned after the successful efforts of the Horizons initiative in the nation's northwest region, Turning the Tide on Poverty gathers a wide range of community members to seek a place-based solution to local poverty. Beginning with a five-week Study Circles process, community members work toward a community action plan that encompasses local talents and concerns. The five pilot states are Alabama, Georgia, Louisiana, Mississippi, and Oklahoma Funding and support from Everyday Democracy, The Farm Foundation, and The Kettering Foundation have made this important project possible. For more information about this new project, visit <http://srdc.msstate.edu/>.

### **2010 Webinar Series Focuses on Enhancing Your Online Presence**

The 2010 eXtension Entrepreneur and Their Communities Webinar series kicked off January 14 with Web Usability and Testing. The upcoming Webinars are announced below:

#### **Analyze This**

*February 11, 2010*

*Vishal Singh, Instructional Multimedia Designer - Communications, Information and Technology, University of Nebraska*

Google Analytics generates detailed statistics about visitors to your Web site. It provides you with a powerful website analytical tool that can help you improve your Web sites.

#### **Get Found!**

*March 11, 2010*

*Jay Jenkins, Extension Educator, University of Nebraska* Is your information getting lost in the sea of information available on the Internet? Are you lost in the maze of acronyms and vague meanings of terms like SEO, SEM, keywords, tags, page titles and subheadings? You will learn how clearly written and properly implemented Web pages get found.

eXtension Entrepreneur and Their Communities Webinars are on the 2nd Thursday of every month. All of the Webinars are recorded and available for on-demand viewing, but nothing beats the live presentation, so mark your calendars and spend an hour a month learning with us! Please feel free to join on the second Thursday of the month at 2 p.m. EDT; 1 p.m. CDT; 12 noon MDT; 11 a.m. PDT. All webinars are one hour long. Free and open to everyone, this session is part of a monthly series. The Web meeting room opens 10 minutes before the start time. Go to <http://connect.extension.iastate.edu/ecop> to view. Newcomers to online learning are welcome.

## **OTHER ITEMS OF INTEREST**

### **N.C. State Fills Top Research Position**

A long-time North Carolina State University faculty member has been named associate dean for research for N.C. State's College of Agriculture and Life Sciences and director of the College's North Carolina Agricultural Research Service. Dr. David Smith, Philip Morris Professor and formerly head of N.C. State's Department of Crop Science, succeeds Dr. Sylvia Blankenship, College of Agriculture and Life Sciences associate dean for administration, who was serving as interim Research Service director. Smith joined the N.C. State faculty in 1981 as a North Carolina Cooperative Extension Service tobacco specialist in the Department of Crop Science. He was named interim department head in 2006 and permanent head a year later. Crop science is the largest department in the College of Agriculture and Life Sciences and the fourth largest at N.C. State. Smith holds a Ph.D. in crop science from N.C. State University, while both his master's and bachelor's degrees are from the University of Florida. Both degrees are in agronomy. For more information about Smith, please read the full article at [http://www.ncsu.edu/project/calscommblogs/news/archives/2010/01/nc\\_state\\_fills.html](http://www.ncsu.edu/project/calscommblogs/news/archives/2010/01/nc_state_fills.html).

### **Southern Public Schools See Majority Minority Enrollment**

The Southern Education Foundation (SEF) has released A New Diverse Majority: Students of Color in the South's Public Schools a new report which shows that public schools in the South no longer enroll a majority of White students for the first time in history and examines both the factors behind the new trend and its implications. While this new report finds that minority children now constitute slightly more than half of all students attending public schools in the 15 states of the South, the 2007 SEF report, A New Majority: Low Income Students in the South's Public Schools, showed that low income students—children eligible for free or reduced lunch—also have become a majority in the South's public schools. As a result of these profound changes in school enrollment, SEF reports that the South is now the first and only region in the nation's history ever to have both a majority of low income students and a majority of students of color enrolled in public schools. This report illuminates how this transformation in public school enrollment requires fundamental changes in the ways public education is financed and carried out in Southern states. The report concludes: "No challenge is now more important than helping the South's new, diverse majority of public school students realize the full measure of their potential for themselves and the rest of the region. It is that simple and that profound." Read both reports at <http://www.southerneducation.org/showpublications.asp>.

