



Association of Southern Region Extension Directors

**ASRED Meeting**

August 23-26, 2021

<b>Minutes</b>	
<b><i>Monday, August 23</i></b>	
1:00 – 2:30 CT 2:00 – 3:30 ET	<p><b>Program Leadership Committee Meeting</b>  <i>(with Committee Chairs)</i>  <a href="https://msstateextension.zoom.us/j/91000323625?pwd=TXFyTVVCWG9idGFGeEdFNi9zSi9VQT09">https://msstateextension.zoom.us/j/91000323625?pwd=TXFyTVVCWG9idGFGeEdFNi9zSi9VQT09</a>  <b>Password: PLN2021</b></p> <p><b>PLN Executive Committee Meeting</b>  <i>(Includes ASRED members who are on the PLN Executive Committee)</i></p>
3:00 – 4:00 CT 4:00 – 5:00 ET	<p><b>Newcomer Orientation</b>  <i>(For new Program Leaders)</i>  <a href="https://msstateextension.zoom.us/j/98334246658?pwd=V0J5cVlwQVFGKy9hRkRiOE1xWkdPZz09">https://msstateextension.zoom.us/j/98334246658?pwd=V0J5cVlwQVFGKy9hRkRiOE1xWkdPZz09</a>  <b>Password: PLN2021</b></p>
<b><i>Tuesday, August 24</i></b>	
9:00 – 10:00 CT 10:00 – 11:00 ET	<p><b>General Session: AEA, ASRED and PLN</b>  <a href="https://msstateextension.zoom.us/j/98050131794?pwd=Z0ZVeHIRMGxvaTQrdi8xdWFTVWd3UT09">https://msstateextension.zoom.us/j/98050131794?pwd=Z0ZVeHIRMGxvaTQrdi8xdWFTVWd3UT09</a>  <b>Password: PLN2021</b></p> <p>Welcome – Lisa Stearns, PLC Chair            Vice Chancellor, Marketing and Communications            Institute of Agriculture, University of Tennessee</p> <p><b>Keynote: Turning Adversity into Opportunity</b>            Makola M. Abdullah, Ph.D.            President, Virginia State University</p>
10:00 – 10:10 CT  11:00 – 11:10 ET	Break
10:10 – 11:10 CT 11:10 – 12:10 ET	Virtual Programming Lessons Learned <ul style="list-style-type: none"> <li>• LSU AgCenter Healthy Communities Initiative - Denise Holston</li> </ul>

