

Proceedings

**JOINT SOUTHERN REGION
PROGRAM COMMITTEE MEETING**

August 25-28, 1996
Birmingham, Alabama

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LEADING EXTENSION THROUGH A PROGRAM OF ACCOUNTABILITY

Cornelia Butler Flora
North Central Regional Center for Rural Development

HISTORY OF PLC

Susan Holder
Mississippi

- Spring 1989
- Southern Region Task Force on Organization appointed by Southern directors
 - Recommendations from Task Force
 - Continue existing committees of Agriculture, Natural Resources; Home Economics; Community Resource Development; 4-H and Communications
 - Create permanent committee in Staff Development and Middle Management
 - Standardize the location for all committees to meet together annually; provide joint multidisciplinary program for a portion of the conference
 - Establish a Southern Region Program Leadership Committee for the purpose of stimulating increased interdisciplinary programming
- Fall 1989
- Southern Extension Directors approved recommendations
 - Appointed Southern Region Program Leadership Committee
- September 1990
- First Program Committee Meeting, Birmingham, Alabama
 - R. Warren McCord, Chair of "Interim" Committee appointed by Southern Directors
 - Theme: *Building an Extension Agenda in the Southern Region*
 - Official PLC members elected by individual committees
 - Jimmy Richardson, Staff Development, Chair
- November 1990
- Responsibilities of PLC written/Task Force Proposal Guidelines written
 - Extension Work in Urban Counties-George Hadley, Chair
 - Southern Directors approved ad hoc group to write proposal
 - Southern Directors invited 1890 representatives to participate
- Spring 1991
- Literacy Ad Hoc Group-Chris Sieverdes, Community Resource Development, Chair
 - Parenting/Child Care Ad Hoc Group-Sara Bagby, Home Economics, Chair

- September 1991 • Program Committee Meeting, Atlanta, Georgia
 - Theme: *Cultural Diversity/Technology Trends and Application*, Jimmy Richardson, Chair
- Videoconferencing report prepared by Southern Communicators

- November 1991 • Task Force on the Working Poor-Martha Johnson, Advisor
- Issue Based 4-H Health Curriculum Task Force-Sharon Roland, 4-H, Chair
- Southern Region Water Quality/Waste Management-Horace Hudson, Community Resource Development, Advisor
- Ad Hoc Group on Cultural Diversity-Meatra Harrison, Advisor

- Spring 1992 • Noland Williams, Representative 1890

- September 1992 • Program Committee Meeting-Nashville, Tennessee
 - Theme: *Changing Environment for the Cooperative Extension Service*, Bill Allen, Chair

- November 1992 • Health Initiative (later became a SERA)- Martha Johnson, Advisor
- Technology-Billy Caldwell/Bill Shimel
- Tennessee Valley Authority Regional Training-Horace Hudson
- Communities in Economic Transition-Larry Graves, Chair

- Spring 1993 • Southern Directors request PLC review all regional committees, SERAs, etc.

- September 1993 • Program Committee Meeting-New Orleans, Louisiana
 - Theme: *Moving the Extension Vision Forward*, Horace Hudson, Chair

- January 1994 • National Extension Travel and Tourism Conference-Margaret Moore, Chair
 - Home Based Business, Beth Duncan, Chair
 - Southern Region Wetlands and Endangered Species Conference-Verne House, Chair

- August/
September
1994 • Program Committee Meeting-San Antonio, Texas
 - Theme: *Frameworks for Change*, Horace Hudson, Chair

- Fall 1994 • Distance Education-Jimmy Richardson/Cliff Bice, Co-Chairs
- Shared Leadership-Howard Ladewig, Chair
- Citizen Politics-Martha Johnson, Chair
- Southern Directors give new charge-1890 involvement-Lawrence Carter and Zerle Carpenter prepared proposal
- Electronic Mail Group

- September 1995
- Program Committee Meeting-Charlotte, North Carolina
 - Theme: *Empowerment Through Change*, Bill Schimel, Chair
 - Issues Committees, CQI, New Structure PLC, Account/Evaluation
 - 1862 Southern Directors/1890 Administrators Approved New Structure
- August 1996
- Program Committee Meeting-Birmingham, Alabama
 - Theme: *Taking Responsibility*, Susan Holder, Chair

THE OUTREACH ROLE OF LAND GRANT UNIVERSITIES: WHAT PEOPLE REALLY THINK

Don Dillman
Washington State University

Dr. Dillman did not provide a paper but referenced the following publications:

Allen, John C. and Don Dillman. 1994. Against all Odds: Rural Community in the Information Age. Available from Westview Press, 5500 Central Avenue, Boulder, CO 80301-2847, telephone (303) 444-3541 or fax (303) 449-3356.

Dillman, Don A. 1992. Information Technologies and Rural Economic Development. *National Rural Studies Committee: A Proceedings*, pp 76-83. Western Rural Development Center.

Dillman, Don A. 1992. Rural America Approaching the 21st Century. *Joint Region Program Committee Meeting Proceedings*, pp 3-10. Southern Rural Development Center.

LOCAL IMPACT OF EXTERNAL RELATIONS PROGRAM: COUNTY EXTENSION AGENT PERSPECTIVE

**David Holmes
University of Florida**

External Relations in Florida: Helping Decisionmakers Understand Research and Extension Program Efforts

Why external relations?

- Programs are relevant, excellent and useful
- Decisionmakers are frequently unaware of Research and Extension programs
- Funding is critically linked to decisionmaker support

Why is a new approach needed?

- Legislators deal with “problems”
- Testimony by a dean at budget time is too little, too late
- The urban legislator
- Decisionmakers repond to customer input

Importance of a joint effort between Extension and Research

- Expedient
- Some customers use both
- Additional people mean additional ideas
- Research is necessary for Extension agricultural expertise
- Extension urban programs are necessary to support research

What are keys to external relations?

- Support by faculty
- Involvement of satisfied customers
- Focused simplicity in the educational effort
- Sustained attack

Faculty support

- Identification of participating volunteers
- Develop and conduct a “how to” session
- Prepare impact profiles of program success

Customer Involvement I

- Select representatives carefully
- Help customers understand what you’re doing and why
- Allow customers to choose the official they want to work with
- Feed information in “ready” format

Customer Involvement II

- Have customer talk only about what they know
- Follow-up continually
- Recognition of customer representatives

Customer Education

- Explain how you want customers to contact legislators (letter, call, visit)
- Assign profile sheet as “homework”
- Role play with customers

Focused simplicity in the educational effort

- Review the legislative profile - target comments
- Bullet statements
- Use dollar amounts if possible

Sample of a bullet statement that details a dollar amount

Sample of a second such statement

Sustained attack

- Try to contact representatives at least twice per year
- Off season

Benefits

- Elimination of “crisis” management
- Field faculty are knowledgeable of budget issues
- Customers share ownership
- Stronger reporting by Research/Extension

Other Suggestions

- Develop exchange program with legislative aides
- Target “rising stars”
- Hold meetings in locations where decisionmakers can participate
- Co-sponsor programs with legislators
- Encourage volunteers to run for office

**SOUTHERN REGION PROGRAM LEADERSHIP COMMITTEE (PLC)
September 1996**

ACTION ITEMS

Agriculture and Natural Resources

Recommend that Southern Extension Directors consider the following six recommendations relative to the Water Initiative:

1. Maintain separate 3(D) funding.
2. Maintain national priority on water quality.
3. Provide a strong voice with other agencies in support of Water Quality Initiative.
4. Improve coordination with other related Federal Extension programs.
5. Develop a national strategic plan on water quality.
6. Maintain existing partnership relationship with other USDA and other federal agencies.

Recommend the SPLC approve and forward a request to the national PLC to develop a national comprehensive Water Quality Plan.

Recommend the Extension Directors encourage Secretary Glickman to recognize and communicate the roles of agencies involved in carrying out the responsibilities of the Conservation title of the FAIR Act and to direct funds in support of those roles directly to the responsible agencies.

Communications

On August 26th, the Communication Committee met jointly with the Staff Development Committee for an audio teleconference with Joan Cybela, Distance Education Specialist, University of Wisconsin. The group was given a video - print training program for users of distance education technology. Following discussion, the group concluded that the skills in teaching the communications technology is a staff development need for Extension educators and that the Distance Education Lessons Learned and video-print program developed by the University of Wisconsin would be a good orientation for faculty in the Southern Region. The Communications Committee recommends the Wisconsin's program approach using case studies to focus on quality and sound education principals and to reduce emphasis on the technology used to reach audiences where they are.

Responding to the Southern Directors' request to review the potential involvement of computer specialists with the Communications Committee, the committee recommends the following:

Recognizing the increasing application of computer technologies as communications media, the Communications Committee recommends that on a one-year trial basis, those heads of computer units with Extension responsibilities not currently of existing communications units or departments, be invited to participate in the PLC Communications Committee planning and coordination for 1997 at Little Rock, Arkansas. On these issues, the communicators felt strongly to establish and maintain a dialogue with computer specialists and will report to the directors on the status of involving computer specialists in the communications program activity.

4-H Youth Development

Approval of Southern Region Curriculum Fund Development Business Plan - Dorothy Hall to present at Extension Directors and Administrators Meeting in New Orleans.

INFORMATION ITEMS

1. 1996 Southern Region Program Committee Meeting

The 1996 annual meeting of the Joint Southern Region Program Committee was held in Birmingham, Alabama, August 28, 1996. There were 145 participants including representatives from each of the 13 Southern states, Puerto Rico, and representatives from CSREES-USDA. Preliminary evaluation indicates this meeting was most successful and provided a timely agenda to address the theme of "Taking Responsibility." Logistical support was provided by the Southern Region Development Center.

Members of the 1995-96 PLC were as follows:

Susan Holder--Chair, Mississippi State University	4-H Youth Development
John Bentley, Fort Valley State University	Communications, 1890 Institutions
Billy Caldwell, North Carolina State University	Agriculture & Natural Resources
Shirley Callaway, North Carolina A&T State University	Community Development, 1890 Institutions
Don Poucher, University of Florida	Communications
Patricia M. Ganter--Vice Chair, University of Tennessee	Family and Consumer Sciences
Jacquelyn Wright, Alcorn State University	Middle Management
Greg Taylor, Texas A&M University	Community Development
Satish Verma, Louisiana State University	Program and Staff Development
Noland Williams, Kentucky State University	Advisor, 1890 Institutions
Walt Walla, University of Kentucky	Advisor, 1862 Institutions
Bonnie Teater, SRDC--Mississippi State University	Ex-Officio

Officers of the PLC for 1996-97 were elected as follows: Pat Ganter, Chair and Greg Taylor, Vice-Chair. Full committee membership for 1996-97 supports the proposal approved by the directors and administrators calling for representation from 1862 and 1890 institutions. Members are as follows:

Agriculture and Natural Resources

Michael Quart, Mississippi State University, and Benny Lockett, Prairie View A&M University

Communications

Don Poucher, University of Florida, and John Bentley, Fort Valley State University

Community Development

Greg Taylor, Texas A&M University, and Shirley Callaway, North Carolina A&T State University

4-H Youth Development

Steve Mullen, Louisiana State University, and Daemon Miller, Florida A&M University

Family and Consumer Sciences

Pat Ganter, University of Tennessee, and Gina Eubanks, Southern University

Middle Management

Larry Arrington, University of Florida, and Patrick Morgan, Alcorn State University

Program and Staff Development

Satish Verma, Louisiana State University, and Margaret Johnson, South Carolina State University

Advisors

Walt Walla, University of Kentucky, and Noland Williams, Kentucky State University

Ad Hoc

Bonnie P. Teater, Southern Rural Development Center

A meeting of the 1996-97 Program Leadership Committee has been set for December 12 and 13, 1996, for Little Rock site for the 1997 meeting. Dates for the 1997 meeting are August 24-27, 1997.

