



**AUGUST 19 - 22, 202**  
**CHARLOTTE, NORTH CAROLINA**

**Southern Region Program Leaders Network (SR-PLN)**

# Decision Items

# Decision Items

COM Committee

- Background: The current PLN logo and digital brand has been used for more than a decade. The logo lacks accessibility and design files.
- Committee Involved: Communications
- Action Requested: Support for updating the logo and digital brand
- Timeline: Launch at 2025 PLN conference



# Decision Items

COM Committee

- Background: The communications committee has prepared a proposal for a digital ad campaign for the southern region Extension system.
- Committee Involved: Communications, AEA, ASRED
- Action Requested: Approve \$50,000 expense, support from administrators
- Timeline: August 2025 for plans, design, to implement in 2026



# Decision Items

COM Committee

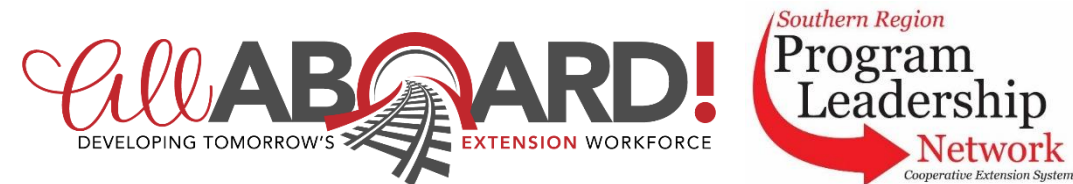
- Background: Currently, the conference speakers/keynote presentations and documents are not accessible. Improving accessibility will help increase participant access and engagement with the content and sets an example for the region.
- Committee Involved: Communications
- Action Requested: Support the implementation of accessibility best practices at the 2025 conference (live captioning, accessible PDFs and document templates), consider building cost into conference budget
- Timeline: Launch at 2025 PLN conference



# Decision Items

COM Committee

- Background: The current SR-PLN website is built upon old software with challenges for maintenance, updates, and accessibility. It is strongly recommended to upgrade the site to modern standards, to refresh content, and to remove wrong or outdated information.
- Committee Involved: Communications
- Action Requested: Request permission to transition the website to a standard CMS platform and improve content and management.
- Timeline: September 2024 - identify CMS platform after receiving leadership approval for transition. 3-6 month timeline for document transition and re-launch



# Accomplishments

# Accomplishments

ANR Committee

- Deborah Tannenbaum, State Executive director of FSA for Florida/Virgin Islands, presented to the committee on FSA programs related to disaster relief for ag damage from natural disasters.
- A survey was created and distributed through SR ANR members and needs for climate-smart agriculture education were identified.
- Shared USDA Discrimination Financial Assistance Program information to affected producers through committee members and their stakeholders. 1890 Foundation provided assistance. Checks went out to farmers earlier in August through the program.





# Accomplishments

COM Committee

- Developed a news release template to promote Extension's work in the Southern Region that members customized and distributed to local media
- Completed two modules (writing & internal comm) of communication training curricula that are available for states to customize and use; made significant progress on six remaining modules
- Developed groundwork for quarterly news releases – including an editorial calendar and determining collaborative topics



# Accomplishments

CRD Committee

- Completed CED 101 training at NACDEP & co-presented online webinars
- Hosted training on collecting indicators
- Contributed content to Around the South newsletter



- FCS Recruitment and Retention Survey of Southern Region Extension FCS Professionals
- Family-Life Balance Resources Survey of Southern Region NEAFCS State Affiliates and Program Leaders
- Collaborative Grants, Programs & Efforts – CDC, Food Safety Extension Network, Climate Change & Financial Security; Impact and success stories

# Accomplishments

## 4-H Committee

- The 2024 Southern Region 4-H Biennial Conference was attended by 130 4-H Youth Development Specialists from 14 southern states, featuring networking, and presentations from across the region.
- Southern Region PYD Champions have actively contributed to advancing the 4-H Thriving Model through conference presentations, the creation of resources, and the facilitation of national training.
- The Extension Volunteer Assessment group led professional development trainings that reached more than 1,000 participants, including the 4-H Volunteer Conference of the Southern States (150 in-person attendees), and enhanced volunteer programs and resources through monthly meetings and national committees.



- Surveyed institutions and provided a written overview of the workflow/process for software and hardware purchasing and approval and the disposal process for hardware.
- Experiences were shared by the different institutions about the application of artificial intelligence (AI).

# Accomplishments

MM Committee

- Reviewed strategies to address new Fair Labor Standards Regulations as well as Recruitment and Retention Strategies and Successes – Including Internship Programs
- Provided state updates and professional development zoominars at quarterly zoom calls – Jeff Young and team
- Discussed usages and challenges of AI in Extension w/ a demonstration of Oklahoma State University Extension AI Chat Bot.



# Accomplishments

PSD Committee

- Curated program development model recommendations for Extension professionals.
- Hosted a successful Virtual Summer School themed “Program Development through the Lens of Access and Belonging.”
- Developed a repository of supervisory and leadership development resources (ex: Leadership Lunch & Learn).



# Information Items

Plans for the coming year



- Implementation of a webinar series for Extension educators focused on climate-smart practices across the southeast region
- Sustainable small ruminant production: (a) webinar series, (b) exploration of a small ruminant quality assurance program
- Develop a factsheet that identifies general information on pesticide strategies based on new EPA regulations.

- Increase accessibility and model best practices for the region
- Modernize content and digital presence
- Finalize communication training curricula

- Assess/ update existing “Cashing in on Business” curriculum
- Support CED/CRD professionals by conducting CED 101 Training
- Conduct training on collecting indicators and program evaluation techniques

- Focus work of sub-committees: recruitment and retention; mental health and well-being; food nutrition security; workforce development
- Capture and share success stories with the use of standard metrics and in collaboration with the Extension health metrics workgroup
- Continue to explore multi-state, collaborative grant-funded opportunities



- Create an organizational development plan, including a list of committee members and liaison roles with descriptions and terms.
- Establish a Southern Region Camping Task Force addressing emerging issues and risks in the 4-H camping program, developing camp-specific training materials incorporating the science of positive youth development, and establishing a research impact agenda for camping.
- Create a regional Assistant/Associate Program Leader Network that fosters collaboration, enhances state specialist professional development, and strengthens regional programming collaboration.

- Gather experiences from land grant institutions that have implemented a robust CRM. Document what is working and not working. Share information with the Director Committee.
- Provide recommendations for those making policy when implementing AI.
- Refine survey and collect data on IT staffing levels and areas of responsibilities at SR-PLN member institutions. An executive summary of the results will be shared with the IT Committee.

- Planning 2025 Bi-annual Middle Manager Conference (April 7-11)
- Initiate mentoring program for new Southern Region Middle Manager using newly completed handbook
- Implement quarterly zoom meetings with updates and professional development



- Host Virtual Summer School, monthly Leadership Lunch & Learn, and monthly reporting showcase.
- Conduct inventory of online resources for program development, staff development, and reporting, and encourage the upload of resources onto our shared hub.
- Craft guidelines and strategies for effective recruitment of targeted audiences for Extension positions.



# THANK YOU