	<ul style="list-style-type: none"> <li>• Adopting New Technology in Extension to Enhance Educational Opportunities for Small Ruminant Producers - Angela McKenzie-Jakes</li> <li>• Flying the Plane While Building It: A Humorous Behind-the-Scenes Look at How Early Adopters of Virtual Programming Triumphed During the Pandemic With a ‘Show-Must-Go-On’ Attitude - Michelle Olgers</li> </ul>
<p>11:10 – 11:30 CT 12:10 – 12:30 ET</p>	<p>Awards Presentations – Dr. Laura Perry Johnson, ASRED Chair</p> <p>Dr. Johnson recognized Dr. Bob Kemerait, University of Georgia, with the Excellence in Extension Award with a check and plaque. Bob is the Southern Region winner.</p> <p>Dr. Ashley Stokes recognized Dr. Ann Berry, University of Tennessee, with the Excellence in Extension Award with a check and a plaque. Dr. Berry is the Southern Region representative in National competition (and has been selected as the national winner – to be announced officially in November).</p>
<p>11:30 – 12:30 CT 12:30 – 1:30 ET</p>	<p><b>Lunch Break</b></p>
<p>12:30 – 2:15 CT 1:30 – 3:15 ET</p>	<p><b>PLC Committee Meetings</b> <i>(With Administrative Advisors; All Directors who do not have Administrative Advisor assignments may join the committee of their choice).</i> NOTE: Password for Zoom links below is PLN2021</p> <ul style="list-style-type: none"> <li>• <b>Agriculture &amp; Natural Resources</b> – (Laura Johnson, AA) <a href="https://dasnr.zoom.us/j/93689150729?pwd=L09UV1FPSWIGYzRCWHFieUpWWkdZQT09">https://dasnr.zoom.us/j/93689150729?pwd=L09UV1FPSWIGYzRCWHFieUpWWkdZQT09</a></li> <li>• <b>Communications</b> – (Gina Eubanks, AA) <a href="https://us02web.zoom.us/j/89897873211?pwd=M3owemh0TWpTT3oxZlg2MjFZMFFydz09">https://us02web.zoom.us/j/89897873211?pwd=M3owemh0TWpTT3oxZlg2MjFZMFFydz09</a></li> <li>• <b>Community Development</b> – (Ed Jones, AA) <a href="https://uky.zoom.us/j/8791913558">https://uky.zoom.us/j/8791913558</a></li> <li>• <b>Family &amp; Consumer Sciences</b> – (Rich Bonanno, AA) <a href="https://sus.zoom.us/j/99216176385?pwd=eTJOWEtWMUNVcnhBMUJnc2o2YzVydz09">https://sus.zoom.us/j/99216176385?pwd=eTJOWEtWMUNVcnhBMUJnc2o2YzVydz09</a></li> <li>• <b>4-H Youth Development</b> – (Paul Brown, AA) <a href="https://uky.zoom.us/j/87833251877?pwd=OXNzdUJ0Y1BiZ2Y2VF10RlRZQTG1iUT09">https://uky.zoom.us/j/87833251877?pwd=OXNzdUJ0Y1BiZ2Y2VF10RlRZQTG1iUT09</a></li> <li>• <b>Information Technology</b> – (Jeff Hyde, AA) <a href="https://uada.zoom.us/j/92069650617?pwd=bWxNRDI0Q2hmbHFMbEtBZURHSzJUUT09&amp;from=addon">https://uada.zoom.us/j/92069650617?pwd=bWxNRDI0Q2hmbHFMbEtBZURHSzJUUT09&amp;from=addon</a></li> <li>• <b>Middle Management</b> – (Tom Dobbins, AA) <a href="https://zoom.us/j/8260348661">https://zoom.us/j/8260348661</a></li> <li>• <b>Program &amp; Staff Development</b> – (Damona Doye, AA) <a href="https://virginiatech.zoom.us/j/6293814405">https://virginiatech.zoom.us/j/6293814405</a></li> </ul>

<p>2:15 – 2:30 CT 3:15 – 3:30 ET</p>	<p><b>Break</b></p>
<p>2:30 – 4:00 CT 3:30 – 5:00 ET</p>	<p><b>ASRED Session</b> <a href="https://msstateextension.zoom.us/j/95005679957">https://msstateextension.zoom.us/j/95005679957</a></p>
	<p><b>ASRED Session – Laura Perry Johnson, Chair</b></p> <p>Call to Order <u>Attendees:</u> Mike Phillips and Paul Brown (AL), Bob Scott (AR), Tom Obreza (FL), Laura Johnson (GA), Rich Bonanno (NC), Damona Doye (OK), Tom Dobbins (SC), Ashley Stokes (TN), Laura Stephenson (KY), Ed Jones (VA), Gary Jackson (MS), Jeffery Hyde (TX), Gina Eubanks and Toby Lepley (LA), Ron Brown (ASRED), Kevin Kephart (NIFA).</p> <p>Review Agenda <u>Note:</u> Rich Bonanno moved to approve the agenda for the August 2021 meeting. Ed Jones seconded the motion. Agenda approved with one addition: discussion of BAA Committee on Legislation and Policy, Farm Bill survey.</p> <p>1 Approve <a href="#">April 2021 Minutes</a> The minutes were approved (Ed Jones moved/Rich Bonanno seconded).</p> <p>Charge Committees</p> <ul style="list-style-type: none"> <li>• Nominating Committee – Ed Jones (Chair), Gina Eubanks and Laura Stephenson. Positions identified to be filled include <a href="#">these</a>.</li> <li>• Resolutions Committee – Jeff Hyde (Chair), Tom Obreza, and Damona Doye</li> </ul>
	<p>2 State Updates</p> <p>Print all State Updates in one document: <a href="#">HERE</a></p> <p>Individual documents: <a href="#">Alabama</a>, <a href="#">Arkansas</a>, <a href="#">Florida</a>, <a href="#">Georgia</a>, <a href="#">Kentucky</a>, <a href="#">Louisiana</a>, <a href="#">Mississippi</a>, <a href="#">North Carolina</a>, <a href="#">Oklahoma</a>, Puerto Rico, <a href="#">South Carolina</a>, <a href="#">Tennessee</a>, <a href="#">Texas</a>, <a href="#">Virginia</a>, Virgin Islands</p>
<p><b>Wednesday, August 25</b></p>	
<p>9:00 – 12:00 CT 10:00 – 1:00 ET</p>	<p><b>ASRED Session</b> <a href="https://msstateextension.zoom.us/j/95005679957">https://msstateextension.zoom.us/j/95005679957</a></p>