2. Extension Work in Urban Counties

This task force, chaired by George Hadley, University of Georgia, in 1994 requested and received approval from the Southern Region PLC and the Southern Extension Directors to:

- \$ continue as a Task Force,
- \$ support staff attending North Central region conference in 1995,
- \$ support a national regional conference in the summer of 1996, and
- \$ build the bridge to unite one urban conference to share successful Extension programs, ideas and resources.

The Task Force hosted the second National Big Cities Conference in Atlanta, on August 1995, entitled "Building the Future of U.S. Urban Extension Programs." The conference had 98 participants from 31 states. The major objective of the conference was to continue dialog with the first conference in San Diego among Urban Extension Directors, State Directors and Urban Extension Administrators. A National Urban Extension Task Force was developed after the San Diego meeting with the goal of developing a vision for the future of U.S. Urban Extension programs as well as a suggested framework within which this vision can be realized.

The third National Big Cities Conference, "Making Connections," was held in Denver, Colorado, on August 8-10, 1996, with 140 participants. The objective of this conference was to create an "Action Plan" from the document developed from the San Diego and Atlanta Conferences entitled, "Urban Extension: A National Agenda--A Report from the National Urban Extension Task Force." This document was published by USDA-CSREES in May 1996.

The Southern representatives on the National Urban Extension Task Force seek PLC approval and support to host a merger of a Regional and National Big Cities Conference in 1998. This will follow Urban Extension Conferences in the North Central and Northeast regions in 1997 and the Fourth Big Cities conference planned for Pittsburgh in August 1997.

Southern region members on the National Urban Task Force Committee are: George Hadley, Georgia; Preston Sicotte, Mississippi; and David Holmes, Florida.

3. Issue Based 4-H Health Curriculum

The Southern Region 4-H Innovative Health Task Force, under the chairmanship of Sharon Rowland, North Carolina, has progressed towards its goal of providing a comprehensive health curriculum for youth across the region. Completed in 1995 is an 11 year old Celebrations Module that

addresses physical maturation, self-esteem, family and peer interactions, refusal skills, and decision-making. It includes a member's guide, member's manual and parents' guide.

The Decisions for a Healthy Life Module is being written by a collaborative team with leadership provided by Sharon Rowland, Oklahoma State University. The module will include curriculum for five age groups, supportive leader guides and a member's guide.

The task force continues to seek funding for the remaining four modules. A proposal is being sent to Blue Cross-Blue Shield for the Diet and Fitness Modules, and Hospital Associations for the Substance Use and Abuse Modules.

4. Distance Education Committee

(Note recommendation from Communications Report.)

5. Linking Family and Community Strengths Conference

Nearly 200 extension educators and community partners gathered in Louisville, Kentucky, on June 12-14, 1996, for a national conference titled "Linking Family and Community Strengths." The primary purpose of the conference was to improve extension educators' ability to partner with Extension colleagues in other areas of specialization, as well as with outside organizations and agencies. In particular, community development, family resource management, family development, and 4-H youth development staff focused on building capacity in families and communities. John F. Korten, co-author of *Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets* was the keynote speaker. The conference was an outgrowth of a project funded by the South Rural Development Center and was sponsored by the four regional rural development centers, CSREES-USDA, the 4-H Council, the W.K. Kellogg Foundation and the Farm Foundation.

6. Ad Hoc Group on Accountability and Evaluation

The SRPLC devoted significant time to accountability and evaluation issues, August 26, 1996, Birmingham, Alabama. In November 1995 an Ad Hoc Group was appointed to give leadership to this effort. The tasks in the following report were shared with Southern Region Extension Directors in May and the follow-up action is in alignment with directors' responsibilities regarding accountability at the state, regional and federal level.

Subsequent to the Monday session during the SR-PLC Meeting in September, the Ad Hoc Group suggested the following:

Frustration was created when multi-disciplinary teams and functional program teams attempted to determine if programs with common indicators across the South could be aggregated in order to show impact. It was the observation of the facilitators and ad hoc group that this frustration, and in some cases the failure to accomplish the task, did the following:

The experiential morning and afternoon tasks created an awareness that program accountability is the responsibility of the total Extension system, program people and program support people.

The frustration experienced by participants and teams whether successful or not helped to determine the problems and immediate steps each needs to address in order to move from an era of demonstrating accountability through numbers, actions, and accomplishments to an era of demonstrating accountability through outcomes and cost benefit analysis.

Community Development Joint Committee - The CRD committee chose to aggregate data on Communities in Economic Transition. All southern region states report on the national initiative "Communities in Economic Transition." The indicators could be compiled at the regional level fairly quickly.

Outcomes States Have in Common

1. Maintain/improve quality of life.
Intermediate Outcome: Communities conduct adequate/realistic inclusive planning
2. Maintain/improve economic opportunities of business and individuals
3. Improve/increase social and human capital in communities within targeted community groups in the context of economic development

Indicators States Have in Common

Objective 1 - Communities analyze economic base and implement strategic plans.

Indicator 1 - Number of economic development plans with Extension support

Indicator 2 - Number of economic analyses

Indicator 3 - Number of business retention and expansion programs

Indicator 4 - Number of targeted industry studies

Indicator 5 - Number of retail trade area analyses

Indicator 6 - Number of tourism development plans

Objective 2 - Communities will enhance ability to support job creation and enterprise development.

Indicator 1 - Number of entrepreneurial activities undertaken at the community level.

Indicator 2 - Types of entrepreneurial activities undertaken at the community level.

Indicator 3 - Number of workshops held for community leaders on supporting entrepreneurial activities

Indicator 4 - Number of new enterprises created as a result of Extension programming.

Indicator 5 - Number of new jobs created via new/expanded enterprises.

Objective 3 - Existing businesses and small industries will improve competitiveness, profitability, and marketing capabilities

Indicator 1 - Number and percent of local firms/businesses within the community participating in Extension educational activities.

Indicator 2 - Number of small firms entering new domestic and/or foreign markets via Extension education activities

Considerations for Directors

The CRD committee can continue to work on the four "needed" indicators to specify tests collection techniques, collection methods and combine into regional impacts.

Indicators reported under federal CET initiative can be combined for Southern Region impacts.

Family and Consumer Sciences Joint Committee - Family and Consumer Sciences chose Nutrition and Health as the highest priority program where accountability data can be aggregated. The indicators selected are:

- a. Increase in consumption of fruits and vegetables
- b. Increase in consumption of dietary fiber
- c. Decrease in consumption of dietary fat
- d. Adoption or improvement of an exercise program
- e. Increased formation of nutrition/health coalitions

The next step for Darlene Foster, FCS Program Leader appointed to chair this committee, is to go back to the Nutrition Specialists to confirm that the data are available and the numbers can be aggregated.

Considerations for Directors:

Key steps:

Directors need to give consideration to:

the availability of resources for states that are working together on aggregating data across a program area.

the role of program development specialists in working with program leaders.

the feasibility of conducting a proxy study for a high priority program in Family and Consumer Sciences and a proposed method of funding.

a system for sharing the data across state lines such as establishment of a WWW site. How will such managed and financed?

Agriculture and Natural Resources Joint Committee - The report from ANR indicated the group decided to choose sustainable agriculture over Integrated Pest Management, water quality and environmental landscape management because it was felt that the latter three programs could fit under sustainable agriculture. However, the group had to focus on key indicators and a general definition of sustainable agriculture. As a result of the afternoon discussion, the group decided sustainable agriculture was too broad. They decided to aggregate program data in Integrated Pest Management, Pesticide Safety. Every state is participating in this program area. Now ANR is determining what data to collect and the following indicators.

Outcomes States Have in Common

Safe environment due to reduced pesticide usage

Increased profitability for agriculture

Water quality maintained and/or improved

Reduced frequency of bio-resistance

Improved image of agriculture

Fewer and reduced illnesses related to pesticides

Reduced pesticide related citations

Savings resulting from reduction in number of pesticide containers in landfills

Indicators States Have in Common - Integrated Pest Management

Number of reduced incidences of contamination of water and produce

Number of BMP's adopted concerning pesticide use

Number of participants in structured/planned IPM programs

Number of pesticide containers recycled

Number of farms and acres that have implemented IPM practices

Indicators States Have in Common - Pesticide Safety Education

Number of participants in pesticide safety education program (KOSA) practices

Number of persons practicing safe use of pesticides

Number of certifications and recertifications

4-H Joint Committee - The report from 4-H indicated the group at first was confused but tried to design a youth program support system. Also, the group wanted to validate input of support systems. In addition, the 4-H group proposed a regional study whereby all southern states would contribute funding toward determining the baseline data for the club model for program delivery.

After the reports were made, some overall concerns were aired:

1. This accountability could create additional burden on county level staff.
2. The Southern Region should not evaluate every program but select a few programs that are being done well at these on the WWW.
3. The total process and exercise of "Leading Extension Through a Program of Accountability" was difficult for not currently thinking in terms of outcomes accountability.

Ad Hoc Group Members:

June Brotherton, NC, Communications Committee Representative;
Chester Fehlis, TX, GPRA Southern Region Representative;
Charlene Jacobs, KY, Middle Management Committee Representative;
Jerry Jones, VA, Agriculture and Natural Resources Committee Representative;
Mike Lambur, VA, Program and Staff Development Committee Representative;
Lynn Thibodeaux, TX, 4-H Committee Representative;
Nayda Torres, FL, Home Economics Committee Representative;
Joe Zublena, NC, Community Development Committee Representative;
Walt Walla, KY, Director and Advisor;
Noland Williams, KY, Director and Advisor;
Bonnie Teater, Southern Rural Development Center Representative; and
Pat Ganter, TN, Chair.

Ad Hoc Group Tasks

First Priority

Design program accountability formats that will show internal and external stakeholders the impact and outcomes of Southern Region Extension programs. This includes the seven base programs that cross state lines. The ad hoc group should begin by documenting current impact and outcomes of programs. Such documentation should include impact statements written in a user friendly form. Specifically the stakeholders to be targeted first include: Directors, ECOP-PLC, CSREES, then legislators.

This sub-committee is recommending a format similar to the Joint Council report which can be found at the following url address: <http://www.reeusda.gov/news/impact/00-intro.htm>. The Ad Hoc Group hopes to collect Southern region program impact and have it on the world wide web this year.

Longer Term Priority

Design program evaluation and accountability methods to:

Collect credible impact data to proactively assure validity of data, and strengthen the linkages between the educational program and the outcomes expected (for the seven base programs).

Establish and nurture an ongoing accountability/evaluation dialogue in the Southern region through network sharing of processes and products.

Design and implement multi-state/regional evaluation studies of a few significant high profile programs. The programs should be the result of one of the seven base programs.

Provide guidance to state Extension services in the Southern region on issues relating and integrating state/local planning, reporting, accountability and evaluation. This should be aligned to federal performance based plan reporting needs under GPRA.

SR-PLC Accountability Process

Dr. Cornelia Flora, Director, North Central Regional Center for Rural Development, led the PLC in a process to develop program impact accountability. The southern region states identified 13 programs common to most states. The top program issue areas identified as common across southern states were:

- Child and Family Education (Parenting)
- Communities in Economic Transition
- Environmental Landscape Management
- Family Economics
- Integrated Pest Management and Pesticide Safety Education
- Leadership - Public Policy Education
- Nutrition and Health
- Rural Health
- Sustainable Agriculture
- Value Added - Food Processing Competitiveness
- Water Quality
- Workforce, Employability, Career Development
- Youth Leadership Development

Dr. Flora led the multi-disciplinary groups through the following questions. Each group addressed one of the identified program issue areas and answered:

- What are the indicators of this outcome measured in your state?
- What are the common indicators in the southern region?
- Identify any indicators that need to be added for future program accountability in the southern region.
- List the key outcomes expected across the southern region.

