

Affecting a Changing Economy



2010 Joint Meeting

- Funding Options
- Programming Priorities
- Staffing Priorities
- Partnership Opportunities

Accomplishment Report

PLN, AEA and ASRED

Memphis, Tennessee

August 23-27, 2010

PLC Chair Cover Letter

On behalf of the Southern Region Program Leadership Committee, I am pleased to present the 2010 Accomplishment Report of the Southern Regional Program Leadership Network (PLN).

This report was developed to showcase the impacts of the Program Leadership Network on each Program Committee over the past year. Each committee shared insights on the following points:

- What the committee accomplished together in the last year as a result of PLN,
- What the committee accomplished together that could not have been accomplished without PLN; and
- Examples of specific benefits to individual states who participate in PLN.

It is my hope that this Accomplishment Report will be useful and profitable to you and the Southern Region's Extension clientele.

Sincerely,



Dorothy Wilson

2010 Chair, Program Leadership Committee



Agriculture & Natural Resources Committee

1. What has your committee accomplished together in the last year as a result of PLN?
2. What has your committee accomplished together that it could not have accomplished without PLN?
3. Please give a few examples of specific benefits to individual states.

Members of the ANR committee have re-committed themselves to working together on issues that affect agricultural and natural resources. In a climate of dwindling resources, it is imperative that we examine issues and work together in finding solutions in order that our individual clientele will benefit. As a result, the region will benefit. We have examined our by-laws and established an executive committee to assist the Chair and Vice-Chair conducted the business of the committee. We have submitted a Plan of Work and established conference call dates. Several issues of mutual concern were discussed at this meeting including public issues education, AFRI integrated proposals, bio-energy, local food systems, and others. We met with the FCS committee and formed 3 sub-committees to work on obesity, local food systems and food safety issues, pesticide safety. We discussed the eXtension proposal put forth by the North Central Region and gave feed-back to Dr. Jimmy Henning to take back to the Directors.

Communications Committee

1. What has your committee accomplished together in the last year as a result of PLN?

- Scheduled and held five conference calls with the committee and one joint call with the IT committee to discuss social marketing best practices.
- Had a member co-present with Sohel Karim from Copernicus an eXtension Connect session on the national brand value research results.
- Our major accomplishment was seeking and gaining approval to present a program on Marketing and Communications to the 2010 Joint Meeting of PLN, AEA and ASRED.

2. What has your committee accomplished together that it could not have accomplished without PLN?

Opportunity for a public forum that we would not have had without PLN: to present a talk about the importance of integrated marketing and communications and being included at the table.

3. Please give a few examples of specific benefits to individual states.

Sharing of crisis communications and issues management resources and guidance on response.

Community Development Committee

1. What has your committee accomplished together in the last year as a result of PLN?

- 44 individuals received training in Foundations of Practice in Community Resource/Economic Development.
- Over twenty (20) Tuskegee University extension professionals received Business Retention and Expansion (BRE) Training: Basic Course and Continuing Education.
- Public Deliberation Pilot Project was implemented “Turning the Tide on Poverty” (locations: in AL, MS, GA, OK, LA)
- Six e-Commerce trainings and three curriculum development grants were implemented.
- “Cashing in on Business” curriculum was revised and launched.
- Developed and implemented a survey which documented national CRD staffing and funding.
- Developed a subcommittee on Disaster Resilient Communities for the EDEN eXtension CoP.
- Two regional grants were awarded addressing regional programming in conjunction with the SET USDA rural Development project and the FEMA project for disaster awareness and preparedness.
- Developed and implemented a survey capturing programming priority areas per state.

2. What has your committee accomplished together that it could not have accomplished without PLN?

- The implementation of the CRD Survey which documented national CRD funding and staffing.
- The implementation of the Public Deliberation Pilot Project “Turning the Tide on Poverty” (locations: in AL, MS, GA, OK, LA).
- “Cashing in on Business” curriculum was revised and launched.
- The creation of the subcommittee for a Disaster Resilient Communities under the EDEN CoP.

3. Please give a few examples of specific benefits to individual states.

- Florida, Georgia, North Carolina, and Arkansas Community Resource Development professionals received Foundations of Practice Level 1 Training. Each weekly class consisted of a 90-minute presentation and discussion on fundamental community development topics. Presentations were delivered using both Adobe Connect, an interactive learning platform, and Moodle.
- West Virginia, Kentucky, Louisiana received training and funding for the development and implementation of the Strengthening our Economies Together USDA Rural Development national pilot project.
- Florida, Arkansas, Oklahoma, and Louisiana participated in the FEMA project and hosted 24 community roundtables on disaster awareness and preparedness.

