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Extending Knowledge . Changing Lives



August 2014

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Action Items



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Action: Consolidated Data Collection

Background: The importance of USDA capacity funding is reinforced by coordinated impact reporting.

Committee Involved: ANR & applicable committees

Action Needed: Coordinate consolidated data collection and reporting of impact from USDA capacity funding for Southern Region Farm Bill Extension Education.

Timeline: 2014-15



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Action Item: CRD Capacity

Background: A better understanding of how local needs could align with key opportunities for CRD programming is needed to build capacity across the Southern Region.

Committee: CRD

Action Requested: Permission to convene a meeting with representation from each institution to develop a capacity building agenda for CRD programming. Recommended participation: CRD Program Leader, 1 middle manager & 1 county agent/educator

Time Line: August 2015



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Action: eXtension Updates & Resources

Background: The following challenges have been encountered when using eXtension:

- Documentation of participation in eXtension trainings (Learn and Campus)
- Understanding of rules and procedures of intellectual property

Committee: PSD & other committees

Action Needed: Encourage directors and administrators to ask committee chairs to identify the needs of each committee in relation to eXtension resources and in relation to the new plan being considered.

Time Line: August 2015



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Action: Promotion of Excellence in Extension

Background: There is a need to promote Extension. Excellence in Extension is currently being used as a decision making tool; however more complete data for institutions is needed.

Committee: Program and Staff Development

Action Needed: Promote use and value of “Excellence in Extension” by more effective reporting

Time Line: December 2014



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Action: Effort to Reduce Duplication in Reporting

Background: States are reporting in multiple databases (for example NIFA Report of Accomplishments, Excellence in Extension, McIntire-Stennis)

Committee: Program and Staff Development

Action Needed: Directors and administrators recommend to NIFA and the NIFA plan of work review team to develop a combined/single reporting system.

Time Line: August 2015



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Information Items



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Information: National ANR Meeting

- **Information:** ANR has historically held a National ANR Program Leaders Meeting. North Central and Southeast propose re-initiating National ANR Program Leaders meeting in Washington, DC.
- **Committee Involved – ANR**
- **Time Line:** Fall 2015 or Spring 2016



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Information: Farm Bill Training

- **Information:** Training is needed for Agents and Specialists working with 2014 Farm Bill. Three Farm Bill and Assistance Tool training meetings are planned.
- **Committee Involved** – ANR
- **Time Line:** September and October, 2014



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Information: Shared On-Line Agent Training

- **Information:** County ANR agents require significant staff development training. A subcommittee has been established to consider sharing on-line training resources.
- **Committee:** ANR
- **Time Line:** Recommendation report in 2015





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Information: Social Media Guidelines

- **Information:** The Committee will compile social media guidelines by institution and post to committee website.
- **Committee:** Communications
- **Time Line:** August 26, 2014



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Information: Integrated Strategic Communication

Information: Communications will complete a position paper on the value and impact of integrated strategic communications.

Committee: Communications

Time Line: Feb. 2015



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Information: Extension Communication Skills

Information: Communications Committee will complete a research draft for a white paper on the communications skills of Extension educators.

Committee: Communications

Time Line: Oct. 1, 2014



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Information: Assessment of Communications Skills

Information: COM & PSD committees will develop a list of recommendations for assessing Extension professionals' communications skill set.

Committees: Communications & PSD

Time Line: March 2015



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Information: Communications Training

Information: Communications Committee will assess current communications training for Extension educators through nationwide survey to draft recommended best management practices.

Committee: Communications



Time Line: December 2014

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Information: Extension Centennial

- **Information:** Institutions continue to plan events and messaging of the Extension centennial.
- **Committee:** Communications
- **Time Line:** December 2014



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Information: Basic Community Development Training

Information: Basic Community Development training for agents including special topics (e.g., urban programming) is needed across program areas. CRD plans to conduct one regional workshop during the programming year. The agenda for this workshop will build upon input gained from CRD action item.

Committees: CRD/MM

Time Line: August 2015



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Information: CRD Common Indicators

Information: CRD is continuing to refine and gather common impact indicators and highlight success stories. The first year's effort is complete.

Committee: CRD

Time Line: August 2015



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Information: Board on Ag Assembly & Board on Human Sciences Health Taskforce

Information: The Health Taskforce is working to improve the health environment for communities. The taskforce is accepting nominees from states to participate on the implementation team. Directors and Administrators may submit nominees to the implementation team via Michelle Rodgers (mrodgers@udel.edu)

Committee: Family & Consumer Science

Timeline: October 1, 2014



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Information: National Health and Outreach Conference

Committee: Family & Consumer Science



Southern Region
**Program
 Leadership**
Network
Cooperative Extension System

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Information: Health Core Competencies

Information: The SR FCS will forward all current health and wellness core competencies to ECOP in order to review and update.

Committee: Family & Consumer Sciences (FCS)

Time Line: October 1, 2014



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Information: Health & Wellness Specialist Funding

Information: The new Health and Wellness Framework may lead to external opportunities for funding to each state for health and wellness specialist positions that will require a match. The FCS committee would like the southern region to be ready to match these funds.