Each of the multi-disciplinary groups used:

- State Program Outcomes and Accomplishments (re: list of program issues listed below);
- The Indicators and Benchmarks Used in Determining Program Outcomes and Accomplishments; and
- The Method Used to Collect the Data to support their discussions.

In the follow-up afternoon sessions each program committee took one of the programs developed in the morning to determine if data could be aggregated from existing programs. The following questions led the discussion.

- What outcome(s) did you measure?
- What component of that outcome did you measure?
- How did we get the information we needed?
- Where was the information we needed? (Who had it in what form?)
- Who collected the information we needed? Who recorded the information?
- Who designed the data base for the information?
- How much did it cost to collect the information? How much did it cost to record the information?
- How much did it cost to design a data base for it?

When was the information collected? How often? In what form?

How did we measure progress from the baselines? What has changed over time?

What do you see as the next steps?

Are there Issue Programs that should be reported on in the future? These should be high profile programs that are in the southern states.

7. Strategic Planning for Rural Health

Based on a recommendation from the Community Resource Development Committee, the PLC approved the concept requested that the CRD, Family and Consumer Sciences, and Agriculture and Natural Resource Committees prepare a proposal to provide a 3-day regional workshop on "Strategic Planning for Rural Health" to be held some time next year with representatives from all state teams, including Extension personnel and other agency representatives. This would be jointly sponsored with the Economics Committee. The SERA-IEG-19, Rural Health and Safety, would provide a framework for the workshop.

COMMITTEE REPORTS

AGRICULTURE AND NATURAL RESOURCES

Participants:

Elwyn Deal, Clemson University
Warren McCord, Auburn University
C. Michael French, University of Arkansas
Jim App, University of Florida
P. S. Rao, Florida
Bill Lambert, University of Georgia
Glenwood Hill, Ft. Valley State University
Curtis Absher, University of Kentucky
Clint Depew, Louisiana State University
Michael Quart, Mississippi State University
Jesse Harness, Alcorn State University
Billy Caldwell, North Carolina State University
John O'Sullivan, North Carolina A&T State University
Roger Crickenberger, North Carolina State University
Benny Lockett, Prairie View A&M University
Tom Helms, Southern Experiment Station Directors
Rafael Olmeda, Puerto Rico
Ray Humberd, University of Tennessee
Bill Harris, Texas A&M University
Jerry Jones, Virginia Tech University
Bill Hubbard, Regional Forester, University of Georgia
David Foster, Administrative Advisor, University of Arkansas
John Bottum, CSREES
Steve Halbbrook, Farm Foundation

Officers for 1996-97:

Chair -- C. Michael French, University of Arkansas
Chair Elect -- Bill Harris, Texas A&M University
Secretary -- John O'Sullivan, North Carolina A&T University

Administrative Advisor:

David E. Foster, University of Arkansas

PLC Representative:

1862 Institution -- Michael Quart, Mississippi State University -- 3 year term
1890 Institution -- Benny Lockett, Prairie View A&M University -- 2 year term

COMMUNICATIONS

Participants:

Ron Addis, Clemson University
John Bentley, Fort Valley State University
Cliff Bice, Mississippi State University
Joe Courson, University of Georgia
Gary Dagnan, University of Tennessee
Mike Futrell, Louisiana State University
Kevin Hayes, Oklahoma State University
Thomas Knecht, North Carolina State University
Donald W. Poucher, University of Florida
Bob Reynolds, University of Arkansas, Little Rock
Ellen Ritter, Texas A&M University
Willie Strain, Auburn University

Officers for 1996-97:

Chair, Donald W. Poucher, University of Florida
Administrative Advisor, Billy Hicks, University of Tennessee

PLC Representatives:

Don Poucher, University of Florida
John Bentley, Fort Valley State University

Information Items:

The communications committee is improving the concept of proposed strategic planning framework that had been the previous year.

The communications committee also conducted training for all members of the PLC starting Tuesday afternoon, 7/27 and continuing through noon August 28th. During this period of time, 70 individuals from the various committees received Wide Web training.

The communications committee agreed that the development of accountability measures for communications programs remained the top priority throughout the region for the coming year. A sub-committee was appointed to develop a coalition on accountability measures including such items as Extension major programs success and failure, awareness creation public relations, customer satisfaction measures, and services rendered/savings realized measures as starting points for accountability indices for communications programs.

At the suggestion of the PLC, the communications committee staggered the terms for PLC representatives as follows: 1890 representative, Don Poucher, 1996, 1997 and 1998; 1890 representative, John Bentley, 1996, 1997, 1998 and 1999.

COMMUNITY DEVELOPMENT

Participants:

Bob Robinson, CSREES/USDA	Joe McGilberry, MS
Billy Caldwell, NC	John Michael, CSREES/USDA
Shirley Callaway, NC	Jon Ort, NC
Gerald Doeksen, OK	Al Ortego, LA
Cornelia Flora, NCRCD	Chris Sieverdes, SC
Clark Garland, TN	Dan Smith, SC
Steve Halbrook, Farm Foundation	Greg Taylor, TX
Michael Hedges, AR	Bonnie Teater, SRDC
Bill Hubbard, Regional Forester, GA	Jacque Tisdale, SRDC
Horace Hudson, GA	Walter Walla, KY
John Lee, SRDC	Joe Zublena, NC
Rick Maurer, KY	

Officers for 1996-97:

Chair: Chris Sieverdes, Clemson University
Vice-Chair: Joe McGilberry, Mississippi State University
Secretary: Al Ortego, Louisiana State University

Administrative Advisor:

Jon Ort, North Carolina State University

PLC Representative:

Greg Taylor, Texas A&M University, 1862 Representative (1 year left on term)
Shirley Callaway, North Carolina A&T University, 1890 Representative (2 years left on term)

Information Items:

1. The next SERA-IEG-19, Rural Health and Safety, meeting will be November 7-8, 1996, in Birmingham. All states encouraged to send a representative to the meeting, even if the representative is not a formal SERA member. Announcements will arrive in states shortly.
2. A regional "tool kit" committee will meet October 14-15 in Atlanta to assess regional resources and develop a system for regional proposal writing. This will allow for quick regional proposal submission when appropriate RFP's are announced as well as help states identify existing resources and programs when needed. Committee members are Horace Hudson, Shirley Callaway, Chris Sieverdes, Gerald Doeksen, Rick Maurer and Bonnie Teater.
3. A national Leadership and Volunteer Development Support Team is updating the booklet "For the Common Good: Strategic Plan for Leadership and Volunteer Development." Southern Regional representatives on the team are Chris Sieverdes, SC, Martha Nall, KY, and Richard Booker, VA.
4. The CRD Committee will continue to have bimonthly conference calls. These have proven very valuable for program updates, as well as regional coordination of efforts and reports. 1996-97 conference calls will be held on September 26, November 26, January 31, March 31, May 30, and July 31, all at 10:00 am ET, 9:00 am CT.

4-H YOUTH DEVELOPMENT

Participants:

Barbara Board, VA
David Weatherford, SC
Ben Powell, TN
Susan Holder, MS
Mike Davis, NC
Rosalie Bivin, LA
Roger C. "Bo" Ryles, Jr, GA
Steve Mullin, LA
Bill Umscheid, KY
Wilma Ruffin, AL
Sue Fisher, FL
Allan Smith, CSREES
Lynne Thibodeaux, TX
Mildred Holland, MS
Fredrick Custus, VA
Damon Miller, FL
Chinella Henderson 1890 Admin, AL (Wed)

New Officers 1996/1997:

Frank Plafcan, Chair; Arkansas
Roger C. "Bo" Ryles, Vice-chair; Georgia
Charles Cox, Secretary; Oklahoma
Dorothy A. Hall, Administrative Advisor,
Arkansas (Not in attendance)

PLC Representative:

Steve Mullin, Louisiana
Daemon Miller, Florida

Information Items:

Consideration of a proposal for a regional youth development study for determining the impacts of the 4-H club model. Lynne Thibodeaux, Texas and Dorothy Rogers, Arkansas to develop a proposal.

After completing an activity related to the GPRA, the group addressed the following items:

Strategic Design Team:

Bo Ryles reported on current issues being discussed by the team. One of the items is the creation of a board or youth council which might be similar to a group of state officers. There are several issues that need to be considered regarding such a group, including their responsibilities and functions and how they would carry out those functions. The issue of meetings and travel expenses were also mentioned. Bo will provide from SDT additional information to be shared with states before any action is taken or recommendations are made in support of this issue.

States are encouraged to contribute \$300 to help support the expenses for the Strategic Design team members who are not Extension employees.

Report from Federal Partner - Allan Smith

Allan Smith shared a list of Families, 4-H and Nutrition Program contacts along with additions. He also shared excerpts from the CSREES Strategic Plan and how it relates to GPRA.

A list of the nationally juried 4-H Experiential Learning Youth Development Curriculum Collection was shared. All regions are now represented with juried materials.

The summary of recommendations by The National Research Council for Land Grant Universities and Colleges of Agriculture was presented with limited discussion. A concern was noted that 4-H was not obvious or clearly represented in the document.

Allan also presented a concept paper that he had shared with the F4-HN senior staff with suggested plans for the future of national 4-H leadership. Strategies for strengthening the partnerships between the public and private sector was included in the discussion. The program leaders expressed a desire to strengthen relationships but are still concerned about ways to rebuild trust with National 4-H Council.

The group agreed that the National Leadership Council (one program leader representative from each region) should continue as an effective way to provide input to Dr. Hobbs

National Enrollment (N4-H)

Lynn reported that the program is to be completed by Nov. 1 with a goal to distribute in late November.

National Program Leaders Meeting

The joint meeting of 4-H and Home Economics Program Leaders will be in San Diego, CA, November 17-20. The meeting will be held in conjunction with the NSALGA meeting. The anticipated registration fee will be about \$480 and hotel charges will be about \$80 per night. Persons who attend any portions of the land-grant meeting will be required to pay full registration for that conference.

Report from Dr. Hobbs

Dr. Alma Hobbs, 4-H and Nutrition CSREES Deputy Administrator, shared a new "Team Nutrition" educational poster that has been developed by the national program unit. The educational kit will be distributed nationally. It was developed jointly by 4-H and HE Nutrition specialists.

San Diego meeting - a portion of the program will be dedicated to the impact of the election on CSREES. The concept of a national organization of state leaders will also be discussed and considered. This group would provide a forum for program leaders to meet and address critical issues of a national scope as this forum is not currently available.

4-H Name and Emblem - this has become a very complex issue. Efforts are focusing on protecting the name and emblem by the Secretary of Agriculture.

While discussing future programming efforts, Dr. Hobbs emphasized the idea that not all programs have to be housed in DC. She indicated a willingness to work with states in supporting some projects jointly, with states taking leadership for specific projects and events.

A question was raised about the role of the Strategic Design Team. Alma indicated that consideration is being given to restructuring the group and indicated that she has given the group direction in regard to their role, indicating that the role is not in regard to policy decisions - as the group is only an advisory group. She suggested that the SDT has "taken a life of its own and now needs to define what its responsibilities and functions are to be."

Finally, Dr. Hobbs encouraged our efforts to build partnerships with both the public and private sector.

National 4-H Advertising Campaign - Christie Phillips

Christie Phillips provided a complete overview, timeline and flowchart for the National Ad Campaign plan and how the campaign will work. Mildred Holland, Mississippi suggested that the message emphasize positive issues, not negatives and that social issues are not portrayed as being ethnic issues. The group agreed that issues should represent all populations, not just minorities. The need for broader representation to the steering committee was discussed. It was agreed that one state leader from each Extension region should be on the steering committee along with an 1890 representative. Christie agreed with the concern and felt there was not a problem with increasing the representation to the steering committee.