9:00 – 10:30 CT 10:00 – 11:30 ET	3	<p>Globalizing Extension Innovation Network (GEIN) – Ed Jones and Ben Grove</p> <p><u>Note:</u> Opportunities for faculty with international interest to join the GEIN subgroup in Connect Extension. Growth and participation are expected to occur more organically than as a formal network. Ben’s slide presentation will be shared with ASRED members (See <a href="#">PPT</a>).</p>
	4	<p>Virtual Agent/Virtual Training – Tom Obreza and Gina Eubanks</p> <p><u>Note:</u> Tom shared a <a href="#">description</a> used to fill a virtual agent position. The description includes tailored interview questions. The position will serve as a digital influencer through social media and online delivery. Toby filled-in for Gina. He discussed a survey of Extension personnel seeking their input on how to better deliver internal and external virtual training and learning. ADA accessibility and broadband connectivity are important considerations.</p>
	5	<p>National 4-H Congress Status/Plans – Laura Johnson</p> <p><u>Note:</u> The event is scheduled for November 26 through 30, 2021 in Atlanta, GA. Currently 44 states have indicated interest with potentially 800+ youth and 125 adults attending. Participation will depend on the fall COVID situation and individual comfort levels. ASRED members recommend that planning proceed. Due to uncertainty, the 100<sup>th</sup> anniversary (1920 to 2020) may be postponed until 2022.</p>
	6	<p>Local Governance and Engagement with Government Bodies – Gina Eubanks</p> <p><u>Note:</u> Topic postponed for future meeting.</p>
10:30 – 10:45 CT 11:30 – 11:45 ET	<b>Break</b>	
10:45 -11:30 CT 11:45 – 12:30 ET	7	<p>ECOP and CLP Highlights – Laura Johnson, Gary Jackson, and Rich Bonanno</p> <p><u>Note:</u> BAA Committee on Legislation and Policy, Farm Bill and Capacity Fund (APLU) survey was discussed. Effort to help all understand what’s on the list to be authorized. All Extension items are important and should be rated consistently, then prioritize other items relative to institutional importance. Ron Brown provided EFNEP and SNAP-ED language from Laura Stephenson that ASRED members can include in the comment section of the survey. The CLD3 initiative was also mentioned.</p>

