



April 6 - 8, 2010

April 2010 Meeting of the Association of Southern Region Extension Directors  
Oklahoma City, OK

Agenda

Time	Item#	Title and Presenter
Monday, April 5		
4:00 – 6:00 PM		Conference Registration – Embassy Suites, Oklahoma City, OK
Tuesday, April 6		
8:00AM		Conference Registration – Embassy Suites, Oklahoma City, OK
12 Noon		Lunch and Welcome – Drs. Jim Trapp, Chair, ASRED, and Robert Whitson, Vice President, Dean and Director, Division of Agricultural Sciences and Natural Resources, Oklahoma State University (Pre-Convene Room)
<b>1:00 – 5:00 PM</b>		<b>ASRED Meeting (Ballroom B)</b>
1:00 – 1:15	<a href="#">1</a>	Call to Order and Introductions – Jim Trapp, Chair, ASRED
1:15 – 1:30	<a href="#">2</a>	Initial ASRED Business and Review of Agenda – Jim Trapp
1:30 – 3:00	<a href="#">3</a>	State Updates ( <i>Procedure Requested: Submitted reports placed online; during meeting, each director verbally highlight one or two items and/or raise one or two items on which input is desired; take 2-3 questions; goal is a total of 5 minutes per report, on average</i> )
3:00 – 3:30		<i>Break</i>
3:30 – 4:00	<a href="#">4</a>	4-H Update and Discussion – Gaines Smith, Sharon Anderson and Charles Cox
4:00 – 4:45	<a href="#">5</a>	The National Ag Law Center, University of Arkansas – Harrison Pittman
4:45 – 5:00	<a href="#">6</a>	SAAESD Report – Eric Young
5:30		Manager’s Reception at Hotel ( <i>ASRED and Guests</i> )
6:30		Dinner ( <i>On Your Own; Optional Transportation to Cattlemen’s Steak House, with return to Hotel at 8:30PM</i> )

Wednesday, April 7		
6:00-7:30 AM		Breakfast
7:30 AM		Depart Embassy Suites to Express Ranch in Yukon
<b>8:15 AM – 1:00 PM</b>		<b>ASRED Meeting</b>
8:15 – 8:50	<a href="#">7</a>	Middle Management Modules – Paul Warner
8:50 – 9:20	<a href="#">8</a>	Extension Volunteer Corps (EVC) Initiative – Paul Coreil
9:20 – 10:00	<a href="#">9</a>	APLU Update – James Wade
10:00 – 10:30		Break
10:30 – 11:30	<a href="#">10</a>	Program Planning and Reporting for Extension – Bob MacDonald, NIFA
11:30 – 12:00	<a href="#">11</a>	NIFA Update – Frank Boteler
12:00 – 12:15 PM	<a href="#">12</a>	Federal Funding Priorities FY12
12:15 – 12:40 PM	<a href="#">13</a>	Planning for the Next Farm Bill and Other Legislation – Ed Smith, Committee on Legislation & Policy
12:40 – 1:00 PM	<a href="#">14</a>	Proposal from NC Region Ag Program Leaders and the eXtension GC – Jimmy Henning and Ron Brown
1:00 – 1:45 PM		Lunch
<b>1:45 – 9:15 PM</b>		<b>Tour Express Ranch and Museum; Dinner; Memorial</b>
1:45 – 4:30		Tour Express Ranch
5:00		Arrive at Hotel
5:30		Manager’s Reception at Hotel
6:00		Bus Departs Hotel
6:30 – 7:30		Tour National Cowboy and Western Heritage Museum
7:30 – 8:30		Banquet and Recognition
8:45		Brief Visit at the Oklahoma City National Bombing Memorial
9:15		Return to Hotel
Thursday, April 8		
6:00–8:00		Breakfast
<b>8:00–10:00 AM</b>		<b>ASRED Meeting (Pre-Convene Room)</b>
8:00 – 8:30	<a href="#">15</a>	ECOP Report – Paul Coreil and Ed Smith