Funding strategies were also discussed. Christie shared a funding plan for raising \$1.5 million for the campaign. While the plan is only a suggestion, yet to be approved, it would require small states to contribute \$17,500 (none from the Southern Region); medium states (AR, LA, MS, SC, and AL) to contribute \$22,000; large states (OK, KY, TN, GA, VA and NC) to contribute \$30,500; and very large states (FL and TX) to contribute \$40,000. The formula is based upon a \$12,500 base for all states and a variable amount based upon an average of 4-H club enrollment and population percentage.

Susan Holder asked if the Ad Campaign has been approved by the State Extension Directors and Administrators. Christie said it was approved by ECOP. Some discussion followed as to whether the report was accepted or if the plan was approved. The group asked that this point be clarified. Another major issue was the training and support that would be required at the local level in order for the campaign to be successful.

CYFAR Initiatives - Strengthening Grants - Beth Adkins

The goal of the newest round of grants is to use what was learned in the original projects and sites. The first grants were primarily awarded to 4-H and 4-H P.I.'s while the most recent grants are more Home Economics related. Beth strongly encouraged states to network on strengthening grants and to use findings from past projects to justify and drive any new project efforts.

Southern Region Leaders Forum - Bob Drakeford

There are more than 1,100 persons registered to attend the conference. Bob shared a copy of the rotation system for managing the event in the years to come. He also reported that six states were sending youth teams and others could still be added.

Minority Participation Report - Mike Davis, Steve Mullin and Damon Miller

A set of major goals and objectives have been identified and five working teams have been established. A list was circulated suggesting persons to serve on the teams. The five teams will be: Survey and Assessment, Diversity Education and Retention Strategies, Marketing, Youth Voices and Action (to look at curriculum) and a Funding Team.

SR Curriculum Development Fund and Business Plan - Charles Cox

A 24-page business plan was submitted along with an operating budget. Bo moved that the proposal be approved with any modifications that might be necessary following a review by Dorothy Hall (Advisor). Susan Holder seconded, and the motion carried.

Other Curriculum Issues

Sue Fisher moved that the SRCDD team develop a financial plan on developing the communications project and how states who did not contribute to the initial development might be part of the project.

Susan Holder seconded the motion, which carried. Mississippi, Alabama and Kentucky have all made modifications to the materials and are possible partners in modifications.

The group agreed to recommend Steve Sutton (TN) and Rae Wilkenson (MS) to the National Experiential Learning Design Team, following endorsement and support of each respective state's administration. Barbara Board, (VA) agreed to be considered for future inclusion on the Southern Region Curriculum Team.

1996 National Congress, and Beyond - Bo Ryles

More than 1100 persons are expected for Congress, with all but five states planning to send delegates this year. Service learning and youth issues will be part of the focused programs this year. Frank shared a program update and reported that Dr. Raymond Campbell, Oklahoma Associate Director is serving as the ECOP representative to Congress.

Discussion was held regarding possible plans for rotation, funding and staffing of Congress. Discussion was held regarding the need for a permanent staff persons and that corporate funding needs to be coordinated on a national basis rather than just regional. This item will be on the agenda at San Diego. It was suggested that our CSREES partners, especially Dr. Robinson, needed to hear from each of us regarding our appreciation of continued support of Congress. A report on the 1995 Congress was presented by Susan Holder. The Congress was a tremendous success and laid a foundation for future Congress events. The group requested that Dorothy Hall provide a final financial report to all Southern states.

Quarterly Conference Calls:

The following conference call dates were established:

9 a.m. central time

November 12

February 6

May 1

August 7

Shooting Sports Report

Susan Holder reported on the Shooting Sports project. She announced that a training is being planned in Texas March 9-13 at the Texas 4-H Center in Brownwood. It will be open to southern states along with other states in the central and southwestern parts of the country. One day mileage from the land-grant university to the site will be available for state teams consisting of two persons for seven disciplines. Smathers/Smathers, SC will serve as chairs for 1997 as Susan Holder's term expires in December 1996.

Regional Horse Championship Report

A report was given on the 1996 event which included 25,000 class entrees and 500 participants. The event will be held in Georgia in 1997. The coordinator will be Gary Heusner, Georgia, Susan Holder will serve as the advisor.

Triennial Training Conference

A report on the 1996 Southern regional triennial training conference in Memphis was presented by Frank Plafcan. All state leaders agreed that this is was a very necessary conference. It is useful in keeping state faculty informed and is a good tool for sharing ideas. It also serves as a forum for focusing on issues that are of concern across the region.

Discussion for triennial conference for 1999 was held, several states expressed an interest in serving as the host. It was further discussed that more program collaboration should be accomplished between states. A regional 4-H Collaboration Committee was formed consisting of

Steve Mullin, LA; Diane Smathers, SC; Sue Fisher, Florida, Damon Miller, Florida, and Wilma Ruffin, Alabama. This group is to study options for program collaboration and report during the quarterly conference calls.

National Livestock Judging Committee

Ben Powell, Tennessee, will serve as the regional contact.

The meeting concluded with reports from states.

FAMILY AND CONSUMER SCIENCES

Participants:

Helen Brooks, Alcorn State University
Carolyn Carter, Louisiana State University
Marilyn Corbin, North Carolina State University
Jannie J. Carter, Alabama Cooperative Extension System
John Dooley, Virginia Tech
Darlene Forester, University of Kentucky
Pat Ganter, University of Tennessee
Margaret Hale, Texas A&M University
Lynda Harriman, Oklahoma State University
Martha Johnson, Auburn University
Carol Ann Johnson, Fort Valley State University
Diane Jones, University of Arkansas
Raygene Paige, Mississippi State University
Brenda Thames, Clemson University
Gloria Torres, University of Puerto Rico
Nayda I. Torres, University of Florida
Alva Youngner, University of Georgia

Officers for 1996-1997:

Chair: Nayda I. Torres, University of Florida
Secretary: Darlene Forester, University of Kentucky

Administrative Advisor:

Clarke Jones, Virginia Tech

PLC Representatives:

Pat Ganter, University of Tennessee
Gina Eubanks, Southern University

Action Items:

1. Recommend to Southern Region Directors a workshop be provided on accountability to include specialists and evaluation staff.

Information Items:

1. Accountability: Three (family economics, child and family education, and nutrition and health) of the 13 major areas were discussed during the roundtable discussions came to this group. Nutrition and Health was selected for report outcomes. The indicators selected are:
 - a. Increase in consumption of fruits and vegetables
 - b. Increase in consumption of dietary fiber
 - c. Decrease in consumption of dietary fat
 - d. Adoption or improvement of an exercise program
 - e. Increased formation of nutrition/health coalitions

The next step is for Darlene Foster to go back to the nutrition specialist to confirm that the data is available and that it can be aggregated.

Key steps: Directors need to give consideration to the availability of resources that assistance be available for evaluation and that data be shared across state lines.

Timeline: By next lay leaders meeting.

Spokespersons to report:

Who:	Internal, clientele.
To Whom:	External, WWW, Southern Region
Marketing plan	Legislatures

2. Alma Hobbs, Family, 4-H and Nutrition CSREES Deputy Administrator met with the group to provide update from federal level.
3. Southern Region state leaders voted unanimously to change the name from Home Economics to Family and Consumer Sciences.
4. Successes in obtaining funding: information on sources of external funding received by either state or county faculty shared by all.
5. Family Nutrition Educational Programs for food stamp eligible recipients was discussed by Linda Benning via conference call. Linda indicated the current position is that they are not looking at any cap; if match is available and the proposal approved.

We agreed to have an all day meeting for the Southern region coordinators of FNP and the state leaders at the national meeting of EFNEP and FNP specialists to be held in February 1997. Committee: Margaret Hale, Nayda Torres and Forester.

6. Decisions for Health-SPC and PLC recommended to ECOP; agreed with recommendation.
7. EFNEP Funding-The "Background Information on Extension Appropriation via Smith-Lever Formula and Formula as it Relates to 1890 and EFNEP" report and the "Final Report 8/10/92 of the 1890/1862 Task Force" were distributed (attached).
8. Needs of Specialists: A proposal is being developed which will be forwarded to PLC and then to Directors to have workshop on Aging for state teams. The suggested location is Atlanta and the timeline is during the Fall of 1997.
9. New Initiative-Recommendation that Building Family Self-Sufficiency be proposed as a Southern Region Initiative committee agreed to develop this proposal.

MIDDLE MANAGEMENT

Participants:

Alabama: Samuel Fowler, LaVerne Blount, Jacquelyn Q. Ifill
Arkansas: Dorothy Rodgers
Florida: Larry R. Arrington
Georgia: John Parks, Ilene Daily
Kentucky: Charlene Jacobs, John Mowbray
Louisiana: Rosalie Bivin, Severn C. Doughty
Mississippi: Patrick Morgan
North Carolina: Sandra A. Zaslow
South Carolina: Carol Webb, Margaret E. Johnson
Tennessee: James W. McKee
Texas: Kyle Smith
Virginia: Fred Curtis, Judith Jones, J. David Barrett, Joe Hunnings, Mike F. Geisinger

Officers 1996-97:

Charlene Jacobs, Chair, Kentucky
Severn C. Doughty, Vice Chair, Louisiana
Susan Lyday, Secretary, North Carolina

PLC 1890 Representative 1996-98:

Patrick Morgan, Alcorn Cooperative Extension Program, Hazelhurst, Mississippi

PLC 1862 Representative 1996-99:

Larry R. Arrington, Florida

Information Items:

Mid-managers attended the morning program entitled "Leading Extension Through a Program of Accountability" by Cornelia Flora. The joint committee sessions attempted to show the mechanics by which to determine indicate successful programming and mapping outcomes in terms of performance accountability.

Mid-managers in early afternoon attended one of four major program areas to discuss more fully the indicators, in outcomes discussed in the morning session. At 3:45 p.m. Dorothy Rodgers asked representatives who attended the sessions to report to the group as to the progress of "Leading Extension Through Program Accountability."

The report from CRD indicated that most participants were confused and non-focused.

The report from Home Economics was much more focused, and this group decided to concentrate on nutrition, fat cholesterol, exercise, fiber, health conditions and food safety. Participants collected key indicators from all of the Region, but the group must devise baseline data before the key indicators are meaningful.

The report from ANR indicated that this group decided to choose sustainable agriculture over IPM, water quality, environmental landscape management because it was felt that the latter three programs could fit under sustainable agriculture. However, the group had difficulty focusing on key indicators and a general definition of sustainable :

The report from 4-H indicated that the group at first was confused but tried to design a youth program support system. The group wanted to validate input of support systems. In addition, the 4-H group wanted to propose a southern re

study whereby all southern states would contribute funding toward studying a youth program support system.

After the reports were made, some overall concerns were aired:

1. This accountability could create additional burden on county level staff.
2. We should not evaluate every program but select a few programs that are being done well and report those.
3. The total process and exercise of "Leading Extension Through a Program of Accountability" was very costly.

Dorothy Rodgers then handed out a copy to each participant - Arkansas' four-year Program of Work 1998-2002 - everyone to review. Dorothy also handed out individual Plan of Work sheets that their agents will be preparing that whereby the performance goal, benchmark data and program impact data are recorded.

John Michael (CSREES) led a discussion on the congressionally-mandated Government Performance and Results (GPRA) draft so mid-managers could grasp the concept before it goes into effect in the spring of 1997. John shared with each member of the strategic plan and 13 objectives that will be addressed.

John also mentioned there will be two major components of the GPRA. The first is to include upper level strategic performance plans which are done by states annually. States must come up with performance goals and targets; i.e., low birth weight in infants by five percent. Second is reporting. States must establish baselines before they can do indicators.