## **FUNDING OPPORTUNITIES**

### **SRDC's Grant Connections: Rural Development Funding Opportunities**

[http://srdc.msstate.edu/funding/grant\\_connections.html](http://srdc.msstate.edu/funding/grant_connections.html)

The SRDC staff compiles Grant Connections primarily for the faculty of land-grant colleges and universities in the South to provide funding information in support of activities in agricultural economics, education, human sciences, rural sociology, youth development and other related disciplines

## **CONFERENCES AND TRAININGS**

### **SERA-37 Webinar Series**

#### **Research with Hispanic Audiences: Strategies and Guidelines**

January 29, 2010

2:00 P.M. EST

[http://slms.delta.ncsu.edu/join\\_meeting.html?meetingId=1255176963906](http://slms.delta.ncsu.edu/join_meeting.html?meetingId=1255176963906)

### **2010 eXtension Entrepreneur and Their Communities Webinar Series**

#### **Enhancing Your Online Presence Series**

February 11, 2010 - Analyze This

March 11, 2010 - Get Found!

[http://www.extension.org/pages/Entrepreneurs\\_and\\_Their\\_Communities\\_Webinar\\_Series](http://www.extension.org/pages/Entrepreneurs_and_Their_Communities_Webinar_Series)

### **Latinas and Latinos in the U.S. South: Immigration, Integration, and Identity**

February 19-20, 2010

Tuscaloosa, Alabama

<http://www.h-net.org/announce/show.cgi?ID=170520>

### **Community Development Society / International Association for Community Development Joint Annual International Conference**

July 24-28, 2010

New Orleans, Louisiana

[http://comm-dev.org/inside/index.php?option=com\\_content&view=article&id=63&Itemid=7](http://comm-dev.org/inside/index.php?option=com_content&view=article&id=63&Itemid=7)

### **Southern Economic Development Council**

#### **2010 Annual Conference**

August 14-17, 2010

New Orleans, Louisiana

<http://www.sedc.org/displaycommon.cfm?an=4>

## **JOB OPPORTUNITIES**

### **Assistant Dean and State 4-H Program Leader, University of Tennessee Extension**

View announcement:

<http://ext1.ag.utk.edu/Employment/Jobs.nsf/391A69A9E21691508525695800526330/787249D11A80F431852575D600713BE7?OpenDocument>

### **Associate Director, Center for Innovation and Entrepreneurship, Southeast Missouri State University**

View announcement:

<http://www4.semo.edu/humanresources/JOBS/AssocDirector-CIE.htm>

### **Associate Director, Virginia Cooperative Extension, ANR, Virginia Tech – Extended until Jan 15**

View announcement:

<http://listings.jobs.vt.edu/applicants/Central?quickFind=190968>

### **Center Director, East Tennessee Research and Education Center, Tennessee Agricultural Experiment Station**

View announcement:

<http://taes.utk.edu/upload/AgRsch/ETRECDirectorAnnouncementandProspectus.pdf>

### **Center Director, Middle Tennessee Research and Education Center, Tennessee Agricultural Experiment Station**

View announcement:

[http://agresearch.tennessee.edu/position/MTREC\\_Director.pdf](http://agresearch.tennessee.edu/position/MTREC_Director.pdf)

### **Dean, College of Agriculture and Director, Alabama Agricultural Experiment Station**

View announcement:

<http://www.ag.auburn.edu/adm/dean-dir/search/>

### **Director, North Central Regional Center for Rural Development, Michigan State University, National Institute for Food and Agriculture, USDA**

View announcement:

[http://srdc.msstate.edu/newsletters/documents/11-09-ncrcrd\\_director\\_position\\_announcement\\_09.pdf](http://srdc.msstate.edu/newsletters/documents/11-09-ncrcrd_director_position_announcement_09.pdf)

### **Regional Director (2 positions), Northeast Region and Southeast Region, LSU Ag Center**

View announcement:

[http://www.lsuagcenter.com/en/administration/about\\_us/Human\\_Resources/Job\\_Opportunities/nonclassified/REGIONAL-DIRECTOR-2-POSITIONS--NORTHEAST-REGION-AND-SOUTHEAST-REGION.htm](http://www.lsuagcenter.com/en/administration/about_us/Human_Resources/Job_Opportunities/nonclassified/REGIONAL-DIRECTOR-2-POSITIONS--NORTHEAST-REGION-AND-SOUTHEAST-REGION.htm)

**Research Agricultural Economist, Economic Research Service/USDA**

View announcement:

<http://www.ers.usda.gov/AboutERS/Employment/OpportunitiesPage.htm>

**Research Social Science Analyst, Economic Research Service/USDA**

View announcement:

<http://www.ers.usda.gov/AboutERS/Employment/OpportunitiesPage.htm>