



Association of Southern Region Extension Directors


April 4-7, 2011

ASRED / SAAESD Joint Spring Meeting
Greenville, SC

Agenda

Time	Item#	Title and Presenter
Monday, April 4		
3:00 pm		Registration – Pre-function Area
6:00 - 7:30 pm		Joint Welcome Reception – 2 nd Level Atrium
Tuesday, April 5		
6:30 - 8:00 am		Joint Breakfast – Atrium
7:00 am		Registration – Pre-function Area
8:00 - 10:00 am		Joint ASRED and SAAESD Meeting – Regency D-F
8:00		Call to Order – Gaines Smith and Bob Shulstad
8:00 - 8:30	J1	NIFA and AFRI Report – Ralph Otto, USDA/NIFA
8:30 - 8:40	J2	BAA Policy Board of Directors Report – Mark McLellan/Eric Young See Report
8:40 - 9:00	J3	Southern Region IPM Center Report – Jim VanKirk, SRIPMC Director Background: Regional IPM Centers were created (as “Pest Management Centers”) in 2000 as part of the AREERA Section 406 funding. The Southern Region Pest Management center was located at the University of Florida from 2000 through 2003, with Dr. Nesheim and Dr. Mizell as Directors. The Southern Region IPM Center (SRIPMC) has been hosted by North Carolina State University since 2003. Funding for SRIPMC is winding down with termination in August 2012. Now is a good time to provide an overview of a decade of funding, activities and impacts. Funding for all “section 406 IPM programs” has been omitted from the President’s budgets for both FY 2011 and FY 2012. These programs include Regional IPM Centers, Crops at Risk (CAR) and Risk Avoidance and Mitigation Program (RAMP) – as well as other non-IPM programs including Water Quality and Food Safety – all of which have brought considerable funding and impacts

		<p>to the Southern Region over the last decade. Whether these programs or the functions they address will reappear either as part of the AFRI competitive program or as the result of budget negotiations is unknown.</p> <p>A 501(c) 3 non-profit organization called IPM Voice has recently been created. Designed to allow individual membership of anyone including public employees, the mission of IPM Voice is:</p> <p><i>IPM Voice advocates for integrated pest management (IPM) that is genuinely progressive and seeks continuous improvement of environmental, social and economic conditions through application of accepted scientific principles. We comprise diverse philosophies and approaches united to support a broad foundation upon which IPM will be strengthened and improved.</i></p>
9:00 - 9:20	J4	<p>Southern Regional Water Program – Michael Smolen, Water Quality Coordinator, Oklahoma State University</p> <p>See Report</p>
9:20 – 10:00	J5	Open Discussion – Future of Integrated Program Funding in the Southern Region
10:00 - 10:30 am		Joint Break – Pre-function Area
10:30 am - Noon		ASRED Meeting – Redbud A-C
10:30 - Noon	1	Call to Order and Introductions - Gaines Smith
	2	<p>Initial ASRED Business - Gaines Smith</p> <ul style="list-style-type: none"> • Review agenda • Appoint resolutions committee • Appoint nominating committee • Appoint ED evaluation committee
	3	<p>State Updates – All (<i>Procedure Requested: Get reports online; directors will not give oral report; each director be prepared to respond to questions from the group</i>)</p> <p>Reports: Alabama (Transition), Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, Virgin Islands, Virginia.</p>
Noon - 1:30 pm		Joint Lunch – Regency B/C – Speaker: Dr. John Kelly, Vice President, PSA and Economic Development, Clemson University
1:30 – 2:30 pm		Joint ASRED and SAAESD Meeting – Regency D-F
1:30 – 2:30	J6	<p>Discussion and Comments on the draft REE Action Plan</p> <p>Background: This session will give extension and experiment station directors</p>

		<p>an opportunity to comment on any aspect of the recently released REE Action Plan. These comments will be compiled as part of the Cooperative Extension and Experiment Station Sections' feedback to Under Secretary Woteki on this draft. The following documents will be used for this discussion.</p> <ul style="list-style-type: none"> • Draft REE Action Plan • Template for Comments on the Action Plan
2:30 – 5:00 pm		ASRED Meeting – Redbud Suite
2:30 – 3:00	4	<p>Cooperative Extension Update – Jane Schuchardt</p> <p>Background: Dr. Jane Schuchardt began work in January as National Executive Director for ECOP and the Extension Section of APLU as part of a team that includes regional staff. This is her first opportunity to meet with ASRED. She will provide an update of her activities and respond to questions.</p> <p>See Reports:</p> <ul style="list-style-type: none"> • CES Organizational Chart • CES ED/A Report
3:00 - 3:30 pm		Joint Break – Pre-function Area
3:30 - 5:00	5	4-H Report and Related Issues – Sharon Anderson and Gaines Smith
	6	Master Gardener Program
	7	<p>Childhood Obesity Initiative – Joe Zublena and Shirley Hastings</p> <ul style="list-style-type: none"> • See Report <p>Note: Through partnership with National 4-H Council, Philip Morris USA, an Altria Company, U.S. Smokeless Tobacco Company, an Altria Company, John Middleton Company, an Altria Company is pleased to sponsor the Association of Southern Region Extension Directors Meeting (Donor Sponsorship - \$5000 – Childhood Obesity Initiative)</p> 
	8	SNAP-Ed Issues
Evening		Dinner – On Your Own
Wednesday, April 6		
6:30 - 8:30 am		Joint Breakfast – 2nd Level Atrium
8:30 – Noon		Joint ASRED and SAAESD Meeting – Regency D-F
8:30		Reconvene Joint Session - Bob Shulstad and Gaines Smith
8:30 - 9:00	J7	Southern Rural Development Center Report – Bo Beaulieu, SRDC Director