For more information on this, consult <http://www.reeusda.gov/part/gpra/gprahome.htm>.

Susan Lyday, North Carolina, reported on the upcoming Southern Regional Middle Management Conference March 1997, at the Great Smokey Mountains Holiday Inn Sunspree Resort, Asheville, North Carolina. The focus will be "Organizational Change: Character, Confidence, Accountability." Program highlights include future directions, evaluation and accountability, legal implications, citizen involvement, balancing rural and urban needs and managing and motivating employees.

Judith Jones, Virginia, then recommended that states be allowed to invite county directors to attend this meeting in addition to middle managers. This will be at the discretion of states based on perceived need and availability of funds.

The nominating committee met after the mid-managers' meeting concluded on August 26, and nominated:

PLC Representative 1890 - Patrick Morgan, Mississippi - 2-year term.

PLC Representative 1862 - Larry Arrington, Florida - 3-year term.

Chair - Charlene Jacobs, Kentucky

Vice Chair - Severn C. Doughty, Louisiana

Secretary - Susan Lyday, North Carolina

Tuesday, August 27, 1996

1 p.m. Election of officers was conducted and stand as the nomination committee had proposed.

John Mowbray made a presentation titled "Accountability Through Personnel Appraisal." Basically, he assessed current performance appraisals in the Southern Region and noted commonality among states. He also noted a host of other dissimilarities. One bottom line surfaced: "If your appraisal is over four years old, it needs revising."

Charlene Jacobs then made a presentation, "Accountability Through Personnel Management." She stressed program

discipline; that is, ask employees to be accountable to the system to improve performance, to contribute to a productive force and, if all that fails, termination of the employee may be warranted.

Charlene then proceeded through a discussion on such topics as grounds for dismissal, oral warnings, written warnings, and the importance of documentation.

Jim McKee, Tennessee, then led a discussion on financial accountability - county funding plan. How did it happen? 1) awareness, 2) marketing Extension programs, 3) awareness through county executives and ag committees, 4) goal setting, 5) developing strategies in working with county officials, 6) performance appraisal.

Kyle Smith, Texas, discussed Financial Accountability - County Equity Plan. There were many similarities between what Jim McKee explained and what Texas is doing. Reasons for doing it: a significant budget shortfall, a need to award pay increases to faculty and a change in philosophy regarding or maintaining position vacancies.

The decision was made not to eliminate 90 county positions but implement a county equity plan which could help pay increases and add county positions. The goal was to bring each county to at least a 20 percent local funding level. At this meeting, all but five of the 254 counties have reached this goal.

Wednesday, August 28, 8 a.m.:

The mid-management group participated in the WWW demonstration.

Susan Lyday again discussed the Middle Management Conference for March of 1997. She asked the group some questions about speakers and content. Susan asked the group if each state would please bring a gift for a door prize item for the hospitality suite.

Judith Jones then led a discussion on professional scheduling. Guidelines were shared as to how Virginia handles agents who work excessive hours and how administrators encourage agents to do professional scheduling. Written guide provided to all agents in Virginia. Discussion then led to agent retention. The group thought that faculty-assisted tuition is a marvelous opportunity to retain agents.

States reported on the "state of Extension" for each state. Most reported good news.

The committee recommended that the outgoing chair, Dorothy Rodgers, remain on the Mid-Managers Committee for an additional year as an advisor. The total group all voted for this resolution. The meeting adjourned at 11 a.m.

MIDDLE MANAGEMENT REPRESENTATIVES (attached)

PROGRAM AND STAFF DEVELOPMENT

Participants:

Bill Shimel, South Carolina
Margaret Johnson, South Carolina
Rich Poling, South Carolina
Ronnie White, Mississippi
Bill Murphy, Virginia
Glenn Israel, Florida
Satish Verma, Louisiana
Roy Lessly, Tennessee
Paul Warner, Kentucky
Joe Waldrum, Arkansas
Jerry Whiteside, Georgia
James Smith, Alabama
Howard Ladewig, Texas
Richard Liles, North Carolina
John Michaels, CSREES

Officers for 1996-1997:

Chair **B** Jerry Whiteside, University of Georgia
Vice Chair **B** Ron Shearon, North Carolina State University
Secretary **B** Glenn Israel, University of Florida

Administrative Advisor:

One has not been assigned.

PLC Representatives:

Satish Verma, Louisiana State University
Margaret Johnson, South Carolina State University (1890)

Information Items:

This committee affirms the concept of performance measurement at all levels of Extension programming. This process should be used to ensure relevance, excellence, and usefulness of Extension programs to our stakeholders. We stand ready to assist directors as we prepare for implementation of the Government Performance and Results Act (GPRA). Furthermore, we believe the Cooperative Extension System (CES) will be better served if directors strive to (1) clearly maintain the separate program evaluation studies and performance measurement requirements; (2) communicate quickly throughout CES the concepts and principles of performance measurement and the implications of GPRA for Extension programs; (3) ensure that states of the Southern Region are actively involved in the process of selecting performance indicators and other criteria relative to GPRA implementation; (4) quickly establish the timeline and framework for the formation of implementation teams for GPRA making certain that such teams include members with expertise in evaluation methodology.

Our group further discussed GPRA with John Michael from CSREES about possible deadlines and team formation within a short timeframe for turnaround. This discussion is the basis of the above action item requests.

We had visits from Barvette Patterson with State Farm Insurance and Dr. Pat Edwards with Mercedes Benz U.S. International, Inc., to discuss how they conduct staff development in their organizations. We received many excellent

for how to improve our programs from these corporate programs.

Paul Warner gave us an excellent briefing from the Personnel and Organizational Development Subcommittee of

We agreed there would be a regional Southern Extension Leadership Development (SELD) meeting in Alabama at their 4-H Center in the spring (perhaps in April) for Extension faculty in the region who have not participated in the MEXCEL programs. The southern directors had previously approved such a meeting each year.

We discussed the concern about the merger of the 1890 and 1862 Institutions in Alabama and the potential consequences in other states in the southern region.

Finally, we discussed the value of aggregation of southern regional data and questioned the value of this data for us. We agreed, however, that such a process would be helpful in aggregating national data. We were not sure what the actual value of that data would be.

We had several opportunities for informal discussion with our group and continue to find this meeting an extremely valuable resource for staff development faculty in the Southern Region to interact with each other, exchange ideas, and look for commonalities.

Pre-Registered Participants
SOUTHERN REGION PROGRAM COMMITTEE MEETING
August 25-28, 1996

Curtis Absher
Assistant Director for ANR
University of Kentucky
309 W. P. Garrigus Building
Lexington KY 40546-0215
606-257-1846/Fax 606-323-1991
E-Mail: cabsher@ca.uky.edu

Ron Addis
Publications Editor
Clemson University
A-101 P&AS Building
Clemson SC 29634-0311
864-656-5946/Fax 864-656-0742
raddis@clemson.edu

James L. App
Assist. Dean for Ag Programs
Florida Cooperative Extension Service
IFAS P.O. Box 110210
Gainesville FL 32611-0210
352-392-1761/Fax 352-392-3583
E-Mail: jla@gnv.ifas.ufl.edu

Larry R. Arrington
District Extension Director
North FL Research & Education Center
Route 3, Box 4370
Quincy FL 32351-9529

Jack L. Bagent
Vice Chancellor and Director
Louisiana Cooperative Extension Service
P.O. Box 25100
Baton Rouge LA 70894-5100
504-388-6083/fax 504-388-4225
E-Mail: xtdir@lsuvm.sncc.lsu.edu

J. David (Dave) Barrett
Assistant to the Director
Virginia Cooperative Extension
Virginia Tech
Blacksburg VA 24061-0402
540-231-9892/fax 540-231-4163
E-Mail: davebarr@vt.edu

John M. Bentley
Head Extension Communications
Fort Valley State University
P.O. Box 4061
Fort Valley GA 31030-3298
912-825-6345/Fax 912-825-6988

Cliff Bice
Director-Ag Communications
Mississippi Cooperative Extension Service
Box 9625
Mississippi State MS 39762
601-325-2262/fax 601-325-1710
E-Mail: cliffb@mces.msstate.edu

Rosalie Bivin
Assistant Director
Louisiana Cooperative Extension Service
P.O. Box 25100
Baton Rouge LA 70894-5100
504-388-2467/fax 504-388-4225

LaVerne Blount
District Extension Coordinator
Southwest Alabama Regional Office
P.O. Box 1096
Selma AL 36702
334-875-3232/Fax 334-875-3234
E-Mail: lblount@accnet.auburn.edu

Barbara Board
Extension Specialist
State 4-H Department
Virginia Cooperative Extension VA Tech
Blacksburg VA 24061-0419
540-231-6371/Fax 540-231-7866
E-Mail: board@vt.edu

Calvin Broomfield
Assistant Farm Manager
Alcorn Cooperative Extension Program
1000 ASU Drive #479
Lorman MS 39096-9402
601-877-6547

Billy E. Caldwell
Asst. Dir & State Leader
North Carolina CES
Box 7602
Raleigh NC 27695-7602
919-515-3252/Fax 919-515-5950
E-Mail: bcaldwel@amaroq.ces.ncsu.edu

Shirley M. Callaway
Director, Community Voices
North Carolina CES
P.O. Box 21928
Greensboro NC 27420-1928
919-334-7008/Fax 919-334-7077

Carolyn Carter
Division Leader
Louisiana Cooperative Extension Service
P.O. Box 25100
Baton Rouge LA 70894-5100
504-388-6794/fax 504-388-2478
E-Mail: xthome@lsuvm.sncc.lsu.edu

Jannie Carter
4--H & Youth-at-Risk Specialist
Alabama Cooperative Extension Service
P.O. Box 122
Normal AL 35762
Fax 205-851-5840
E-Mail: jcarter@acenet.auburn.edu

Lawrence Carter
Extension Director
Florida A&M University
215 Perry-Paige Bldg., South
Tallahassee FL 32307-4100
904-599-3547/Fax 904-561-2151

Marilyn A. Corbin
Asst. Dir. & Head/Family & Consumer Science
North Carolina CES
Box 7605 NCSU
Raleigh NC 27695-7605
919-515-2781/Fax 919-515-3483
E-Mail: mcorbin@amaroq.ces.ncsu.edu

Joe Courson
Extension Leader
University of Georgia CES
RDC, P.O. Box 1209
Tifton GA 31793
912-386-3203/Fax 912-386-3583
E-Mail: jcourson@uga.cc.uga.edu

Charles Cox
Extension Program Specialist
Oklahoma State University
205 Poultry
Stillwater OK 74078
405-744-8891/Fax 405-744-6522

Roger Crickenberger
Assoc. State Program Leader
North Carolina CES
Box 7202 NCSU
Raleigh NC 27695-7602
919-515-3252/Fax 919-515-5950
E-Mail: rcricken@amaroq.ces.ncsu.edu

Frederick J. Custis
District Director
VCE Southeast District Va Tech
P.O. Box 9400 113 Owens Hall
Petersburg VA 23806
804-524-5252/fax 804-524-5452
E-Mail: fcustis@vtvm1.cc.vt.edu

Gary R. Dagnan
Communications Specialist
University of Tennessee Agri Ext Service
P.O. Box 1071
Knoxville TN 37901-1071
423-974-7507/Fax 423-974-7448
E-Mail: gdagnan@utk.edu

Ilene Dailey
District Extension Director
University of Georgia CES
Landrum Box 8112-GSU
Statesboro GA 30460
912-681-0178/Fax 912-681-5501
E-Mail: uge3002@uga.cc.uga.edu

Michael A. Davis
Asst. Dir & State Leader 4-H
North Carolina CES
Box 7602 NCSU
Raleigh NC 27695-7606
919-515-2801/Fax 919-515-7812
E-Mail: mdavis@amaroq.ces.ncsu.edu