8:30 – 9:00	<a href="#">16</a>	ECOP Staffing/ASRED Guidelines/ED Position Description – Jim Trapp
9:00 – 9:30	<a href="#">17</a>	ED Evaluation and Planning Committee Report – Jim Trapp
9:30 – 10:00	<a href="#">18</a>	AFRI RFAs and Strategy for Success – All
10:00–10:30		Break
<b>10:30–12:00</b>		<b>ASRED Business Meeting (Pre-Convene Room)</b>
	<a href="#">19</a>	Nominating Committee Report
	<a href="#">20</a>	Resolutions Committee Report
	<a href="#">21</a>	<p>Reports from Committee Chairs, Administrative Advisors, Others</p> <ul style="list-style-type: none"> <li>• Journal of Extension report – Margaret Hale (written)</li> <li>• SERA 0018 (Rice Technical Working Group) – Joe Street</li> <li>• SERA 0039 (Public Policy Issues Education) – Tony Windham (written)</li> <li>• Middle Management Committee AA Report – Tim Cross</li> <li>• Family and Consumer Sciences AA Report – Millie Ferrer</li> <li>• IT Committee AA Report – Jimmy Henning</li> <li>• Communications Committee AA Report – Bernadette Hinkle (written)</li> </ul>
	<a href="#">22</a>	Other Discussion/Actions
<b>Noon</b>		<b>Adjourn (Box Lunches Available)</b>

## Agenda Briefs

---

### Agenda Item 1 Call to Order and Introductions

**Presenter:** Jim Trapp

**Background:** The meeting of the Association of Southern Region Extension Directors will be called to order by Dr. James Trapp, Chair, and necessary introductions will be made.

**Action:**

---

**Agenda Item 2**  
**Initial ASRED Business and Review of Agenda**

**Presenter:** Jim Trapp

**Background:** Review of the agenda allows changes to be made; committees will be appointed early in the meeting to allow time for them to work so they can report during the business meeting on the last day. The Nominating and Resolutions committees can also work the remainder of the year.

- Review agenda
- Approve Minutes
  - [August 2009](#)
  - [November 2009](#)
  - [January 2010](#)
- Resolutions Committee
- Nominating Committee
- ED Evaluation and Planning Committee

**Action:**

---

**Agenda Item 3**  
**State Updates**

**Presenter:** All

**Background:** Directors provide electronic copies of updates for their state Extension Services and note highlights and raise/answer questions during this session: ([Alabama](#), [Arkansas](#), [Florida](#), [Georgia](#), [Kentucky](#), [Louisiana](#), [Mississippi](#), [North Carolina](#), [Oklahoma](#), Puerto Rico, [South Carolina](#), [Tennessee](#), [Texas](#), [Virginia](#), Virgin Islands). Retirees were invited and some responded with [notes showing their appreciation](#).

**Action:**

---

**Agenda Item 4**  
**4-H Update and Discussion**

**Presenter:** Gaines Smith, Sharon Anderson and Charles Cox

**Background:** As a former Extension director and 4-H Council liaison to directors, Dr. Anderson will provide a [4-H Update](#). Drs. Smith and Cox will address 4-H from their perspectives as ASRED representative for Council and Congress, respectively.

**Action:**

---

**Agenda Item 5**  
**The National Ag Law Center**

**Presenter:** Harrison Pittman

**Background:** Harrison Pittman is Director of The National Law Center, a national resource that is located in our region. He will provide an overview of the Center and how collaboration is needed and can take place.

**Action:**

---

**Agenda Item 6**  
**Southern Association of Ag Experiment Station Directors Liaison Report**

**Presenter:** Eric Young

**Background:** Dr. Young is the Executive Director of SAAESD and the Liaison to ASRED. He will provide an [update](#) of SAAESD activities.

**Action:**

---

**Agenda Item 7**  
**Middle Management Modules**

**Presenter:** Paul Warner

**Background:** Dr. Warner

**Action:** In response to the substantial turnover of middle managers in Cooperative Extension, several training modules for new middle managers have been prepared by a joint task force of the Program and Staff Development and the Middle Management Committees of the Southern Region Program Leadership Network.

Dr. Warner is Administrative Advisor for the Program and Staff Development Program Committee and will update for ASRED the results of this joint multistate work.

---

**Agenda Item 8**  
**Extension Volunteer Corp (EVC) Initiative**

**Presenter:** Paul Coreil

**Background:** Budget reductions have caused various changes in how Cooperative Extension Programs are operated. Dr. Coreil will share how the Extension Volunteer Corp initiative is being used in Louisiana.

