



August 24 - 28, 2009

Fall 2009 Meeting of the Association of Southern Region Extension Directors

Agenda

Time	Item#	Title and Presenter
Monday, August 24		
1:30 pm		Registration Opens
1:30 – 4:30 pm		Urban Task Force Pre-Conference Roundtable
3:30 pm		Program Leadership Committee (PLC) Meeting (includes ASRED representatives to PLC and AAs; other interested Directors; and PLC Chairs and Vice Chairs)
5:00 pm		Newcomer Orientation
6:00 pm		PLN Executive Committee Meeting
<i>Evening</i>		<i>Dinner on your own</i>
Tuesday, August 25		
7:00 am		Continental Breakfast
8:00 am – noon		General Session of PLN (includes all AAs and other interested Directors) Welcome Mitch Owen, Chair Director, Personal & Organizational Development North Carolina State University Ray Mobley Interim Director, Cooperative Extension Programs Florida A&M University Millie Ferrer Interim Dean and Director for Extension Florida Cooperative Extension Service
8:30 am		Keynote Speakers <i>The 2008 "Farm Bill" - Implications for Southern Region Extension</i>

		<p><i>and Financial Resources for Southern Region Extension - The Present and the Future</i> Ron Brown, Executive Director, Association of Southern Region Extension Directors L. Washington Lyons, Executive Administrator, Association of Extension Administrators</p> <p><i>What Changes Can We Expect in the Years to Come?</i> Deborah Sheely, Deputy Administrator, Competitive Programs, USDA/CSREES</p>
9:30 am		Break
10:00 am		<p>Program Committee Meetings (includes Administrative Advisors)</p> <ul style="list-style-type: none"> • Agriculture & Natural Resources • Communications • Community Development • Family & Consumer Sciences • 4-H Youth Development • Information Technology • Middle Management • Program & Staff Development
Noon		<p>Lunch "Managing in Tough Times" Report Anne Sortor, Assistant Director, Family and Consumer Sciences, University of Arkansas, Division of Agriculture, Cooperative Extension Service</p>
1:30 - 3:00 pm		General Session – Committees report back from morning session (includes AAs and other Directors)
3:00 pm		Break
3:30 pm		Program Committee Meetings (includes Administrative Advisors)
5:30 – 6:30 pm		Joint Meeting Social
6:30 pm		Urban Task Force Planning Meeting
<i>Evening</i>		<i>States Night Out / Dinner on your own</i>
Wednesday, August 26		
7:00 am		Continental Breakfast
8:00 am – Noon		ASRED Meeting (PLN is still meeting; AAs will participate in ASRED, not PLN)
	1	Call to Order/Introductions/Recognitions/Appoint/Charge Committees – Jim Trapp (substituting for Ed Smith)
	2	State Updates – Directors

10:00 - 10:30 am		Break
10:30 am	3	SRDC Update – Bo Beaulieu
	4	Determining CoP Priority for Southern Region – Ron Brown and Kevin Gamble
	5	Social Networking Tools – an Overview – Anne Mims Adrian, Auburn
Noon		Lunch
1:00 – 3:00 pm		<p>PLN Program Committee Meetings (Administrative Advisors and other Directors attend Program Committee Meetings)</p> <p>Cross Committee Issue Work</p> <ul style="list-style-type: none"> • Availability of a Wholesome and Safe Food Supply • Benchmarking Program Impacts • Energy • Health Education • Human Capital • Leadership Development • Natural Resources Base (including climate change and water quality) • Organizational Relevance • Physical Resources (including financial and facility resources) • Technology
3:00 pm		Break
3:30 – 5:00 pm		Program Committee Meetings (includes Administrative Advisors)
<i>Evening</i>		<i>Dinner on your own – Program Committee Night Out</i>
Thursday, August 27		
6:30 am		Continental Breakfast
6:45 am		Program Leadership Committee (PLC) Meeting (Includes Current, Incoming, and Outgoing PLC Committee Members and Administrative Advisors for PLC)
8:00 – 10:00 am		First Joint General Session of AEA and ASRED
8:00 - 8:30 am	J1	CSREES Update – Frank Boteler
8:30 - 9:00 am	J2	Changes to the Children, Youth, and Families at Risk Grant Program – Suzanne Le Menestrel
9:00 -	J3	eXtension Update – Kevin Gamble