Helen Davis-Brooks
Area Coordinator/Agriculture
Alcorn Cooperative Extension Program
P.O. Box 18399
Natchez MS 39122-8399
601-422-3901/Fax 601-446-5942

Elwyn Deal
Asst. Director of Extension
Clemson University
157 P&AS Building
Clemson SC 29634-0313
864-656-3384/Fax 864-656-5819
E-Mail: edeal@clemson.edu

Clint Depew
Assistant Director
Louisiana Cooperative Extension Service
P.O. Box 25100
Baton Rouge LA 70894-5100
504-388-2391/fax 504-388-4225
E-Mail xtdir@lsuvm.sncc.lsu.edu

Don A. Dillman
Social & Economic Sciences Research Center
P.O. Box 644014
Pullman WA 99164-4014
509-335-1511/Fax 509-335-0116
E-Mail: dillman@wsu.edu

Gerald Doeksen
Oklahoma State University
Dept. of Ag Economics
Stillwater OK 74078
405-744-6081/Fax 405-744-8210

John E. Dooley
Associate Director
4-H and Family & Consumer Sciences
VCE - Virginia Tech
Blacksburg VA 24061-0419
540-231-6371/fax 540-231-7866
E-Mail: jdooley@vt.edu

Severn Doughty
Assoc. District Agent
Louisiana Cooperative Extension Service
107 Bronson Hall One University Pl
Shreveport LA 71115
318-797-5136/fax 318-797-5135

Dan O. Ezell
Interim Director
Clemson University CES
103 Barre Hall
Clemson SC 29634-0310
864-656-3382/Fax 864-656-0765
dezell@clemson.edu

Chester Fehlis
Executive Associate Director
Texas A&M University
105 Administration Bldg.
College Station TX 77843-7101
409-845-7907/Fax 409-845-9542
E-Mail: c-fehlis@tamu.edu

Suzanne G. Fisher
Assistant Dean
University of Florida
P.O. Box 110225
Gainesville FL 32611-0225
352-846-0996/FAX 352-846-0999
E-Mail sgf@gnv.ifas.ufl.edu

Cornelia Flora
Director, NCRCRD
Iowa State University
317 East Hall
Ames IA 50011-1070
515-294-8321/Fax 515-294-2303
E-Mail: cflora@iastate.edu

Darlene Forester
Assistant Director for Home Economics
University of Kentucky
206 Scovell Hall
Lexington KY 40546-0064
606-257-3887/Fax 606-257-7565
E-Mail: dforeste@ca.uky.edu

David E. Foster
Assoc. Vice President for Agriculture-Extension
University of Arkansas CES
P.O. Box 391
Little Rock AR 72203
501-671-2001
E-Mail: dfoster@uaex.edu

Sam Fowler
Interim Assoc. Director/Rural & Trad. Prgs.
Alabama Cooperative Extension Service
109-B Duncan Hall
Auburn University AL 36849-5612
Fax 334-844-5544
E-Mail: sfowler@acenet.auburn.edu

Michael French
Associate Director of Ag & Natural Resources
University of Arkansas CES
P.O. Box 391
Little Rock AR 72203
501-671-2001
E-Mail: mfrench@uaex.edu

Mike Futrell
Unit Head
Louisiana Cooperative Extension Service
P.O. Box 25100
Baton Rouge LA 70894-5100
504-388-2263/fax 504-388-4524
E-Mail: xtmike@lsuvm.sncc.lsu.edu

Patricia M. Ganter
Associate Dean
University of Tennessee Agri Extn Service
P.O. Box 1071
Knoxville TN 37901-1071
423-974-7384/Fax 423-974-1068
E-Mail: pganter@utk.edu

Clark D. Garland
Professor and Leader
University of Tennessee Agri Ext Service
P.O. Box 1071
Knoxville TN 37901-1071
423-974-7271/Fax 423-974-7448
E-Mail: cgarland@utk.edu

Michael F. Geisinger
District Director
VCE Central District
P.O. Box 158 Morton Lane
Appomattox VA 24522-0158
804-352-7114/fax 804-352-3661
E-Mail: mgeising@vt.edu

Steve A. Halbrook
Farm Foundation
1211 West 22nd Street, Suite 216
Oak Brook IL 60521
708-571-9393/Fax 708-571-9580
E-Mail: farmfnd@interaccess.com

Margaret Hale
Assist. Dir. for Family & Consumer Sciences
Texas A&M University
104 Administration Bldg.
College Station TX 77843-7101
409-845-7896/Fax 409-845-9542
E-Mail: m-hale@tamu.edu

Dorothy A. Hall
Associate Director-Field Programs
University of Arkansas CES
P.O. Box 391
Little Rock AR 72203
501-671-2001
E-Mail: dhall@uaex.edu

Jesse Harness
Associate Extension Admin. for Agriculture
Alcorn Cooperative Extension Program
1000 ASU Drive #479
Lorman MS 39096-9402
601-877-6128/Fax 601-877-6694

Lynda Harriman
Assistant Director
Oklahoma Cooperative Extension Service
105 Human Environmental Sciences
Stillwater OK 74078
405-744-6280/Fax 405-744-7113

Bill Harris
Assoc. Director for Ag Sciences
Texas A&M University
103B Administration Bldg.
College Station TX 77843-7101
409-862-3932/Fax 409-845-9542
E-Mail: b-harris4@tamu.edu

Fred Harrison, Jr.
Administrator/Director
Fort Valley State University Coop. Ext.
P.O. Box 4061
Fort Valley GA 31030-3298
912-825-6296/Fax 912-825-6988

Kevin Hayes
Professor
Oklahoma State University CES
103 PIO Building
Stillwater OK 74078
405-744-4081/Fax 405-744-5739

Michael A. Hedges
Section Leader
University of Arkansas CES
P.O. Box 391
Little Rock AR 72203
501-671-2079
E-Mail: mhedges@uaex.edu

Thomas J. Helms
Executive Director
SAAESD
Box 9656
Mississippi State MS 39762
601-325-1773/Fax 601-3258915
E-Mail: tjhelms@ra.msstate.edu

Chinella Henderson
Interim Assoc. Dir./Urban & Non-trad. Prgms.
Alabama Cooperative Extension Service
P.O. Box 967
Normal AL 35762
Fax 205-851-5840
E-Mail: chenders@acenet.auburn.edu

Glenwood Hill
Extension Program Leader
Fort Valley State University
P.O. Box 4061
Fort Valley GA 31030-3298
912-825-6269/Fax 912-825-6988

Susan Holder
State Program Leader-4-H
Mississippi Cooperative Extension Service
Box 9601
Mississippi State MS 39762
601-325-3352/fax 601-325-8407
E-Mail: susanh@mces.msstate.edu

David B. Holmes
County Extension Director
University of Florida CES
IFAS P.O. Box 110190
Gainesville FL 32611-0190
352-392-0437/Fax 352-392-3595
E-Mail: gnv::inso

William "Bill" Hubbard
Regional Extension Forester
Daniel B. Warnell School of Forestry
Resources Building 4 UAG

Athens GA 30602
706-542-7813/Fax 706-542-3342
E-Mail: whubbard@uga.cc.uga.edu

Horace E. Hudson
Extension Leader-Comm. Dev.
University of Georgia CES
Hoke Smith Annex
Athens GA 30602
706-542-8935/Fax 706-542-8934
E-Mail: ecmdat@uga.cc.uga.edu

D. Ray Humberd
Associate Dean
University of Tennessee Ag Ext Service
P.O. Box 1071
Knoxville TN 37901-1071
423-974-7112/Fax 423-974-1068
E-Mail: rhumberd@utk.edu

Joe Hunnings
District Director
VCE Southwest District
265 West Main Street
Abingdon VA 24210-2715
540-676-6155/fax 540-676-6188
E-Mail: hunnings@vt.edu

Jacquelyn Ifill
District Extension Coordinator
North Alabama Regional Office
P.O. Box 1088
Normal AL 35762-1088
205-851-5885/Fax 205-851-5840
E-Mail: jifill@acenet.auburn.edu

Robert A. "Bob" Isaac
Interim Assoc. Dean for Extension
University of Georgia CES
111 Conner Hall
Athens GA 30602
706-542-3824/Fax 706-542-8815
E-Mail: risaac@uga.cc.uga.edu

Glenn D. Israel
Acting Director
Prog. Evaluation & Organiz. Dev.
P.O. Box 110285
Gainesville FL 32611-0285
352-392-0386/Fax 352-392-9633
E-Mail: reports@gnv.ifas.ufl.edu

Charlene Jacobs
Extension Area Directors
University of Kentucky
240 Scovell Hall
Lexington KY 40546-0064
606-257-7484/Fax 606-257-3050
E-Mail: cjacobs@ca.uky.edu

Carol Ann Johnson
Extension Program Leader
Fort Valley State University
P.O. Box 4061
Fort Valley GA 31030-3298
912-825-6298/Fax 912-825-6988

Everlynn Johnson
Administrative Intern
Mississippi Cooperative Extension Service
P.O. Box 9601
Mississippi State MS 39762
601-325-3036/fax 601-325-8407
E-Mail: everlynj@mc.es.msstate.edu

Margaret E. Johnson
Associate Administrator
South Carolina State University
P.O. Box 7336
Orangeburg SC 29117
803-536-8465/Fax 803-533-3962
E-Mail: mjhnsm@clustl.clemson.edu

Martha Johnson
Extension Assistant Director
Alabama Cooperative Extension Service
107-A Duncan Hall
Auburn University AL 36849-5616
Fax 334-844-5544
E-Mail: mjohnson@acenet.auburn.edu

Dan Jones
South Central Area Director
Mississippi Cooperative Extension Service
P.O. Box 16689
Hattiesburg MS 39404-6689
601-264-3903/fax 601-264-2801
E-Mail: southcen@aac.msstate.edu

Diane F. Jones
State Leader
University of Arkansas CES
P.O. Box 391

Little Rock AR 72203
501-671-2100
E-Mail: dfjones@uaex.edu

Gerald M. (Jerry) Jones
Associate Director
Ag and Natural Resources
VCE - Virginia Tech
Blacksburg VA 24061-0437
540-231-7604/fax 540-231-5545
E-Mail: gmjones@vt.edu

Judith Jones
Associate Director
Virginia Cooperative Extension Service
Virginia Tech
Blacksburg VA 24061-0437
540-231-6751/fax 540-231-5545
E-Mail: judith@vt.edu

Thomas W. Knecht
Interim Head, Ag Communications
North Carolina CES
Box 7603 NCSU
Raleigh NC 27695-7603
919-515-2800/Fax 919-515-7191
E-Mail: tknecht@wolf.ces.ncsu.edu

Howard Ladewig
Extension Program Leader
Texas A&M University
216 Special Services Bldg.
College Station TX 77843-2141
409-845-7210/Fax 409-845-6496
E-Mail: h-ladewig@tamu.edu

William R. "Bill" Lambert
Interim Assoc. Dir. for Extension
University of Georgia CES
Hoke Smith Building
Athens GA 30602
706-542-1060/Fax 706-542-2115
E-Mail: blambert@uga.cc.uga.edu

John Lee
Interim Co-Director
Southern Rural Development Center
Box 9656
Mississippi State MS 39762
601-325-3207/fax 601-325-8915

Roy R. Lessly
Professor and Head
University of Tennessee Agri Ext Service
P.O. Box 1071
Knoxville TN 37901-1071 37901-1071
423-074-7308/Fax 423-974-7448
E-Mail: rlessly@utk.edu

Benny Lockett
Prairie View A&M University CES
P.O. Box 3059
Prairie View TX 77446
409-857-2227/Fax 409-857-2637

Susan Lyday
District Extension Director
West District Office
2016 Fanning Bridge Road
Fletcher NC 28732-9216
704-687-0570/Fax 704-687-8715

Rick Maurer
Assistant Director for Rural & Econ. Dev.
University of Kentucky
509 W. P. Garrigus Building
Lexington KY 40546-0215
606-257-7582/Fax 606-257-1164
E-Mail: rmaurer@ca.uky.edu

Warren McCord
Extension Assistant Director
Cooperative Extension Service
113 Duncan Hall
Auburn University AL 36849-5618
FAX 334-844544
E-Mail: rmccord@acenet.auburn.edu

Joe McGilberry
State Program Leader-Enterprise & Comm. Dev.
Mississippi Cooperative Extension Service
Box 9642
Mississippi State MS 39762
601-325-1661/fax 601-325-8407
E-Mail: joem@mces.msstate.edu

James W. McKee
District Supervisor
University of Tennessee Agri Ext Service
605 Airways Blvd.
Jackson TN 38301-3201
901-425-4725/Fax 901-425-4729
E-Mail: jwmckee@utk.edu

John Michael
RES/USDA
14 & Independence Ave SW
Room 3909 South Bldg.
Washington DC 20250
202-720-7948/Fax 202-690-3162
E-Mail: jmichael@reeusda.gov

Patrick Morgan
Area Coordinator/Agriculture
Alcorn Cooperative Extension Program
P.O. Box 789
Hazelhurst MS 39083
601-894-4081/Fax 601-894-1676
E-Mail: copiah@aac.msstate.edu

John Mowbray
Extension Area Director
University of Kentucky
239 Scovell Hall
Lexington KY 40546-0064
606-257-1803/Fax 606-257-3050
E-Mail: jmowbray@ca.uky.edu

Steve Mullen
Division Leader
Louisiana Cooperative Extension Service
P.O. Box 25100
Baton Rouge LA 70894-5100
504-388-2196/fax 504-388-2478
E-Mail: smullen@lsuvm.sncc.lsu.edu

William (Bill) Murphy
Specialist
Extension Program Development
VCE - Virginia Tech
Blacksburg VA 24061-0452
540-231-6941/fax 540-231-6284
E-Mail: bmurphy@vt.edu

John M. O'Sullivan
Farm Mgmt/Mkt Specialist
NC Cooperative Extension
P.O. Box 21928
Greensboro NC 27420
910-334-7956/Fax 910-334-7207
E-Mail: osullivj@rhema.ncat.edu

Jon F. Ort
Assoc. Dean & Director
North Carolina CES
Box 7602 NCSU
Raleigh NC 27695-7602
919-515-2811/Fax 919-515-3135
E-Mail: jort@amaroq.ces.ncsu.edu

Al Ortego
Division Leader
Louisiana Cooperative Extension Service
P.O. Box 25100
Baton Rouge LA 70894-5100
504-388-2145/fax 504-388-2478
E-Mail: xtcon@lsuvm.sncc.lsu.edu

Michael Ouart
State Program Leader-ANR
Mississippi Cooperative Extension Service
Box 9601
Mississippi State MS 39762
601-325-8737/fax 601-325-8407
E-Mail: michaelo@mc.es.msstate.edu

Raygene Paige
State Program Leader-Family & Consumer Educ
Mississippi Cooperative Extension Service
Box 9601
Mississippi State MS 39762
601-325-3032/fax 601-325-8407
E-Mail: margareh@mc.es.msstate.edu

John P. Parks
District Extension Director
University of Georgia CES
RDC P.O. Box 1209
Tifton GA 31793
912-386-3412/Fax 912-386-7139
E-Mail: uge4000@uga.cc.uga.edu

Sandra K. Payne
Administrative Secretary
Southern Rural Development Center
Box 9656
Mississippi State MS 39762
601-325-3207/Fax 601-325-8915
sandyp@mc.es.msstate.edu

Frank T. Plafcan
State Leader 4-H
University of Arkansas CES
P.O. Box 391

Little Rock AR 72203
501-671-2059
E-Mail: fplafcan@uaex.edu

Rich Poling
Evaluation Specialist
Clemson University
211 Barre Hall
Clemson, SC 29634-0311
864-656-5818/Fax 864-656-3383
E-Mail: rpoling@clemson.edu

Donald W. Poucher
Director
IFAS Educational Media and Services
P.O. Box 110190
Gainesville FL 32611-0190
904-392-0437/Fax 904-392-3595
E-Mail: info@gnv.ifas.ufl.edu

Ben T. Powell
Professor and Leader
University of Tennessee Agri Ext Service
P.O. Box 1071
Knoxville TN 37901-1071
423-974-7321/Fax 423-974-7448
E-Mail: bpowell1@utk.edu

Bob Reynolds
Director of Communications & Marketing
University of Arkansas CES
P.O. Box 391
Little Rock AR 72203
501-671-2117
E-Mail: breynolds@uaex.edu

Ellen Ritter
Head, Ag Communications
Texas A&M University
229D Reed McDonald Bldg.
College Station TX 77843-2112
409-845-2882/Fax 409-845-2414
E-Mail: e-ritter1@tamu.edu

Bob H. Robinson
Administrator
USDA/CSREES
14th & Independence Avenue
Washington DC 20250
202-720-4423/Fax 202-720-8987
E-Mail: brobinson@reeusda.gov

Dorothy R. Rodgers
District Director
University of Arkansas CES
P.O. Box 391
Little Rock AR 72203
501-671-2016
E-Mail: olyates@uaex.edu

Wilma Ruffin
Extension Assistant Director
Alabama Cooperative Extension Service
101 Duncan Hall
Auburn University AL 36849-5616
Fax 334-844-5544
E-Mail: wruffin@acenet.auburn.edu

Roger C. "Bo" Ryles, Jr.
State Program Leader-4-H
University of Georgia CES
Hoke Smith Annex
Athens GA 30602
706-542-8804/Fax 706-542-4373
E-Mail: cdc4h@uga.cc.uga.edu

Ronald W. Shearon
Asst. Dir. & Head/Ag & Ext. Educ.
North Carolina CES
Box 7606 NCSU
Raleigh NC 27695-7607
919-515-2707/Fax 919-515-1965
E-Mail: rshearon@amaroq.ces.ncsu.edu

W. A. Shimel
State Leader
Clemson University
210 Barre Hall
Clemson SC 29634-0311
864-656-3347/Fax 864-656-3383
bshimel@clemson.edu

Chris Sieverdes
Ag & Applied Economics
Clemson University
211 Barre Hall
Clemson SC 29634-0355
864-656-0196/Fax 864-656-5776
csvrds@clemson.edu

Faye P. Singh
Extension Program Leader
Fort Valley State University

P.O. Box 4061
Fort Valley GA 31030-3298
912-825-6268/Fax 912-825-6988

Diane Smathers
Asst. Director/Family & Youth Dev
Clemson University
232-B P&AS Building
Clemson SC 29634
864-656-2414/Fax 864-656-5723
dsmthrs@clemson.edu

Dan Smith
Asst. Dir/School of Applied Sci. & Agribusiness
Clemson University
McAdams Hall
Clemson SC 29634-0355
864-656-3225/Fax 864-656-5776
dbsmith@clemson.edu

James L. Smith
Assoc. Director Human Resources
Alabama Cooperative Extension Service
104 Duncan Hall
Auburn University AL 36849
Fax 334-844-5544
E-Mail: jlsmith.acenet.auburn.edu

Kyle Smith
Assist. Dir. for Ag & Natural Resources
Texas A&M University
104 Administration Bldg.
College Station TX 77843-7101
409-845-7896/Fax 409-845-9542
E-Mail: k-smith10@tamu.edu

W. Gaines Smith
Interim Extension Director
Alabama Cooperative Extension Service
109-D Duncan Hall
Auburn University AL 36849-5612
Fax 334-844-5544
E-Mail: wsmith@acenet.auburn.edu

Willie L. Strain
Extension Assistant Director/Commun.
Cooperative Extension Service
222 Duncan Hall Annex
Auburn University AL 36849-5623
Fax 334-844-5544
E-Mail: wstrain@acenet.auburn.edu

Greg Taylor
Assoc. Dept. Head
Texas A&M University
340 Blocker Building
College Station TX 77843-2124
409-845-4445/Fax 409-847-8744
E-Mail: g-taylor@tamu.edu

Bonnie P. Teater
Assistant to the Director
Southern Rural Development Center
Box 9656
Mississippi State MS 39762
601-325-3207/fax 601-325-8915
E-Mail: bonniet@mces.msstate.edu

Brenda Thames
Extenson Specialist
Clemson University
237 P&AS Building
Clemson SC 29634-0315
864-656-5717/Fax 864-656-5723
bthames@clemson.edu

Lynne Thibodeaux
Assist. Dir. for 4-H & Youth
Texas A&M University
7607 Eastmark Dr., Suite 101
College Station TX 77843-2473
409-845-1211/Fax 409-845-6495
E-Mail: l-thibodeaux@tamu.edu

Jacque F. Tisdale
Editor
Southern Rural Development Center
Box 9656
Mississippi State MS 39762
601-325-3207/Fax 601-325-8915
jacquet@mces.msstate.edu

Nayda I. Torres
Interim Chair
University of Florida
P.O. Box 110310
Gainesville FL 32611-0310
352-392-1778/Fax 352-392-8196
E-Mail: nit@gnv.ifas.ufl.edu

Bill Umscheid
Assistant Director for 4-H/Youth Dev
University of Kentucky
209 Scovell Hall

Lexington KY 40546-0064
606-257-5605/Fax 606-257-7180
E-Mail: bumschei@ca.uky.edu

Satish Verma
Unit Head
Louisiana Cooperative Extension Service
P.O. Box 25100
Baton Rouge LA 70894-5100
504-388-6194/fax 504-388-2478
E-Mail: xtpvrm@lsuvm.sncc.lsu.edu

Joe Waldrum
Director-Staff & Leadership Dev.
University of Arkansas CES
P.O. Box 391
Little Rock AR 72203
501-671-2076
E-Mail: jwaldrum@uaex.edu

Walter J. Walla
Assoc. Dean for Extenson
UK College of Agriculture
S-107 Ag Science Bldg. North
Lexington KY 40646-0091
606-257-4302/Fax 606-323-3842
E-Mail: wwalla@ca.uky.edu

Paul Warner
Assistant Director for Prog & Staff Dev
University of Kentucky
312 W. P. Garrigus Building
Lexington KY 40546-0215
606-257-1803/Fax 606-323-1991
E-Mail: pwarner@ca.uky.edu

Carol Webb
Interim Assist. Dir./Field Operations
Clemson University
108 Barre Hall
Clemson SC 29634-0255
864-656-3381/Fax 864-656-3297
cwebb@clemson.edu

Ronnie White
Interim Leader-Staff Development
Mississippi Cooperative Extension Service
Box 9660
Mississippi State MS 39762
601-325-3462/fax 601-325-8407
E-Mail: ronnie@w@mces.msstate.edu

Jerry E. Whiteside
Ext. Personnel & Staff Dev Director
University of Georgia CES
Lumpkin House
Athens GA 30602
706-542-2713/Fax 706-5442-8820
E-Mail: epsdjew@uga.cc.uga.edu

Clarence Williams, Jr.
Extension Program Leader
Fort Valley State University
P.O. Box 4061
Fort Valley GA 31030-3298
912-825-6268/Fax 912-825-6988

Alva Youngner
State Program Leader-Family & Consumer Sciences
Georgia Cooperative Extension Service
219 Hoke Smith Annex Univ. of GA
Athens GA 30602-4356
706-542-1671/fax 706-542-1799
E-Mail: ehecat@uga.cc.uga.edu

Sandy Zaslow
District Extension Director
North Carolina CES
Box 7604 NCSU
Raleigh NC 27695-7604
919-515-2690/Fax 919-515-4702
E-Mail: szaslow@amaroq.ces.ncsu.edu

Joseph P. Zublena
Assoc. State Leader CRD/NR
North Carolina CES
Box 7602 NCSU
Raleigh NC 27695-7602
919-515-3252/Fax 919-515-5950
E-Mail: jzublena@amaroq.ces.ncsu.edu

Participants by State

Alabama

LaVerne Blount
Jannie Carter
Sam Fowler
Chinella Henderson
Jacquelyn Ifill
Martha Johnson
Warren McCord
Wilma Ruffin
James L. Smith
W. Gaines Smith
Willie L. Strain

Arkansas

David E. Foster
Michael French
Dorothy A. Hall
Michael A. Hedges
Diane F. Jones
Frank T. Plafcan
Bob Reynolds
Dorothy R. Rodgers
Joe Waldrum

District of Columbia

John Michael
Bob H. Robinson

Florida

James L. App
Larry R. Arrington
Lawrence Carter
Suzanne G. Fisher
David B. Holmes
Glenn D. Israel
Donald W. Poucher
Nayda I. Torres

Georgia

John M. Bentley
Joe Courson
Ilene Dailey
Glenwood Hill
William "Bill" Hubbard
Horace E. Hudson
Robert A. "Bob" Isaac
Carol Ann Johnson
Fred Harrison, Jr.
Clarence Williams, Jr.