	8	<p>Professional Development/Leadership Academy <a href="#">Study</a> – Damona Doye</p> <p><u>Note:</u> Any interest in SE Region leadership development opportunity focusing on the middle management role? LEAD-21 and FSLI are being used by most states, so the question will be put on hold for now.</p>
11:30 – 12:00 CT 12:30 – 1:00 ET	9	<p>USDA/NIFA Update – Kevin Kephart</p> <p><u>Note:</u> Provided update on organizational chart and positions filled or being filled. The Farm of the Future RFA has been released; integrated applications are due October 15. NIFA Civil Rights Reviews are scheduled through FY2028. Recommendation was made that Civil Rights Reviews should involve both 1862 and 1890 institutions together. Kevin will carry this message back to the appropriate NIFA unit for consideration and communication back to SE Region.</p>
12:00 – 1:00 CT 1:00 – 2:00 ET		<b>Lunch</b>
1:00 – 2:30 CT 2:00 – 3:30 ET		<p><b>PLC Committee Meetings</b>  <i>(With Administrative Advisors; All Directors who do not have Administrative Advisor assignments may join the committee of their choice; same connection information as Tuesday PLC Committee meetings)</i></p>
2:30 – 2:45 CT 3:30 – 3:45 ET		<b>Break</b>
2:45 – 4:00 CT 3:45 – 5:00 ET		<p><b>ASRED Session</b>  <a href="https://msstateextension.zoom.us/j/95005679957">https://msstateextension.zoom.us/j/95005679957</a></p>
2:45 – 3:15 CT 3:45 – 4:15 ET	10	<p>EXCITE Status – Michelle Rogers and Chris Geith</p> <p><u>Note:</u> Fifteen land-grants in SE Region are participating in phase-one and ten in SE Region are participating in phase-two. CDC is shopping for additional funding for Extension related vaccination education and access.</p>
3:15 – 4:00 CT 4:14 – 5:00 ET	11	<p>DEI/CTRU AEA/ASRED Follow Up – Discussion of Possible Action Items from AEA/ASRED CTRU Sessions (See <a href="#">attached</a>)</p> <ul style="list-style-type: none"> <li>• SNAP-Ed Funding – Rich Bonanno, Ron Brown</li> <li>• Recruitment, Retention and Advancement of Diverse Staff at All Levels – Laura Johnson, Laura Stephenson, Bob Scott, Tom Obreza</li> <li>• Training, Leadership Development and Professional Development – Damona Doye, Gina Eubanks</li> </ul> <p><u>Note:</u> The bullet items are DEI/CTRU takeaways.</p>

	<p>Item #1) The Philadelphia based 'Food-Trust' is trying to tap into SNAP-Ed funding. They have had conversations with some of the 1890s. The 1862's and 1890's need to develop a stronger working structure for the future of this program, especially with Farm Bill discussions in the near term. <u>Extension Directors are encouraged to visit with Extension Administrators on SNAP-Ed resourcing, plus any issues with 1890's meeting state funding match requirements.</u> Other ideas mentioned include having a joint advisory council, sharing inservice training and a workable MOU.</p> <p>Item #2) Recruiting diverse applicants is an ongoing concern. Florida is reviewing position descriptions to improve appeal. Starting salaries may not be competitive. Middle managers have listed this as a priority topic. Ideas mentioned for possible action include advertising in more diverse publications, participating in 1890 job fairs, seeking advice from HR professionals and recruiting specifically for rural areas.</p> <p>Item #3) Training, leadership development, and professional development will be an ongoing ASRED focus. Damona and Gina will continue to bring ideas forward that focus on building a new culture rather than checking an administrative box. ACES will share a canvas course catalog video series required of all Extension personnel. (Paul later shared: The link for the course is: <a href="https://aces.catalog.auburn.edu/courses/aces-diversity-education">https://aces.catalog.auburn.edu/courses/aces-diversity-education</a>).</p>
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**Thursday, August 26**

<p>8:30 – 10:00 CT 9:30 – 11:00 ET</p>	<p><i>This time slot is for Program Committees to meet, as well as the PLC. Directors are free to join these meetings as they wish.</i></p>
<p>10:00 – 11:00 CT 11:00 – 12:00 ET</p>	<p><i>ECOP representatives from ASRED will join the ECOP meeting scheduled for this hour. Other Directors are welcome to attend.</i></p>

<p>11:30 – 12:00 CT 12:30 – 1:00 ET</p>	<p>12</p>	<p><b>First Joint Session of AEA and ASRED</b> <a href="https://msstateextension.zoom.us/j/93044116740">https://msstateextension.zoom.us/j/93044116740</a></p> <p><i>(PLC presents action items for consideration by AEA and ASRED)</i></p> <p><b>NOTE:</b> PLC Action Items and Accomplishments are <a href="#">HERE</a>. Ron will also summarize the accomplishments, send to Directors and share with Dr. Albert Essel for AEA.</p> <p>PLC 2021-2022 Plans of Work are <a href="#">HERE</a>.</p>
<p>12:00 – 1:00 CT 1:00 – 2:00 ET</p>		<p><b>Lunch</b></p>