Family and Consumer Sciences Committee

1. What has your committee accomplished together in the last year as a result of PLN?

- The Southern Region Family and Consumer Sciences (FCS) Committee co-sponsored the Southern Obesity Summit in Austin, TX on September 11-14, 2009. The Committee will again co-sponsor the 2010 Summit to be held in Atlanta, Georgia, on September 12-14.
- The Southern Region FCS Committee coordinated the Health Disparities conference with the 2010 Priester National Health Conference in Mobile, Alabama, April 20-22, 2010. "Healthy People, Healthy Communities: Reducing Health Disparities" was well-planned and organized with agents and specialists from the Southern Region making presentations. This completed a 2009-10 Action Item.
- Four meetings/conference calls engaged FCS Program Leaders in discussions addressing NIFA reorganization, childhood obesity, health disparities, & AFRI funding opportunities. The second meeting in February took place in Washington, DC and those who could not attend joined via conference call. Following this meeting, the FCS leaders attended the Board on Human Sciences meeting.

2. What has your committee accomplished together that it could not have accomplished without PLN?

- Collaborations addressing family and financial disaster assistance and funding in light of the Gulf Coast Oil Spill Disaster.
- Multi-state and multi-disciplinary AFRI grant collaborations.
- Co-sponsorship of the Southern Obesity Summit for 2 years.
- Addressing health disparities in the South by collaborating with the National Priester Conference.

3. Please give a few examples of specific benefits to individual states.

- A total of 3 CAP, 16 integrated, 1 conference grant and 2 Extension only grants were submitted to USDA to address childhood obesity. Four 1890 capacity grants and 8 other grants were submitted for a grant total of 34 grant submissions.
- An integrated proposal to restore the Gulf of Mexico's Resources, Communities, and Environment was funded by USDA for Alabama, Florida, Mississippi, Louisiana, and Texas land grant and sea grant institutions. FCS led the task force for food safety and family stress and financial management. A more comprehensive proposal is being submitted to British Petroleum.
- Both 1862 and 1890 FCS Extension in Louisiana, Arkansas, Mississippi, and Florida, and 1862 in Texas, Kentucky and North Carolina State collaborated to submit 3 AFRI Coordinated Agricultural Project (CAP) proposals on childhood obesity for \$25 million each over 5 years.
- NC State, Texas AgriLife, Prairie View, W. Virginia State, LSU AgCenter, Southern Ag Center, Virginia Tech, Auburn, Oklahoma, and Tennessee collaborated to submit 16 AFRI integrated proposals to USDA to address childhood obesity.
- Two Extension only and 1 conference grant was submitted by University of Arkansas, Virginia Tech, and Auburn on community health.
- Four 1890 Capacity grants were submitted by Southern AgCenter, Kentucky State, Ft. Valley State and Auburn.
- Eight proposals were submitted by Tennessee State, University of Georgia, Ft. Valley State, University of Florida, and Clemson on food safety, socially disadvantaged farmers, rural health and safety, healthy homes, radon and cancer.

4-H Youth Development Committee

1. What has your committee accomplished together in the last year as a result of PLN?
 - The Southern Region 4-H Teen Leadership Conference held in Tennessee in September 2009 reached approximately 160 youth from 6 states.
 - Held in October 2009 in Eatonton, Georgia, the Southern Region 4-H Volunteer Forum reached approximately 500 volunteers and staff from all Southern States. The Southern Region 4-H Volunteer Forum features guest speakers, educational workshops, networking opportunities and exhibits. Past research has shown that the majority of the participants reported that they shared the information gained at the Forum and taught lessons at the club, county or state levels. On average, each participant reached an additional 270 youth and 63 adults.
 - A Southern Region 4-H Biennial Conference – approximately 90 people from Alabama, Tennessee, Arkansas, Kentucky, North Carolina, Georgia, Oklahoma, Louisiana, South Carolina, Virginia, National 4-H Council and 4-H Headquarters.
 - North Carolina hosted the Southern Region 4-H State 4-H Staff Biennial Conference
 - The Southern Region 4-H PLN send a representative to the ECOP Leadership Advisory Committee.
 - Alabama 4-H has been subcontracted with OSU to develop a learning center for the way programs can be delivered through technology.

2. What has your committee accomplished together that it could not have accomplished without PLN?
 - As a result of guidance, a rotational system was set up for the Southern Region 4-H Volunteer Forum.
 - The group conducted a discussion on the 4-H Tax Exemption for 4-H Clubs and affiliated organizations.
 - The interaction with National 4-H Council has been extremely important.
 - A joint session between the Information technology and family consumer science to start a dialogue for planning and collaboration among these programs in the area of childhood obesity.

3. Please give a few examples of specific benefits to individual states.
 - Networking benefits are valuable.
 - Ms-Lou Project is a collaborative project between Alcorn State, Louisiana State University, Mississippi State University and Southern Region will be funded for a Military Project focused on healthy living and school gardens.
 - ATV program has expanded to several states.
 - Food Challenges are expanded to a couple of states.