Roger C. "Bo" Ryles, Jr.
William R. "Bill" Lambert
John P. Parks
Faye P. Singh
Jerry E. Whiteside
Alva Youngner

Iowa

Cornelia Flora

Illinois

Steve A. Halbrook

Kentucky

Curtis Absher
Darlene Forester
Charlene Jacobs
Rick Maurer
John Mowbray
Bill Umscheid
Walter J. Walla
Paul Warner

Louisiana

Jack L. Bagent
Rosalie Bivin
Carolyn Carter
Clint Depew
Severn Doughty
Mike Futrell
Steve Mullen
Al Ortego
Satish Verma

Mississippi

Cliff Bice
Calvin Broomfield
Helen Davis-Brooks
Jesse Harness
Thomas J. Helms
Susan Holder
Everlynn Johnson
Dan Jones
John Lee
Joe McGilberry
Patrick Morgan
Michael Quart
Raygene Paige
Sandra K. Payne

Bonnie P. Teater
Jacque F. Tisdale
Ronnie White

North Carolina

Billy E. Caldwell
Shirley M. Callaway
Marilyn A. Corbin
Roger Crickenberger
Michael A. Davis
Thomas W. Knecht
Susan Lyday
John M. O'Sullivan
Jon F. Ort
Ronald W. Shearon
Sandy Zaslow
Joseph P. Zublena

Oklahoma

Charles Cox
Gerald Doeksen
Lynda Harriman
Kevin Hayes

South Carolina

Ron Addis
Elwyn Deal
Dan O. Ezell
Margaret E. Johnson
Rich Poling
W. A. Shimel
Chris Sieverdes
Diane Smathers
Dan Smith
Brenda Thames
Carol Webb

Tennessee

Gary R. Dagnan
Patricia M. Ganter
Clark D. Garland
D. Ray Humberd
Roy R. Lessly
James W. McKee
Ben T. Powell

Texas

Chester Fehlis
Margaret Hale
Bill Harris
Howard Ladewig
Benny Lockett
Ellen Ritter
Kyle Smith
Greg Taylor
Lynne Thibodeaux

Virginia

J. David (Dave) Barrett
Barbara Board
Frederick J. Custis
John E. Dooley
Michael F. Geisinger
Joe Hunnings
Gerald M. (Jerry) Jones
Judith Jones
William (Bill) Murphy

Washington

Don A. Dillman

Participants by Committee

4-H

Charles Cox -- OK
Michael Davis -- NC
John Dooley -- VA
Suzanne Fisher -- FL
Susan Holder -- MS
Patrick Morgan -- MS
Steve Mullen -- LA
Frank Plafcan -- AR
Ben Powell -- TN
Wilma Ruffin -- AL
Roger "Bo" Ryles, Jr. -- GA
Faye Singh -- GA
Brenda Thames -- SC
Lynne Thibodeaux -- TX
Bill Umscheid -- KY

ANR

Curtis Absher -- KY
James App -- FL
Calvin Broomfield -- MS
Billy Caldwell -- NC
Roger Crickenberger -- NC
Elwyn Deal -- SC
Clint Depew -- LA
Michael French -- AR
Bill Harris -- TX
Glenwood Hill -- GA
Ray Humberd -- TN
Gerald (Jerry) Jones -- VA
William "Bill" Lambert -- GA
Benny Lockett -- TX
Warren McCord -- AL
John O'Sullivan -- NC
Michael Quart -- MS

Communications

Ron Addis -- SC
John Bentley -- GA
Cliff Bice -- MS
Joe Courson -- GA
Gary Dagnan -- TN
Mike Futrell -- LA
Kevin Hayes -- OK
Thomas Knecht -- NC
Donald Poucher -- FL
Bob Reynolds -- AR
Ellen Ritter -- TX
Willie Strain -- AL

Community Development

Shirley Callaway -- NC
Lawrence Carter -- FL
Jannie Carter -- AL
Gerald Doeksen -- OK
Sam Fowler -- AL
Clark Garland -- TN
Michael Hedges -- AR
Horace Hudson -- GA
Rick Maurer -- KY
Joe McGilberry -- MS
Al Ortego -- LA
Chris Sieverdes -- SC
Dan Smith -- SC
Greg Taylor -- TX
Clarence Williams, Jr. -- GA
Joseph Zublena -- NC

Home Economics

Carolyn Carter -- LA
Marilyn Corbin -- NC
Darlene Forester -- KY
Patricia Ganter -- TN
Margaret Hale -- TX
Lynda Harriman -- OK
Carol Ann Johnson -- GA
Martha Johnson -- AL
Diane Jones -- AR
Raygene Paige -- MS
Diane Smathers -- SC
Nayda Torres -- FL
Alva Youngner -- GA

Middle Management

Larry Arrington -- FL
LaVerne Blount -- AL
Ilene Dailey -- GA
Helen Davis-Brooks -- MS
Severn Doughty -- LA
Jesse Harness -- MS
Chinella Henderson -- AL
Jacquelyn Ifill -- AL
Charlene Jacobs -- KY
Dan Jones -- MS
Susan Lyday -- NC
James McKee -- TN
John Mowbray -- KY
John Parks -- GA

Dorothy Rodgers -- AR
Kyle Smith -- TX
Carol Webb -- SC
Sandy Zaslow -- NC

Other

David (Dave) Barrett -- VA
Jack Bagent -- LA
Rosalie Bivin -- LA
Barbara Board -- VA
Frederick Custis -- VA
Don Dillman -- WA
Dan Ezell -- SC
Chester Fehlis -- TX
Cornelia Flora -- IA
David Foster -- AR
Michael Geisinger -- VA
Steve Halbbrook -- IL
Dorothy Hall -- AR
Fred Harrison, Jr. -- GA
Thomas Helms -- MS
David Holmes -- FL
William "Bill" Hubbard -- GA
Joe Hunnings -- VA
Robert "Bob" Isaac -- GA
Everlynn Johnson -- MS
Judith Jones -- VA
John Lee -- MS
John Michael -- DC
Jon Ort -- NC
Sandra Payne -- MS
Bob Robinson -- DC
Gaines Smith -- AL
Bonnie Teater -- MS
Jacque Tisdale -- MS
Walter Walla -- KY

Program & Staff Development

Glenn Israel -- FL
Margaret Johnson -- SC
Howard Ladewig -- TX
Roy Lessly -- TN
William (Bill) Murphy -- VA
Rich Poling -- SC
Ronald Shearon -- NC
W. A. Shimel -- SC
James Smith -- AL
Satish Verma -- LA
Joe Waldrum -- AR
Paul Warner -- KY
Ronnie White -- MS
Jerry Whiteside -- GA

Membership
PROGRAM LEADERSHIP COMMITTEE (PLC)
1996-1997
(MailGroup Address: splc@aac.msstate.edu)

Larry Arrington
District Extension Director
North Florida Research & Education Center
Route 2, Box 4370
Quincy, FL 32351-9529
lra@gnv.ifas.ufl.edu

Jack M. Bentley, Head
Extension Communications
Fort Valley State University
P.O. Box 4061
Fort Valley, GA 31030-3298
912-825-6345/Fax 912-825-6988
bentley@fus3.fvsu.peachnet.edu

Shirley M. Callaway, Director
Community Voices
North Carolina CES
P.O. Box 21928
Greensboro, NC 27420-1928
910-334-7008/Fax 910-334-7207
callawas@rhema.ncat.edu

Gina E. Eubanks
Southern University
Cooperative Extension Program
P.O. Box 10010
Baton Rouge, LA 70813
504-771-2242/Fax 504-771-2861
gina3902@aol.com

Pat Ganter, Associate Dean
University of Tennessee
Agricultural Extension Service
P.O. Box 1071
Knoxville, TN 37901-1071
423-974-7384/Fax 423-974-1068
pganter@utk.edu

Margaret E. Johnson
Associate Administrator
South Carolina State University
P.O. Box 7336
Orangeburg, SC 29117
803-536-8465/Fax 803-533-3962
mjhnsn@clustl.clemson.edu

Benny Lockett
Prairie View A&M University CES
P.O. Box 3059
Prairie View, TX 77446
409-857-2227/Fax 409-857-2637

Daemon Miller, 4-H Specialist
Florida A&M University CES
Perry Paige Bldg. South, Room 215
Tallahassee, FL 32307-4100
904-599-2094/Fax 904-561-2151

Patrick Morgan, Area Coordinator
Cooperative Extension Service
Alcorn State University
P.O. Box 789
Hazelhurst, MS 39083
601-894-4081/Fax 601-894-1676
copiah@aac.msstate.edu

Steve Mullen, Division Leader
Louisiana Cooperative Extension Service
P.O. Box 25100
Baton Rouge, LA 70894-5100
504-388-2196/Fax 504-388-2478
smullen@agctr.lsu.edu

Michael Quart, State Program Leader-ANR
Mississippi Cooperative Extension Service
Box 9601
Mississippi State, MS 39762
601-325-8737/Fax 601-325-8407
michaelo@mces.msstate.edu

Donald W. Poucher, Director
IFAS Educational Media & Services
P. O. Box 110190
Gainesville, FL 32611-0190
352-392-0437/Fax 352-392-3595
info@gnv.ifas.ufl.edu

Greg Taylor, Associate Department Head
Texas A&M University
SpSvcs Building Room 216
College Station, TX 77843-2124
409-862-8561/Fax 409-847-8744
g-taylor4@tamu.edu

Bonnie P. Teater, Assistant to the Director
Southern Rural Development Center
Box 9656
Mississippi State, MS 39762
601-325-3207/Fax 601-325-8915
bonniet@mces.msstate.edu

Satish Verma, Unit Head
Louisiana Cooperative Extension Service
P.O. Box 25100
Baton Rouge, LA 70894-5100
504-388-6194/Fax 504-388-2478
sverma@agctr.lsu.edu

Walter J. Walla, Associate Dean for Extension
University of Kentucky College of Agriculture
S-107 Ag Science Building North
Lexington, KY 40646-0091
606-257-4302/Fax 606-323-3842
wwalla@ca.uky.edu

Noland Williams, Associate Admin.
1890 Extension Programs
Kentucky State University
Box 196
Frankfort, KY 40601
502-227-6310/Fax 502-227-5933
nwilliams@ca.uky.edu