9:30 am		
9:30 - 10:00 am	J4	4-H Update – Sharon Anderson
10:00 - 10:30 am		Break
10:30 am – Noon		Second Joint Session of AEA and ASRED (joined by PLC for Report of Recommendations)
10:30 - 11:45 am	J5	Action Items from PLC – Mitch Owen
11:45 am - Noon	J6	Information Items (as time allows) – Mitch Owen
Noon - 1:00 pm		Lunch (PLN Adjourns; Lunch is AEA/ASRED)
1:00-5:00 pm		ASRED Meeting
1:00-2:45 pm	6	Middle Manager Training Report (PSD and MM survey) – Paul Warner
	7	Policy Board of Directors Report – Jon Ort
	8	ECOP Report - ECOP Members (Coreil, Arrington, and Smith, Ed)
2:45-3:15 pm		Break
3:15- 5:00pm	9	Multistate Logic Model Report – All
	10	SAAESD Report – Eric Young
	11	Bioenergy Initiative – Jim Trapp
	12	PLN Restructuring Report—Final Approval and Actions Needed – All
	13	Primary Health Care Initiative – Ron Brown
Friday, August 28		
7:00 am		AEA/ASRED Breakfast
8:00 – 10:30 am		ASRED Business Meeting
	14	Call Business Meeting to Order and Review of Minutes (April, June and July) – Jim Trapp
	15	Nominating Committee Report – Gaines Smith, Chair
	16	Resolutions Committee Report – Jim Trapp, Chair
	17	Spring Meeting Information – Jim Trapp
	18	Federal Funding Priorities for ASRED – All

	19	Non-Landgrant Affiliate Policy Draft – All
	20	Retiree List – All
	21	Centennial of Smith Lever Act in 2014 – All
	22	AEA Liaison Report – Nelson Daniels
	23	Administrative Advisor and Other Reports - Administrative Advisors/Others
	24	Other Discussion – All
10:30 am		<i>Adjourn</i>

**Agenda Item 1
Call to Order
Introductions/Recognitions/Appoint/Charge Committees**

Presenter: Jim Trapp

Background: Acting Chairman Trapp will call the meeting to order and handle introductions and recognitions and appoint/charge the Nominating Committee, Resolutions Committee and other necessary committees. Nominating Committee members are Gaines Smith (Chair), Beverly Sparks, and Tim Cross. Resolutions Committee members are Jim Trapp (Chair), Millie Ferrer and Paul Warner.
(See working draft of [Fall 2009 ASRED Vacant Assignment Slots](#))

Action:

**Agenda Item 2
State Updates**

Presenter: Directors from each state/territory

Background: Directors will share highlights of status and changes in their organizations and states. Copies are available for the following highlighted states or territories: [Alabama](#), [Arkansas](#), [Florida](#), [Georgia](#), [Kentucky](#), [Louisiana](#), [Mississippi](#), [North Carolina](#), [Oklahoma](#), Puerto Rico, [South Carolina](#), [Tennessee](#), [Texas](#), Virgin Islands, and [Virginia](#).

Action:

**Agenda Item 3
SRDC Update**

Presenter: Bo Beaulieu

Background: Dr. Beaulieu, as Director of the Southern Rural Development Center, provides leadership in research and Extension geared to strengthening our programs. He will provide an update of activities and programs.

Action:

**Agenda Item 4
CoP Priority Identification**

Presenter: Ron Brown and Kevin Gamble

Background: For the third year in a row, each region is identifying top priorities, participants, and potential leaders for new CoPs that are important to their states. The following document outlines the call for topics: [Needs-based Regional CoPs](#).

Action:

**Agenda Item 5
Social Networking Tools**

Presenter: Anne Mims Adrian

Background: Dr. Adrian has provided leadership and training in her state, regionally and nationally for effective use of IT tools, including social networking. She will provide an overview of tools that Extension personnel use and focus on a couple that may be useful to Directors.