**Action:**

---

**Agenda Item 9**  
**Association of Public and Land-grant Universities (APLU) Update**

**Presenter:** James Wade

**Background:** Dr. Wade will provide an update of APLU actions relevant to Cooperative Extension.

**Action:**

---

**Agenda Item 10  
Program Planning and Reporting for Extension**

**Presenter:** Bob MacDonald

**Background:** Dr. MacDonald is Director, Office of Planning and Accountability for NIFA and is providing leadership for several changes implemented in NIFA and will discuss changes with Directors. Topics that may be discussed include One Solution, REEPort, Accountability and Common Indicators, including NIFI priorities in Extension Plans of Work, Accomplishment Reports, POW Expert Panel, etc.

**Action:**

---

**Agenda Item 11  
NIFA Update**

**Presenter:** Frank Boteler

**Background:** Dr. Boteler is Deputy Administrator, Economic and Community Systems, NIFA and is NIFA liaison to the Southern Region. He will provide an update of recent NIFA activities.

**Action:**

---

**Agenda Item 12  
Federal Funding Priorities - FY12**

**Presenter:** Jim Trapp

**Background:** ASRED will supposedly have input into federal funding priorities for FY12. Input is usually collected from regions, provided to ECOP and the ECOP Legislative and Budget Committee sends recommendations forward to the Budget and Advocacy Committee. Priorities are ultimately approved by the Policy Board of Directors.

**Action:**

---

**Agenda Item 13  
Farm Bill and Other Legislative Planning**

**Presenter:** Ed Smith

**Background:** Planning is beginning for the next Farm Bill. Ed Smith, ASRED's representative on the Committee on Legislation and Policy (formerly the Farm Bill Committee), has received a memo that announces the beginning of the process with specified deadline dates. Key details of the memo are:

TO: BAA Committee on Legislation and Policy (CLP)  
FROM: D.C. Coston, CLP Chair  
SUBJ: Preparation for 2012 Farm Bill  
DATE: March 18, 2010

Congress is expected to start work on the next Farm Bill in early 2011. Therefore, it is time for the CLP to begin to develop the recommendations of the APLU Board on Agriculture Assembly (BAA) for reauthorization of programs administered by the National Institute of Food and Agriculture (NIFA) and other USDA agencies. This memorandum describes a proposed methodology and timeline for development of such recommendations. It has been developed in conjunction with APLU staff and Cornerstone Government Affairs and will be ratified by the CLP during our next conference call. Cornerstone will be available to all members of the CLP for assistance as the process develops, with Vernie Hubert acting as the day to day CLP Farm Bill process manager.

#### **Proposed Process and Timeline**

**Review by BAA Component Organizations.** As in prior Farm Bill rounds, we will begin by asking the sections and other organizations represented on the CLP to identify their individual Farm Bill priorities as well as programs/priorities that affect the entire land-grant system. These are the questions that should be put to your colleagues:

- Which NIFA programs should be reauthorized in the next Farm Bill?
- Which programs (if any) should be combined?
- Which programs (if any) should be eliminated?
- For programs to be reauthorized, should the existing authorized funding level be increased?
- For programs to be reauthorized, is it desirable to change the authorization language? If such changes are necessary, what are the specific changes that you seek and why?
- Given the success in securing mandatory (not subject to annual appropriations) funding in the 2008 Farm Bill, are there other new/innovative competitive grant opportunities that should be pursued? Do the current mandatory research programs need to be reauthorized as currently constructed or do they need modification?
- Are the NIFA and broader USDA research, education, and extension structure and organization working as intended? Are legislative enhancements/modifications required?

#### ***Deadline for broad recommendations: July 15, 2010***

**CLP Review and Ratification.** CLP component organizations should develop their own internal Farm Bill development process to ensure that proposals brought forward to the CLP for review and ratification have been thoroughly vetted and are broadly representative of that organization's membership. All such recommendations must be forwarded to me in writing, no later than July 15, 2010, so that they can be properly reviewed and organized by APLU staff and Cornerstone.

#### ***Proposed Timeline:***

- July 15, 2010, deadline for submission of broad recommendations.
- September 30, 2010, collected recommendations distributed to CLP members for comment and review.
- November 15, 2010, CLP meets during APLU annual meeting in Dallas, Texas and reviews, modifies, and ratifies recommendations.

**Bill Language Drafting.** It is proposed that we follow a reiterative drafting/review process similar to the one successfully employed by the CREATE-21 and BAA Farm Bill Committees in preparation for the 2008 Farm Bill.