Information Technology Committee

1. What has your committee accomplished together in the last year as a result of PLN?

- Established working relationship with other program committees.
- Reclaimed members from institutions that have not had recent representation on committee.
- Conducted conference calls with Communications. Stronger relationships between the IT staff and other extension personnel.
- Enhanced awareness and opportunities for collaboration among regional IT staff.

2. What has your committee accomplished together that it could not have accomplished without PLN?

The committee was able to collaborate on topics such as social media, training, and eXtension which allowed committee members to take ideas shared in the committee back to their states for implementation.

3. Please give a few examples of specific benefits to individual states.

- Sharing of best practices and work with social media among all states.
- Formal meeting structure leads to opportunities for informal information exchange.
- Alabama, North Carolina, Tennessee and Texas collaborated on panel presentations for ACE and NETC conferences in 2010.

Middle Management Committee

1. What has your committee accomplished together in the last year as a result of PLN?

- Continued working with the PSD committee to develop succession/training plan for managers: conducted a survey of CES managers (State Directors, Department Chairs, Middle Managers and County Directors) to determine needed training in required competencies.
- Urban Task Force conducted a survey southern region middle managers and members of task force to determine urban Extension issues and needs
- Planned and hosted an Urban pre-PLN Conference Session.
- Continued to pursue opportunities to engage with middle managers from other regions for the purpose of sharing ideas and exploring collaborative interest.
- Shared ideas on staff recruitment, professional development, program evaluation, staff retention and other issues confronting MMs.
- Began planning for the 2011 Southern Region MM Conference in Fort Worth, Texas.

2. What has your committee accomplished together that it could not have accomplished without PLN?

- Most of these tasks could not have been performed without PLN and some were totally dependent on PLN, i.e., PLN, face-to-face discussions resulted in better outcomes.
- Collaborations with PSD that resulted in conducting a survey of CES managers to determine training needs for managers' competencies would not have occurred without PLN.
- Pre-conference session and discussions with local County Extension Directors would not have occurred.
- The Southern Region Urban Task Force provided leadership for 4 webinars in 2010. An average of 54 participants from up to 9 states participated. Georgia, Florida and Texas hosted the webinars and provided the speakers.

3. Please give a few examples of specific benefits to individual states.

- PLN allows more in-depth discussions of critical issues that we all address in our respective states and allows us to bring back to our states effective techniques and strategies and documents used by others.
- Discussions and sharing ideas about the success planning and training result in improved practices in all member states.
- PLN enhances our ability to begin planning for our biannual professional development conference.
- PLN serves as a dynamic catalyst for uniform change with directors, administrators and MM being exposed to the same information.
- PLN results in outcomes that have been adopted by states outside of our region so that the entire system benefits.
- When states are going through economic down-turns or difficulties, it is helpful to hear of previous approaches that other states have used for similar situations.
- It is most beneficial when all member institutions are involved in our deliberations of issues.
- Continued to share information coast to coast through a national network of Middle Managers.

Program and Staff Development Committee

1. What has your committee accomplished together in the last year as a result of PLN?
 - Committee Members served on teams to develop four Management Skills Training modules: Financial Management, Managing Conflict, Leading the Total Program/Juggling the Program Management Ball, and Managing People for Performance. The modules are posted as Training Resources for Middle Managers and County Directors.
 - A Virtual Conference was held during the week of December 7, 2009. Nine different sessions featuring 10 speakers were offered in the areas of eLearning, Evaluation & Accountability, Onboarding, and Program Development.
 - The National Association of Extension Program and Staff Development Professionals (NAEPSD) was formed to provide an organized forum for Extension organization/program/staff development professional across the country to come together (both physically and virtually) to improve communication and collaboration (building and sharing resources), advocate for the profession, enhance multi-state efforts and provide a venue for professional development of our peer group. The bylaws and the list of the steering committee members are included on the wiki page:[1]
 - Program and Staff Development Committee Roles and Guidelines were posted to the PSD page.

2. What has your committee accomplished together that it could not have accomplished without PLN?
 - Develop a list of relevant subject matter and presenters for the Virtual Conference;
 - Pursue and evaluate the interest of colleagues for the formation of the NAEPSD;
 - Collaborate with other PLN colleagues to develop training modules. Collaboration on the modules was with the Middle Managers. Collaboration and networking are on-going.

3. Please give a few examples of specific benefits to individual states.
 - The Management Modules were designed for use in all states as a staff development resource.
 - The virtual conference participants represented all regions within the Extension System.
 - PSD resources are shared through NAEPSD. For example, requests for resources are routinely sent and coordinated through the listserv.
 - Under the leadership of the Arkansas Program and Staff Development Unit, four Southern Region states (AR, LA, OK and TN) conducted virtual tours of their respective reporting systems in an effort to identify best practices and effective mechanisms for individual state reporting.
 - PSD committee members have served in leadership roles in the Excellence in Extension initiative.
 - Multi-state collaboration, one requirement for federal reporting, is being implemented and increased through the PSD committee and PSD networking.