Action:

**Agenda Item J1
CSREES Update**

Presenter: Frank Boteler

Background: Dr. Boteler is the liaison to the 1890 and southern regions and will provide an update of activity from the perspective of CSREES. A related document is [AREERA State POWs](#).

Action:

**Agenda Item J2
Changes to the Children, Youth, and Families at Risk Grant Program**

Presenter: Suzanne Le Menestrel

Background: Dr. Le Menestrel, Acting Director of Youth Development, 4-H National Headquarters, CSREES will update the Directors on program priorities, funding streams and approaches to 4-H encouraged and supported by Headquarters

Action:

**Agenda Item J3
eXtension Update**

Presenter: Kevin Gamble

Background: Dr. Gamble recently completed a study of eXtension users who asked questions via the Ask the Expert function of eXtension. He will report key findings of this study and provide an update of eXtension. Related documents include the [eXtension Report for Regional Meetings](#) and [eXtension Online Course Update](#).

Action:

**Agenda Item J4
4-H Update**

Presenter: Sharon Anderson

Background: Dr. Anderson, as a liaison from 4-H Council to Extension Directors and Administrators, will provide an update of current events associated with 4-H.

Action:

**Agenda Item J5
PLC Action Item Recommendations**

Presenter: Mitch Owen, PLC Chair

Background: Action items that our Program Leadership Council wishes to recommend to Directors/Administrators will be presented by PLC Chair Owen.

Actions:

**Agenda Item J6
PLC Information Items**

Presenter: Mitch Owen, PLC Chair

Background: As time allows, PLC Chair Owen will review information items from the various PLC Committees.

Action:

**Agenda Item 6
Middle Management Training Report**

Presenter: Paul Warner

Background: ASRED asked that the Middle Management and Personnel and Staff Development Program Committees of PLN analyze training needs of middle managers and report on options available. Dr. Warner, as ASRED's Administrative Advisor of the Program and Staff Development Committee, has provided guidance on this effort and will report to ASRED.

Action:

**Agenda Item 7
Policy Board of Directors Report**

Presenter: Jon Ort

Background: Dr. Ort, as Extension's representative on the Board on Agriculture Assembly's PBDs, will provide an update of actions taken by the Board at its recent meeting.

Action:

**Agenda Item 8
ECOP Report**

Presenter: ECOP Members – Paul Coreil, Larry Arrington, and Ed Smith

Background: ECOP members who represent the southern region all participated in the July joint COPs meeting and will provide a report of key actions of ECOP.

Action:

**Agenda Item 9
Multistate Logic Model Reports**

Presenter: Joe Zublena and All

Background: At a recent ASRED meeting, it was moved (Ivory Lyles), seconded (Ed Smith) and passed to ask our subject matter PCs in PLN to develop at least one logic model with a relatively few key indicators. PCs have been asked to consider whether the logic models are useful? How might they be used? Is there value in regional logic models that all/most states could use? Are multistate indicators of success useful? Additionally, on a summer conference call of ASRED members, Ed Smith and Joe Zublena agreed to review the logic models in terms of their possible relationship with the Excellence in Extension initiative. See report [here](#). The logic models are available at:

[4-H Logic Model](#), [ANR Biomass Logic Model](#), [CRD Logic Model](#), [CYFAR Logic Model](#), [FCS Logic Model](#), and [FCS Logic Model Details](#).

Action:

Agenda Item 10 SAAESD Report

Presenter: Eric Young

Background: Dr. Young will highlight the [SAAESD Report](#) and answer questions.

Action:

Agenda Item 11 Bioenergy Initiative

Presenter: Jim Trapp

Background: Dr. Trapp represents ASRED as Administrative Advisor for the Bioenergy SERA and has also represented us in several other bioenergy venues. He attended the Farm Foundation Conference on the Role of Extension in Bioenergy Development last month in Little Rock, and provided the following information. The Southern SERA on energy also met at that meeting.

Stan Johnson gave a presentation during lunch at the meeting. In that presentation he stated that he thought DOE was ready for and would be receptive to a proposal from Extension dealing with energy – probably in the area of energy conservation, but maybe in other areas also. Jim Fischer was present also and in discussions with him during a break he agreed. Both thought John Ferrell in DOE might be a starting point for contact.