**Proposed Timeline:**

- January 31, 2011, first draft of bill language delivered by Cornerstone to CLP members.
- February 28, 2011, deadline for comments on initial draft.
- March 31, 2011, second draft of bill language distributed to CLP members.

In addition to the Farm Bill, the Child Nutrition bill ([Healthy, Hunger-Free Kids Act of 2010](#)) is up for reauthorization and could make changes in the SNAP-Ed program. It is likely that a bill will be filed after the Easter recess. The Association of State Nutrition Network Administrators has circulated a [chart](#) that highlights some of the changes being proposed by the Senate.

**Action:**

---

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

**Presenter:** Jim Trapp

**Background:** The ANR Program Leaders from the North Central Extension Region sent a document to the eXtension Governing Committee via Keith Smith, Director of Extension at The Ohio State University and member of the eXtension Governing Committee. It has been endorsed by NC region Extension Directors and by the eXtension GC. The eXtension GC agreed to share it with all Extension regions. The contents of the document are:

**Extension Support for Regional/National Web Development and eXtension**

The Agriculture and Natural Resource Program Leaders for Cooperative Extension programs in the North Central states believe that web content developed by regional and national extension led teams is often best served by its integration into eXtension. The advantages of eXtension include:

1. A substantial national commitment by NIFA (formerly CSREES) and land grant universities to provide a nationally promoted location for Extension web content
2. Forty-seven national content teams have selected eXtension as their primary web location for research based content and 21 teams have launched their sites for public access (November 2009).
3. Access to a supporting technology team with significant skills in development of sophisticated web learning experiences, marketing, and impact evaluation unparalleled by most land grant institutions.
4. Ability to interact with faculty from 46 other communities of practice for purpose of learning from other CoPs' experiences and sharing web content across CoPs.
5. A dynamic web environment in which teams can address both the public and internal team information sharing needs for implementation of a web initiative. In addition to the standard tools, eXtension also provides a broad array of innovative tools for curriculum development and web 2.0 applications for interacting with clientele.
6. A connection for CoPs to 11,000+ Extension faculty with eXtension IDs that can contribute both subject matter resources, respond to clientele questions, and expand awareness of eXtension content.
7. After 18 months since the launch, eXtension content is being viewed at a rate exceeding 5,000,000 page views per year (<http://cop.extension.org/analytics/>).

In addition, we believe that independent publishing of web content at isolated web locations often does not provide a forum for the integrated educational responses necessary within the Extension system to address the complex issues of Extension clientele. It also duplicates expenditure of resources for technology and technology support staff that could provide better value if used to support a integrated web delivery location. However, independent development of content using a variety of web based tools encourages innovation and will continue to be encouraged.

This proposal does not influence author ownership of intellectual property. The eXtension Contributor and eXtension Business Agreement document, ([http://about.extension.org/wiki/Contributor\\_and\\_eXtension\\_Business\\_Agreement](http://about.extension.org/wiki/Contributor_and_eXtension_Business_Agreement)) clearly states that Contributors and/or Original Authors will maintain their intellectual property rights for any educational material and content developed through a Community of Practice and placed on the eXtension website. The Contributor and/or Original Author license the works to eXtension with a worldwide, royalty-free, commercial and non-commercial, non-exclusive, perpetual license to use, modify, publish, display, distribute, sublicense, and create collective and derivate works.

This proposal focuses on encouraging eXtension as the preferred location for publishing web content for public viewing and does not restrict the environment selected by faculty for development of content. It further encourages faculty to interact with their peers through eXtension's professional development for sharing innovative approaches for web delivery of extension education.

Therefore, the Agriculture and Natural Resource Program Leaders for Cooperative Extension programs in the North Central states propose the following:

- A. New regional and national Extension funded teams be strongly encouraged to develop web content with the intent of publishing in eXtension. The choice of content management tools for developing content will be left to the choice of the team. New teams are also encouraged to interact with peer through the eXtension professional development opportunities for the purpose of sharing innovative approaches to web delivery of extension education.
- B. Existing regional and national Extension funded teams that are delivering materials via the web will be strongly encouraged to:
  1. Apply to eXtension for recognition as an eXtension CoP or develop partnerships for interaction with an existing CoP.
  2. Participate in eXtension national conferences and other professional development on extension education in the web environment.
  3. Connect with peer faculty communities within eXtension that have formed for sharing innovative approaches for using the web environment for education. Communities such as impact evaluation, instructional design, connecting with research in the web, and social media in Extension (total of 39 ad hoc communities - Nov 2009) are lead by faculty and sharing innovative Extension approaches among faculty across the US.
  4. Conduct an assessment of eXtension resources that may benefit delivery of web content and of possible resource options for accomplishing this task.