		<p>Background: Focus on four key activities that the Center is engaged in that represent important integrated Research and Extension activities in the community/economic development arena. These represent a mix of both regional and national activities.</p> <ul style="list-style-type: none"> • PowerPoint Presentation
9:00 - Noon		Development and Management of Large Integrated, Multistate Grants
9:00 - 10:00	J8	Experiences Developing and Managing a Large SCRI Grant - Marcel Bergerman, Carnegie Mellon University
10:00 - 10:30		Joint Break – Pre-function Area
10:30 – 11:00	J9	Extension and Experiment Station Directors' Perspectives on Facilitating Enhancement of Integrated Multistate Activities - John Russin and Jimmy Henning
11:00 - Noon	J10	<p>Open Discussion on Integrated Multistate Activities</p> <p>Background: This will be an open discussion on how AES and CES directors, both individually and collectively, might encourage and enhance integrated multistate activities. Below are some questions to help guide the discussion.</p> <ul style="list-style-type: none"> • Is there a common understanding of the criteria or characteristics of a true integrated multistate activity among the partners; AES, CES, and NIFA? • How do you define successful integration between the Experiment Stations and Cooperative Extension (in your state – in the region)? • What are we hoping to achieve by “enhancing” the integration of Experiment Stations and Cooperative Extension? <ul style="list-style-type: none"> ○ What are our common goals? ○ What have we identified as common outcomes/products of this integration? • What are important considerations (components) to ensuring a positive and productive relationship between Experiment Stations and Extension (in your state)? • What are the barriers to forming an integrated multistate team that can develop a successful grant proposal? • What can CES and AES directors do within their institution to overcome or reduce these barriers? • What actions might ASRED and SAAESD take together to lessen these barriers? • Are there emerging issues that you see where enhancing and/or increasing integration and multistate collaboration will occur in the next five years (e.g., what key issues will require you to work together on moving your respective institutions in collaborative ways through funding, staffing, public engagement)? <ul style="list-style-type: none"> ○ What specific issues or knowledge areas require research/extension to produce a joint work product? ○ What opportunities exist for multistate collaboration? ○ Should regional grant training be advanced for developing

		integrated multistate proposals?
Noon - 1:30 pm		Joint Lunch – 2nd Level Atrium
1:30 – 2:30		Clemson’s International Center for Automotive Research – Bob Geolas, Executive Director – Regency D-F
2:30 - 3:00		Joint Break – Pre-function Area
3:00 – 4:30		Clemson Research and Extension Programs – Regency D-F
6:00 pm		Joint Dinner – Regency B/C
Thursday, April 7		
6:30 - 8:30 am		Joint Breakfast
8:30 – 11:30 am		ASRED Meeting – Redbud A-C
8:30 – 10:00	9	Strategies to Deal with Funding Challenges – Ed Smith <ul style="list-style-type: none"> • SR Management Report • Fee-based Programs, Taxing them, Overhead • Sharing Specialists • What worked – what did not
	10	Appropriations Issues <ul style="list-style-type: none"> • Federal Funding Priorities – FY12 • Formula Funding as National Extension and Experiment Station Priority – Paul Coreil
	11	Excellence in Extension Database: Is it Providing What we Need? – Joe Zublena
	12	SEAL Proposal – Joe Zublena
	13	Marketing Extension with Local/State Governments/Public: What’s Working? – Joe Zublena
	14	How to Deal with Controversial Topics in Extension <ul style="list-style-type: none"> • See Report – Building Capacity for Issues Management in Extension – Gaines Smith
	15	Progressive Farmer Article
10:00 - 10:30 am		Joint Break
10:30 - 11:30 am		ASRED Business Meeting
	16	Call to Order - Business Meeting - Gaines Smith

	17	<p>Approve Minutes of Prior Meetings - Gaines Smith</p> <ul style="list-style-type: none"> • August 2010 • November 2010 • March 2011
	18	Resolutions Committee Report - Chair
	19	<p>ED Evaluation and Planning Committee Report – Chair</p> <ul style="list-style-type: none"> • Accomplishments CY10 • Goals CY11 • ECOP Goals – Brown’s Responsibilities (draft) • Budget FY12
	20	<p>Southern Regional Extension Forester Budget - Beverly Sparks</p> <ul style="list-style-type: none"> • Southern Region Forester Report • SR Forester Budget
	21	<p>EPA Region 4 Liaison Activities - Beverly Sparks</p> <ul style="list-style-type: none"> • EPA Region 4 Budget FY12
	22	Other Items – All
	24	<p>Written Reports from Committee Chairs/AAs/Liaisons – All</p> <ul style="list-style-type: none"> • PLN-IT Administrative Advisor Report – Jimmy Henning • SERA 41 Administrative Advisor Report – Jimmy Henning <ul style="list-style-type: none"> ○ SERA 41 Report • PLN-MM Administrative Advisor Report – Tim Cross <ul style="list-style-type: none"> ○ Middle Management Committee Report ○ Staffing Considerations for Extension (SR-MM Committee) • ECOP Report – Paul Coreil, Ed Smith, and Jim Trapp <ul style="list-style-type: none"> ○ 21st Century Professionals Proposal ○ EDEN Foundation Proposal • eXtension Update – Jimmy Henning and Tim Cross
11:30 am	Adjourn	