They both agreed that the biggest problem is that DOE does not understand Extension. Stan indicated that they did not know how to approach Extension and viewed it as 50 separate units, i.e. one for each state. Unfortunately that view has some basis as we are not always that good at putting together a unified vision. It would seem that ECOP is the mechanism by which we can get a consolidated vision. One point Stan brought out, and this article brings out to some degree, is that we likely will need to go outside of the colleges of agriculture to get all the “science based” information we need, i.e. to engineering and architecture for example. I also toured the Heifer International headquarters during that meeting. Their headquarters building is a state of the art “green” building. It was quite impressive. My thoughts after touring it were that a part of an Extension consumer energy education program would include demonstration “green homes” designed for every region of the country. In fact funding permitting I would go with one home that was “cutting edge” and never mind the cost, and one that was green, but within a typical consumer’s budget, i.e. maybe \$150,000 to \$300,000, depending on location and construction costs. “Energy Educators” could utilize these homes as a major part of their program and in fact might actually live in them. Whether these homes would be on campus or in a major city is a good question.

I am sure there are a number of other energy conservation program models already in operation. Florida gave an overview of the way they work with developers and contractors to teach “green” techniques to them and thus influence the development and design of entire new housing projects. This would seem to be a very efficient program compared to trying to reach every consumer. However consumer acceptance and awareness is still an issue even for contractors who are striving to build “green”.

Related documents are available as [Future Energy Institutes](#) and [Energy Extension Initiative \(V6Wade\)](#).

Jim will lead a discussion on the outlook for our involvement in an energy initiative.

Action:

Agenda Item 12
PLN Restructuring Report—Final Approval and Actions Needed

Presenter: Jim Trapp

Background: In April 2008 ASRED asked that the PLC conduct a study of PLN and identify changes that need to be made. Additionally and concurrently, ASRED approved a request for an evaluation study of PLN. Both have been completed. In April 2009, the PLN Restructuring Report draft was presented and ASRED reacted to it. Revisions have been made and a final draft is presented for final review. The documents are available at: [PLN Restructuring Report](#), [PLN Evaluation Study Summary](#), and [PLN Evaluation Study Full Report](#).

Action: Review and, if acceptable, approve the report; provide comments about changes that need to occur in the operating guidelines of PLN.

Agenda Item 13
Primary Health Care Initiative

Presenter: Ron Brown

Background: During ASRED's summer meeting via conference call in July, Gaines Smith led a discussion about the recent writings of Dr. Kevin Grumbach, Professor and Chair of the Department of Family and Community Medicine, University of California, San Francisco. Dr. Grumbach has advocated creation of an Extension Service for primary care education modeled after the agricultural extension service created in 1914. His writing references collaborative programs in NC, OK, and NM.

Dr. Ed Smith shared with the group a recent attempt to get legislation passed in Texas to create a medical extension service. Drs. Ort, Trapp, and Sparks shared related programs in their state which demonstrate collaborative efforts that include CES and medical personnel and/or entities.

Dr. Coreil has also shared Grumbach information with the national Extension system and has discussed the idea of involving Grumbach and a panel from the states on a program at NEDA in March, 2010. Dr. Gaines Smith reminded the group that the newly appointed Surgeon General, Dr. Regina Benjamin, is from Alabama and might also be a good panel invitee.

The consensus of the group was that CES has the infrastructure, experience, desire and, in some cases the partnerships, to be the extension service for primary health care education in their respective states. Further, we should take a proactive role in establishing a dialogue with the health care system to develop plans for an effective extension program that involves CES as a base. The CES system needs to do its homework prior to hosting a speaker/panel of medical personnel. The objective is to be prepared to be a partner rather than to take the stance that "we are already doing that."