It is the belief of the Agriculture and Natural Resource Program Leaders that these positive interactions between existing teams outside of eXtension with peers and resources accessible through eXtension will provide most teams with sufficient incentive to begin a transition to eXtension.

It is the Agriculture and Natural Resource Program Leaders recommendation that the North Central Extension Directors and Deans utilize their leadership and financial resources to implement nationally these recommendations among current and future regional and national teams that have or will develop a web presence for land grant university information.

**Action:**

---

**Agenda Item 15  
ECOP Update**

**Presenters:** Paul Coreil and Ed Smith, ECOP Members from ASRED

**Background:** ECOP held its winter meeting March 18-19, 2010 in conjunction with the 2010 National Extension Directors and Administrators (NEDA) meeting. ASRED representatives to ECOP will overview highlights of the meeting.

**Action:**

---

**Agenda Item 16  
ECOP Staffing/ASRED Rules of Operation/ED Position Description**

**Presenter:** Jim Trapp and Ron Brown

**Background:** The Extension Section voted several months ago to reduce and change the staffing structure for ECOP. The two-person, Washington-based staff will be reduced to one person and the five regional Executive Directors will devote 25% FTE, with resources, to national issues. These and other changes require that the ASRED Rules of Operation and the ASRED ED position description be updated. A draft copy of the revised Rules of Operation is available at [16a-rules\\_of\\_operation-draft\\_revision\\_ap2010.doc](#) and a draft copy of the ED Position Description is available at [16b-asred\\_ed\\_position\\_description-draft\\_revision.pdf](#).

**Action:**

---

**Agenda Item 17  
ED Evaluation/Planning Committee Report**

**Presenter:** Committee Chair

**Background:** According to ASRED Rules of Operation, the Association's Executive Director is evaluated at the spring meeting and a budget is determined for the upcoming fiscal year. The 2009-2010 Report and Goals is available at [17a-2009-2010\\_ed\\_report\\_and\\_goals.pdf](#) and the Proposed Budget is available at [17b-asred\\_ed\\_office\\_fy11\\_budget\\_request.xls](#).

**Action:**

---

**Agenda Item 18  
AFRI RFAs and Strategy for Success**

**Presenter:** All - Open Discussion

**Background:** This is an opportunity for participants to discuss status of proposals in response to AFRI RFAs and to explore ways to improve success rates for Extension proposals.

**Action:**

---

**Agenda Item 19  
Nominating Committee Report**

**Presenter:** Chair of Committee

**Background:** The following positions need to be refilled due to varying reasons:

- NIFA 4-H Directors Working Group Member (*replace Kyle Smith; ~2-year term, begin August 2010, run through Sept 2012 - term expired*)
- PLC Administrative Advisor and Exec Com Member (*replace Jon Ort through November and new 2-year term - retirement*)
- eXtension Review Panel (*replace Ann Vail through November and new 4-year term - not able to complete term*)

**Action:**

---

**Agenda Item 20  
Resolutions Committee Report**

**Presenter:** Chair of Committee

**Background:** Resolutions will be presented as appropriate.

**Action:**

---

**Agenda Item 21  
Reports from Committee Chairs, Administrative Advisors, Others**

**Presenter:** Chairs, AAs and Others

**Background:** from Committee Chairs, Administrative Advisors, and Others will be presented as appropriate:

- [Journal of Extension Report](#) - Margaret Hale (written)
- SERA 0018 (Rice Technical Working Group) - Joe Street
- [SERA 0039 \(Public Policy Issues Education\)](#) - Tony Windham (written)
- Middle Management Committee AA Report - Tim Cross
- Family and Consumer Sciences AA Report - Millie Ferrer

- IT Committee AA Report - Jimmy Henning
- [Communications Committee AA Report](#) - Bernadette Hinkle (written)

**Action:**

---

**Agenda Item 22**  
**Other Discussions and Actions**

**Presenter:** All

**Background:** This agenda item allows for items not planned earlier.

**Action:**

---