<p>1:00 – 2:30 CT 2:00 – 3:30 ET</p>	<p>13</p>	<p><b>Second Joint Session of AEA and ASRED</b> <a href="https://msstateextension.zoom.us/j/93044116740">https://msstateextension.zoom.us/j/93044116740</a></p> <p>A. SRDC Report – Rachel Welborn and John Green <u>Note:</u> Dr. John Green was introduced as the new SRDC Director. John and Rachel shared an overview of current priorities, new opportunities, and strategic partnerships. John would like to begin meeting with states in the coming months. (See SRDC <a href="#">Report</a> and <a href="#">Indicators</a>)</p> <p>B. 4-H Council Update – Jill Bramble, Ivan Heredia and Andy Ferrin Ferrin reviewed the 4-H Council’s unique role and FY21-23 strategic plan. Jill Bramble provided a fund-raising update, focusing on private sector investment. Diversity, equity, and inclusion are important to private sector partners. Ivan Heredia was introduced as new director of marketing. (See 4-H Council <a href="#">Update</a>).</p> <p>C. ECOP/CES Executive Director News – Caroline Henney Caroline Henney provided an overview of ECOP leadership, 2020-2023 strategic directions, and an advocacy and education toolkit resource (<a href="https://advocacy.extension.org/">https://advocacy.extension.org/</a>). See Caroline’s report <a href="#">HERE</a>.</p>
<p>2:30 – 2:45 CT 3:30 – 3:45 ET</p>		<p><b>Break</b></p>
<p>2:45 – 4:00 CT 3:45 – 5:00 ET</p>		<p><b>ASRED Session</b> <a href="https://msstateextension.zoom.us/j/95005679957">https://msstateextension.zoom.us/j/95005679957</a></p>
	<p>14</p>	<p>Nominating Committee – Ed Jones</p> <p>The Committee made <a href="#">recommendations</a> and all were elected. Positions filled by ASRED, August 2021 are:</p> <ol style="list-style-type: none"> <li>1. ASRED Chair for 2022 – (Chair-elect for 2021 moves to Chair for 2021 following Annual NEDA Meeting in October, 2021): <a href="#">Rich Bonanno</a></li> <li>2. ASRED Chair-elect for 2022 – (One-year term; assumes office following the Annual NEDA Meeting in October, 2021 and slated to be ASRED Chair for 2023): <a href="#">Gina Eubanks</a></li> </ol>

3. ASRED Secretary for 2022 – (One-year term; assumes office following the Annual NEDA Meeting in October, 2021): Paul Brown
4. ECOP – (Four-year term replacing Gary Jackson, ending in November, 2025; Laura Johnson and Rich Bonanno are also ECOP members): Damona Doye
5. National 4-H Congress Board of Directors – (Three-year term ending in November 2024; need to reappoint Laura Johnson as representative from the host state): Laura Perry Johnson
6. Southern Region Aquaculture Center Board of Directors – (Three-year term ending in November 2024; replacing Gina Eubanks; Steve Martin and Bob Scott are also members): Jeff Hyde
7. Southern Region Representative to Journal of Extension Board – (Three-year term ending November 2024; replacing Tom Dobbins): Ashley Stokes
8. Technical Advisory Committee, SRDC – (Three-year term ending November 2024 replacing Shreedhar Upendram (TN); non-director, with consideration for discipline area. For geographic balance, SRDC suggests one of the following. No one from either state will be represented on Board or TOAC once current folks roll off – both are key CRD contacts for their states: Ken Robinson, Clemson – has been very engaged or Jermaine Durham, UGA - has been moderately engaged: Ken Robinson
9. SR-PLN 4-H Program Committee Administrative Advisor – (Four-year term ending November 2025, replacing Paul Brown; term begins following the Annual NEDA meeting in October, 2021): Bob Scott
10. SR-PLN CRD Program Leader Committee Administrative Advisor – (Four-year term ending in November 2025, replacing Ed Jones; term begins following the Annual NEDA meeting in October, 2021): Ashley Stokes
11. SR-PLN FCS Program Leader Committee Administrative Advisor – (Four-year term ending in November 2025, replacing Rich Bonanno; term begins following the Annual NEDA meeting in October, 2021): Gary Jackson
12. SR-PLN Middle Managers Program Leader Committee Administrative Advisor – (Four-year term ending in November 2025, replacing Tom Dobbins; term begins

	<p>following the Annual NEDA meeting in October, 2021): <u>Mike Phillips</u></p> <p>13. SR-PLN: PLC Representative and Exec. Comm. Member – (Two-year term, replacing Gina Eubanks; term begins following the Annual NEDA meeting in October, 2021): <u>Tom Dobbins</u></p> <p>14. Extension Foundation Board Member – (Two-year term replacing Damona Doye, ending with NEDA 2023; Director from member state elected by member states): <u>Damona Doye</u></p> <p>15. NUEL Steering Committee, Southern Region – (Three-year term ending October 2024 replacing Jeff Young, Kentucky. NUEL procedures, approved by ECOP, for filling these positions call for NUEL to suggest a nominee(s) to Directors for consideration. ASRED may approve that nominee or may choose another individual. For this slot, NUEL suggests that Jeff Young, Director for Urban Extension at the University of Kentucky, be approved to serve a second term since he has only filled part of a vacated term. The other two Southern Region members of the Steering Committee are Brenda Rogers of the University of Florida IFAS and Katherine Williams of North Carolina University Extension). <u>Jeff Young</u></p> <p>16. NEDA 2022 Planning Committee (1-year term beginning after NEDA 21; Directors who have served recently include Laura Johnson, Gary Lemme, Ed Jones, Damona Doye and Laura Stephenson): <u>Tom Dobbins</u></p> <p><u>Note:</u> The August 2021 Nominating Committee Report was approved as presented by committee chair Ed Jones. Approved.</p>
15	<p>Resolutions Committee <a href="#">Report</a> – Jeff Hyde</p> <p><u>Note:</u> Rich Bonanno moved to approve the August 2021 Resolutions Committee Report. Tom Dobbins seconded the motion. Approved.</p>
16	<p>Instructional design/digital delivery – Laura Johnson</p> <p><u>Note:</u> This topic should be a standing agenda item for monthly or semi-annual ASRED meetings.</p>
17	<p>On-boarding Extension Professionals – Gina Eubanks (Note: This topic was moved to the next monthly ASRED meeting)</p>

	18	<p>Journal of Extension Update – Drew Griffin and Tom Dobbins</p> <p><u>Note:</u> The JOE operation was moved to Clemson University Press in early 2021. Drew Griffin was introduced as the new editor. Major improvements in editorial and publishing processes were shared. Currently, they are working through an 8-month submission backlog. The acceptance rate is currently at 24%. The JOE dashboard shows metrics related to Journal access and utilization across the globe – about 3,000 downloads per month. Articles are now published in real time. Special issues are in the works. Drew will prepare a one-page summary of new Journal features and processes. The Job Bank is active.</p> <p>Drew Griffin’s email: <a href="mailto:journalofextension@clemson.edu">journalofextension@clemson.edu</a>  Journal of Extension: <a href="https://tigerprints.clemson.edu/joe/">https://tigerprints.clemson.edu/joe/</a></p>
	19	<p>Accountability and Reporting Structures – Gina Eubanks  (Note: This topic was moved to the next monthly ASRED meeting)</p>
	20	<p>Other Items, Updates, and Reports</p> <ul style="list-style-type: none"> <li>• ANR Liaison <a href="#">Report</a> – Laura Johnson (written report)</li> <li>• SAAESD <a href="#">Report</a> – Gary Thompson (written report)</li> <li>• <a href="#">SR-PLN Virtual Programming Lessons</a> – PLN Committee</li> <li>• Urban Contact List <a href="#">Review</a> – Ron Brown</li> <li>• Schedule of ASRED Meetings – Ron Brown <ul style="list-style-type: none"> <li>○ May 16-19, 2022 – College Station, TX</li> <li>○ August 2022 – Ft. Worth, TX (rescheduled from August 2020)</li> <li>○ Sept 10 – next ASRED Monthly Meeting</li> </ul> </li> </ul> <p><u>Note:</u> Extension Directors are asked to review Urban Contact list and to notify Ron Brown of edits or no-change.</p> <p><u>Note:</u> No monthly meeting for September. Next monthly meeting scheduled for October 15 @ 9:00 a.m. CT; 10:00 a.m. ET.</p> <p><u>Note:</u> August 2021 ASRED meeting adjourned at 3:34 CT.</p>
		<b>Adjourn</b>