Committee: Family & Consumer Sciences (FCS)

Time Line: TBA



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Information: FCS Volunteer Initiatives

Information: FCS will convene a meeting of interested states in the region to share volunteer initiatives such as Master FCS Volunteer, Master Money Mentor, and Master Food and Nutrition Volunteer. Topics will include availability of materials, best practices for recruitment and management, marketing, funding, and program evaluation.

Committee: Family & Consumer Sciences (FCS)

Time Line: March 1, 2015



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Information: Peer Mentoring

Information: The region needs to establish additional professional development for program leaders. The 4H Committee will develop a structure to implement peer mentoring for program leaders.

Committee: 4-H Youth Development

Time Line: March 2015



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Information: 4H Common Measures

Information: The region needs to use 4-H Common Measures for evaluation, interpretation, and accountability at the state and regional level. The committee will work with 4-H National Headquarters to implement a workshop on 4-H Common Measures for program leaders.

Committee: 4-H Youth Development

Time Line: January 2015



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Information: 4H Committees

Information: The region needs to reestablish working groups or reconnect content specific committees. The committee will assess member participation in existing working groups and committees on the state and national level to fill gaps based on regional needs.

Committee: 4-H Youth Development

Time Line: May 2015



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Information: IT & eXtension

Information: eXtension is redefining their structure. IT will request eXtension leadership team conduct quarterly meetings with IT Directors to enhance communication during the development of the new eXtension model.

Committee: Information Technology

Time Line: Ongoing



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Information: Middle Manager Conference

Committee: Middle Managers

Time Line: March 16-19, 2015



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Information: MM Newsletter

Information: MM will continue delivery of MM PLN News throughout the 2014-15 year.

Committee: Middle Managers

Time Line: Quarterly



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Information: Urban Initiatives

Information: MM agree to support Urban conversations as they arise. This includes:

- Created an Administrative Track for the 2015 National Urban Conference
- Engage in the conversation about the National Urban Leaders Network

Committee: Middle Managers

Time Line: May 4-7, 2015, Atlanta, GA



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Information: Association Participation

Information: SR-PSD initiated the development of the National Association of Extension Program and Staff Development Professionals. Of the current 111 members, approximately 49 are from the south. Southern members continue to hold leadership roles. Recruitment continues for more members across regions and program areas.

Committee: Program and Staff Development

Time Line: August 2015



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Accomplishments



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ANR Accomplishments

- White paper on Shared Specialists completed (posted on ANR PLN website)
- Regional Climate Variability and Change In-Service planned for September 3-5, 2014



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Communications Accomplishments

- Completed the Smith-Lever Convocation for the the centennial of Extension on May 8, 2014
- Completed first research draft for a white paper on the communications skills of Extension educators
- Completed first draft of the position paper on the value and impact of integrated strategic communications



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CRD Accomplishments

- Conducted one multi-state Community Development agent training.
- Completed the initial data collection for CRD program indicators (10 states contributing)
- Completed the preliminary assessment of CRD activities that impact County Commissioners
- Completed a report showcasing CRD programming across region



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FCS Accomplishments

- Several multi-state submissions were made for the “Center for Nutrition Excellence”
- Multiple submissions to the CDC obesity RFP
- JOE article written to detail the FCS role in Extension over the past 100 years
- Tennessee completed a core competencies assessment in a multi-state effort
- Participated in the FCS Master Volunteer Program design
- Helped create “Table For Two” (a teen pregnancy curriculum)
- Submitted two funding proposals by community, local, and regional food systems multi-state work group



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4H Youth Development Accomplishments

- Conducted a survey of the region concerning volunteer screening and background checks.
- Planned and implemented regional events:
 - Volunteer Conference of the Southern States 150 in attendance.
 - Southern Region Teen Leaders Conference with 10 states and 232 participants.
 - Southern Region Horse Show with 551 participants
 - Southern Region 4-H Biennial Conference with 48 participants
- Began using 4-H Common Measures. 18 of 20 program leaders present have used within the last year.



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IT Accomplishments

- Compiled and distributed an extensive list of national professional development associations for 1862 and 1890 Extension IT professionals.
- Continued promoting eXtension's professional development opportunities:
 - Conducted New Employee orientation to eXtension
 - Promoted eXtension Learn opportunities to Extension employees
 - Trained and promoted "Ask an Expert" use to employees and volunteers
 - Educated AEA Professional Development Academy about eXtension
 - Participated on eXtension institutional teams, COPs, and Question Wranglers
 - Represented the 1890 eXtension Fellowship
 - Presented and attended several eXtension webinars and attended annual eXtension Conference



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Middle Manager Accomplishments

- Published 3 Middle Management Newsletters to broadcast issues pertinent to Middle Managers
- Planned the administrative track for the 2015 National Urban Conference
- Had two conference calls to heighten urban Extension through our Urban Network of Extension Workers
- Initiated the planning for the 2015 Middle Managers Conference in Charleston, SC
- Planned and executed the Urban Pre-Conference for 2014 PLN Meeting, Fort Worth, TX



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PSD Accomplishment

Submitted joint 2014 Research and Extension
1862/1890 plans and/or reports to USDA-NIFA.



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