The following decisions were made:

1. Ron Brown, working with Paul Coreil, will draft a memo to ECOP stating that ASRED considers primary health care extension to be an area of need and opportunity which the system should strategically explore as a national initiative. After adequate preparation (groundwork with the leadership to move CES into the mode of collaboratively and actively strategizing how best to do this job), we support the inclusion of Dr. Grumbach and others (Extension personnel who have successful health care education programs) on a panel at the 2010 NEDA meeting.
2. Ron Brown will develop a draft survey and send to each director to inventory what state Extension Services in the SR are doing related to primary health care education (programs involving health care education, partnerships with MDs and other medical personnel and entities, etc). The goal is to have a summary of the inventory ready by the August meeting.
3. Ron Brown will apprise Dr. Millie Ferrer, Administrative Advisor of the FCS Program Committee, of the need to have this as a topic of discussion at the August PLN meeting.
4. Dr. Jim Trapp, AA to SERA 19 - [The Changing Rural Health System: Education for Consumers and Providers](#) – will work with leadership of this SERA so that they are engaged in the effort.

At this ASRED meeting, a status report of the Primary Health Care Inventory will be presented. [Grumbach's article is here](#). The PHC Summary survey is [here](#), but NOTE that it is ~54 pages long.

Action:

Agenda Item 14 Call Business Meeting to Order and Review of Minutes

Presenter: Jim Trapp

Background: In Chairman Ed Smith's absence due to eye surgery, Dr. Trapp will call the business meeting to order. The following minutes of prior meetings will be reviewed and submitted for approval: [April, 2009 Minutes](#); [June, 2009 Minutes](#); and [July, 2009 Minutes](#).

Action:

Agenda Item 15 Nominating Committee Report

Presenters: Gaines Smith

Background: ASRED's Fall meeting is the primary election time for filling open slots. Several assignments turn over following the joint PLN/AEA/ASRED meeting and most others turn over following the national APLU meeting in November. Known vacancies are shown in: [Fall 2009 ASRED Vacant Assignment Slots](#).

Action:

**Agenda Item 16
Resolutions Committee Report**

Presenter: Jim Trapp

Background: Appropriate resolutions will be presented by the Resolutions Committee.

Action:

**Agenda Item 17
Spring Meeting Information**

Presenter: Jim Trapp

Background: The April, 2010 meeting is scheduled to be hosted by Oklahoma State University and to include an invitation to retirees. Dr. Trapp will provide available information.

Action:

**Agenda Item 18
Federal Funding Priorities**

Presenter: Jim Trapp

Background: ASRED has been asked by the ECOP Budget and Legislative Chair, Duane Hauck, to determine its top priorities and provide them to him. These priorities should focus on federal appropriations.

Action:

**Agenda Item 19
Non-Landgrant Affiliate Policy Draft**

Presenter: Jimmy Henning and Ron Brown

Background: In November, 2008 a draft policy to allow non-landgrant entities to join eXtension as affiliate members. ASRED, along with other regions, provided feedback, and a revised draft available for final review. It is available at [State Affiliate Membership](#).

Action:

**Agenda Item 20
Retiree List**

Presenter: Ron Brown

Background: At the April, 2008 meeting, it was decided to reinstitute the ASRED practice of inviting ASRED retirees to the spring meeting in even-numbered years (in odd-numbered years, ASRED meets jointly with SAAESD).

Directors will be responsible for inviting retirees from their states and some have provided information to update the retiree list located at <http://asred.msstate.edu/directors/retirees.htm>. A current list is available for Directors to review and update. See [ASRED Retirees](#).

Action:

**Agenda Item 21
Centennial of Smith Lever Act in 2014**

Presenter: Ron Brown

Background: The Smith-Lever Act was passed in 1914. This agenda item is to introduce the question of what we may want to do to celebrate the centennial.

Action:

**Agenda Item 22
AEA Liaison Report**

Presenter: Nelson Daniels

Background: AEA's liaison to ASRED has been invited to present a brief report of AEA activities.

Action:

**Agenda Item 23
Administrative Advisor and Other Reports**

Presenter: Administrative Advisors and Others

Background: Most ASRED members serve as AAs or in other similar roles. This is an opportunity for reports of importance to ASRED members.

Reports include:

- Communications Committee Report – Bernadette Hinkle (see report [here](#))
- Excellence in Extension Report – Scott Cummings

Action:

**Agenda Item 24
Other Items**

Presenter: All

Background: If additional items are identified during the ASRED meeting, this item will be used to record discussion and/or actions related to these items.

Items include:

- SERA Approvals (see report [here](#))

Action:
