

ASRED / SAAESD Joint Spring Meeting

Crowne Plaza New Orleans French Quarter
739 Canal Street, New Orleans, LA

April 24-27, 2017

Agenda		
<i>Monday, April 24</i>		
4:00 – 7:30 pm	Registration – St. Charles Ballroom Foyer	
6:00 – 7:30 pm	Joint Welcome Reception – St. Charles Ballroom	
<i>Tuesday, April 25</i>		
7:00 – 10:00 am	Registration – Toulouse Foyer, Mezzanine 2	
6:30 – 8:00 am	Joint Breakfast – St. Charles Ballroom	
8:00 – 10:00 am	Joint ASRED and SAAESD Meeting – Gary Jackson, ASRED Chair – Toulouse Room, Mezzanine 2	
8:00 – 8:15 am	Welcome and Introductions – Gary Jackson	
8:15 – 8:30 am	LSU Welcome – Bill Richardson	
8:30 – 8:45 am	J1	BAA Policy Board Report – Bob Godfrey, Insular Institutions' Representative
8:45 – 9:00 am	J2	BAA Budget & Advocacy Committee Report –Bill Brown and Doug Steele
9:00 – 9:15 am	J3	BAA Legislation & Policy Committee Report – Jim Trapp and Bill Brown Progress on the Farm Bill has been on the “back burner” since the joint meeting of ECOP and ESCOP in Jackson Hole and a subsequent meeting of representatives of the Committee on Legislative Policy (CLP) in early October. The outcome of the CLP meeting in early October was to call for renewal of nearly all of the current lines in the NIFA budget. A sub-committee was formed to consider consolidations of a small number of minor lines in the budget. To date this committee has not met.
9:15 – 9:30 am	J4	BAA Initiatives Updates: <ul style="list-style-type: none"> • Antibiotics Resistance Implementation – Ian Maw

		<ul style="list-style-type: none"> • Healthy Food Systems, Healthy People Funding Strategy – Ian Maw • Challenge of Change Commission – Ian Maw
9:30 – 9:45 am	J5	<p>ECOP – ESCOP Initiatives Updates:</p> <ul style="list-style-type: none"> • Communication and Marketing Committee – Ian Maw • Impact Database – Bill Brown
9:45 – 10:00 am	J6	<p>ASRED – SAAESD Initiatives Updates:</p> <ul style="list-style-type: none"> • Gulf Hypoxia, SERA 46 – Wes Burger • Local Foods, SERA 47 – Ed Jones and Eric Young
10:00 – 10:30 am		Joint Break – Toulouse Foyer, Mezzanine 2
10:30 – 12:00 am		Separate ASRED (Bienville Room, Mezzanine 2) and SAAESD (St. Ann Room, Mezzanine 2) Meetings
	1	<p>Call to order, introductions and initial business – Gary Jackson, Chair</p> <p>Attendees: AL -- Gary Lemme, Paul Brown; AR -- Rick Cartwright; FL -- Nick Place, Tom Obreza; GA -- Laura Johnson; KY -- Jeff Young; LA -- Gina Eubanks, Rogers Leonard; MS -- Gary Jackson; NC -- Rich Bonanno; OK -- Jim Trapp, Randy Taylor; SC -- Tom Dobbins, Brian Callahan; TN -- Delton Gerlock, Robert Burns; TX -- Jeff Ripley; VA -- Ed Jones; ASRED -- Ron Brown; NIFA -- Denise Eblen; and SRDC -- Steve Turner</p> <p>a. Appoint Nominating committee – (See list of Vacancies HERE) – will serve beginning this meeting and serve until the next spring meeting (one senior, one mid-tenure and one new Director) Ed Jones (Chair), Rick Cartwright and Laura Johnson were appointed.</p> <p>b. Appoint Resolutions committee for 2017-18 Richard Bonanno (Chair), Robert Burns and Brian Callahan were appointed.</p> <p>c. Appoint committee to evaluate ED and review Accomplishments/POW HERE and Budget HERE (include ASRED Chair, Clemson Director and 2-3 other Directors) Gary Jackson (Chair), Tom Dobbins, Jim Trapp, and Ed Jones were selected.</p> <p>d. Approve Minutes of August 2016 meeting and Notes from January 17, 2017 meeting It was moved (Jim Trapp), seconded (Nick Place) and passed to approve the minutes as printed.</p>

	<p>e. Review agenda – Gary Jackson, Chair Tom Dobbins moved to accept the agenda as presented. Ed Jones second. Approved.</p>
	<p>State Updates – All</p> <p>Since reports are available for reading, Directors are asked to use 3-4 minutes to highlight their state report and respond to questions.</p> <p>Individual documents: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, Virginia, Virgin Islands</p> <p>Print Consolidated State Updates document HERE or print separately above.</p> <p>AL – I-Book for new beef producers, it is free, used by Vo-ag; saved \$93/head, 53:1 ROI; Low path avian flu, all communications pre-prepared, was able to respond promptly, 55M read/saw article, prepopulated videos, postcards and signs to feed stores, chicken supplies; 4H Science School, focus on including urban, 3K students total, increase in AA, urban, female participation, gateway into 4H; Storm Water Mitigation I-Book, used with city planners, used in 41% of municipalities that have storm water governance.</p> <p>2 AR – Vic Ford, Interim Assoc Dir for ANR, Martha Ray Sartor, interim Assoc Dir for 4H and FCS; Dicamba technology issue, CED well used policy education, has a Break-through Solutions group used by counties; got \$600K new from counties and got new funding from state of \$3M one-time; yoga for kids program successful, adopted by 16 other states; diabetes and obesity focus;</p> <p>FL – Senate favorable, house wanting to cut; spend half day with IHL Board of Trustees, rural/urban interface; connect Ext network with all of campus; listening sessions with Farm Bureau successful, Farm Bureau – new award \$500 for Extension; Extension symposium with 400 state/county faculty; Entrepreneurship Workshop using a SharkTank model with \$12K for funding; Revenue enhancement and accountability in counties, liability issues, e.g., MG and 4H volunteers with private accounts; focus on hiring and appraising millennials; health indicators in the SEC, colleges of public health; 4H membership fee instituted;</p> <p>GA – Good legislative session, \$5M increase for CES; \$8M moved from Soil and Water Conservation to CES; Vacant Director of County Operation; Increased starting MS to \$46K; \$28K for BS degree Extension Educator;</p>

KY – Hiring 4 department heads; internal audit; Gary Palmer is interim Director; mobile reporting system formatted for smart phones;

LA – Raising starting salaries to \$40 for BS, \$45K for MS as of May 1; searching for two regional directors for R and E; not having good experience with “Work Day” financial management system; working with Bell and National 4H Council to test an educational component of a county school-based summer feeding program;

MS - \$42.5K for BS and \$45K for MS; will vote on whether or not to move 4H Foundation to MSU Foundation;

NC – dealing with budget cuts related to hurricanes and flooding; \$35K BS, \$45K for MS; adding focus to dealing with on-campus faculty; moved to a definition of scholarship that fits various assignments; improving branding; hiring 40 new faculty in college, with 15FTE of Extension assignments;

OK – no money; lots of trouble with fires; ~35% cut over the years, but got some money from counties; 4-5,000 surveys to communicate and ask questions – how far would you drive to listen to a program versus a webinar – about 50 miles was the break point; questions were asked about fee structures – they were willing to pay \$2/hour. The survey, with explanatory questions, was very informational in a positive way for Extension. At \$10K/mile of fence, about \$180M of fences burned in OK.

SC – got increases in budget, including ear-tags for county agent travel; Governor supports CES; branding campaign – just finished and now moving into marketing; reorganization – moved from 13 areas to 5 districts; policy manual updated; CUMIS updated; working with School of Nursing on health initiative, along with school nurses. Got \$40M for flood victims, but complaints from drought victims. From six or seven 4H agents, now have ~36. Water policy becoming more of an issue; good synergy between 4H and FFA.

TN – Dean of Extension search, still accepting applications; Getting 3% salary increase; Strategic planning, LEAD95, has received good acceptance with training for most agents. Dress codes are issues with millennial employees. Revising Extension Planning and Reporting System; SNAP Employment Training is a potential funding source. Missouri is doing a successful program now. This is run through the same office as the SNAP-Ed in most states.

TX – Jeff Ripley – Reporting system is TEXAS, a home-built system that works pretty well, but is under revision. Legislature is in session, but House and Senate are not in sync, but both are

	<p>projecting a reduction in funding for Extension. Will probably lose ~15 agents and ~15 specialists, most of which are vacant, as a Phase 1 cut. Phase 2 cut will involve some reorganization with some multicounty specialized agents; Search underway for State 4H Leader; Search also underway for Vice Chancellor and Dean, Mark Hussey; Healthy South Texas program focuses on chronic diseases in 27 counties, with health coalitions established in each county, along with youth ambassadors. US funded Traffic Safety is a \$7M program - inspecting child car seat installation by FCS agents; this is done in concert with an educational program focusing on safe transport of children. Half million acres burned in March; Ag Literacy and health initiative.</p> <p>VA – have a new reporting system mandated by the Provost, not going well; combined 3 departments into a School of Plant and Environmental Sciences; the university got cut, but Extension and Research were exempt. Legislature approved a study to measure the economic impact of agriculture on the state. Reorganizing administrative team; soon to begin a strategic study of how hires are made.</p> <p><u>Notes:</u> Topics for future discussion: attracting, managing, training, and supporting a new generational (millennial) workforce; fee generation i.e., 4-H membership/participation; writing effective impact statements; state program reporting systems (most states are constructing or updating their systems); content management systems to enhance digital access; discussion of what is and how to define Extension scholarship; SNAP employment training.</p> <p><u>Action:</u> Dr. Jackson recognized Dr. Ed Jones for his service as Chair of ASRED for 2016 and Dr. Jones presented a gavel to Dr. Jackson to use during his term as Chair in 2017.</p>
<p>12:00 – 1:30 pm</p>	<p>Joint Lunch / Leadership Awards Recognitions – St. Charles Ballroom</p> <p>Dr. Jackson, ASRED Chair, recognized Drs. Jim Trapp and Tim Cross as recipients of the ASRED Distinguished Leadership Award. A plaque, Captain’s clock and Engraved Medallion were presented to both individuals as the group applauded their many accomplishments.</p>
<p>1:30 – 5:00 pm</p>	<p>Separate ASRED (Bienville Room, Mezzanine 2) and SAAESD (St. Ann Room, Mezzanine 2) Meetings</p>
	<p>NIFA Extension Update – Denise Eblen, Deputy Director, NIFA/Institute of Food Safety and Nutrition (See PPT)</p> <p>3 <u>Notes:</u> FY18 budget anticipated release date -- May 18. NIFA State Liaisons – seeking our ideas to make interaction meaningful. Inter-agency programs for Extension – DOE, DOD. EFNEP/Nutrition Education meeting in MO in June 2017, invitation</p>

	<p>only, 60-70 invitees (Nick Place and Gina Eubanks attending). Teconomy report – positive and well received – it will help actively defend/support capacity lines.</p> <p>There was much discussion about EFNEP/Nutrition Education meeting in MO. States understand the importance and want to be certain that diverse needs are addressed. The policy, systems, and environmental outcomes component of SNAP-Ed has been transformational.</p>
<p>4</p>	<p>SRDC Update – Steve Turner, Director, SRDC</p> <p>Dr. Turner will provide an update on rural development issues in the South and specific SRDC activities, as well as the direction of Federal investments in rural America.</p> <p><u>Notes:</u> Center Priorities -- Develop Pathways for Resilient Communities; Build Strategic Partnerships; Mobilize Resources around Emerging Issues and Opportunities.</p> <p>Civil Dialogue – Establishing a Web Presence (Resources) -- Rapid Response webinar May 17 at 1:00 p.m. The purpose is to discuss resources and ideas to initiate a civil discourse on race relations.</p> <p>Community Development and Extension: Each Community has potential Success is dependent on people Regionalism appears to be a model of success Extension provides a framework for activity and resources for progress</p>
<p>5</p>	<p>Proposal for One Database for Submission of NIFA Reports – Tom Dobbins, Clemson University</p> <p><u>Notes:</u> Proposed idea to develop a uniformity in reporting system to meet federal and state needs. Any interest?</p> <p>The NIFA reporting system is supposed to be changing, but it probably won't be ready until 2019.</p> <p>ASRED should provide input into proposed NIFA report changes before they are finalized. Then southern region would in a better position to work toward a unified approach to planning and reporting.</p> <p>On Wednesday morning, Dr. Sonny Ramaswamy stated the new federal POW system would be in place by April 1, 2019. The new reporting system would be utilized for the federal report due on April 1, 2020.</p>

	6	<p>Southern Region Extension Forestry Committee Report – Laura Perry Johnson</p> <p><u>Notes:</u> Laura gave information regarding the upcoming budget for the Forestry position and asked for input so that she can build a budget to present in August. A needs assessment has been completed; resources have been shared with county staff; and they have received a \$15M bioenergy grant. States need to link to the SR Extension Forestry Resource page. Be sure to link Southern Region Extension Forestry on resource pages to public and staff. In particular, educators need to be familiar with resources available. Center staff need to connect to our program teams regularly. At PLN, Bill Hubbard and staff need to meet with program leaders and middle managers.</p>
3:00 – 3:30 pm		Joint Break – Toulouse Foyer, Mezzanine 2
	7	<p>ECOP Update – Ed Jones, Tom Dobbins and Gary Lemme; Other Directors on Specific Committees will</p> <p>Highlights of actions/issues from ECOP that may impact the region</p> <ol style="list-style-type: none"> a. National System Work b. Private Resource Mobilization (Laura Perry Johnson) Laura reviewed the report of the PRM task force that recommended a strategy for implementing the PRM as well as an institutional home. This initiative was based on a survey of Directors and Administrators (at NEDA meeting in Wyoming and a follow up webinar survey). The PRM recommended a Program Oversight Committee and an institutional home, as well as a Chief Advancement Officer. ECOP devoted \$50K to this effort for year one. ECOP approved the appointment of a POC and the involvement of eXtension in further delineating a plan for institutions to opt in. Dr. Dobbins and his advancement officer offered to be a part of the POC. c. Communications and Marketing Committee (CMC) – See CMC report HERE and kglobal report HERE d. ECOP Chair Initiatives e. Farm Bill f. One-Ask Advocacy g. Others - Rick Klemme is acting Executive Director; ECOP Executive Committee is doing some additional strategic planning regarding filling this position. h. <u>Notes:</u> EDEN needs to reach out more to Directors. Ron Brown will incorporate EDEN on future agenda. Nick indicated that the strategic plan for EDEN is in progress.
	8	<p>Best Management Practice -- How to Develop a Statewide Extension Strategic Plan – Rich Bonanno, NCSU</p>

		<p>Dr. Bonanno will introduce the topic based on NCSU experiences and lead a follow up group discussion.</p> <p><u>Notes:</u> NCSU will provide PowerPoint At one time, holding 90 county positions open. Finally decided they would not be refilled and started to plan/organize based on funds available. Assumed continuing county based programs; focused on internal communication, assigned 50%FTE person to do this; asked 4 groups to make a plan, budget included.</p>
	9	<p>Capacity Funds Study (pdf) – All</p> <p>Notes: Report is positive and making a difference.</p>
	10	<p>Path to the Plate Initiative – Jeff Ripley, Texas</p> <p><u>Notes:</u> Educational program on how to make informed decisions about food and where their food comes from. Kick-off at state fair – train-the-trainers will work with county teams. State-wide effort in 2018.</p>
	11	<p>National 4-H Congress Update – Laura Perry Johnson, Georgia</p> <p><u>Notes:</u> 5 directors and 5 4HPL are on board, though not all filled or active. Board decided to recommend reduction of directors from 5 to 2. Congress is in better shape, financially, than in the past, but still lack funds. Susan Stewart has asked for names of people from whom to solicit support funds. Ed reported that it is likely that Congress Board will go away, in light of the ECOP National 4H Leadership Committee, along with a revamped Program Leadership Working Group, which will provide programmatic leadership. Congress planning will be a sub-committee of the Program Leadership Working Group. J. Sirangelo has stated that if Directors say Congress is a priority, the Council will help support it.</p> <p>National competition and scholarships are missing in 4H.</p>
	12	<p>Best Practices – Federal Grant-Funded Nutrition Education Programs – Jim Trapp, Oklahoma</p> <p>What staffing practices are used in different states in federal grant funded nutrition education programs? Some specific questions include:</p> <ul style="list-style-type: none"> • Are Educators funded by the grants, or are all staff separate/different than Educators? Or is there a combination of some Educator time being grant funded and some staff that are totally grant funded? • What level of training do the non-Extension personnel funded by the grant have?

		<ul style="list-style-type: none"> • If some or all of the personnel are not Educators, is administrative oversight done by Extension administrators, and if so does the grant pay any of their salary? • If the personnel funded by the grant are not Educators, are they housed in county offices and is any rent paid by the grant? <p><u>Notes:</u> Only a few states conducting home visits. Much interest in synergistic programming (EFNEP, SNAP-ED, and Extension Nutrition). Several states have moved toward a unified nutrition program, including EFNEP and SNAP-Ed. A majority of states have integrated programs.</p> <p>Ron will remind Directors to send reports of integration of SNAP-Ed and EFNEP to Nick and Gina, who will use the information in an upcoming ASRED webinar.</p>
5:00 pm		Dinner on your own
<i>Wednesday, April 26</i>		
7:00 – 10:00 am		Registration – Toulouse Foyer, Mezzanine 2
6:30 – 8:00 am		Joint Breakfast – St. Charles Ballroom, Mezzanine 2
8:00 – 11:30 pm		Joint ASRED and SAAESD – Bob Godfrey, SAAESD Chair – Toulouse Room, Mezzanine 2
8:00 – 8:30 am	J8	<p>USDA/NIFA Update and Future – Sonny Ramaswamy, NIFA Director</p> <p>Notes: Sonny hopes to have the new POW/Reporting initiative ready soon. New POW April 2019; new report the next year.</p> <p>Initiatives of NIFA</p> <ul style="list-style-type: none"> • 1862-1994 cooperation • Tactical Sciences, FADI, IPM, IR4, - Facilitated Discussion • June, St Louis, Nutrition Education – what works - Facilitated Discussion • Positive Youth Development, ATL, August, - Facilitated Discussion • Infrastructure – Sightlines Report

8:30 – 9:00 am	J9	<p>Congressional Update and Future – Jim Richards and Hunt Shipman, Cornerstone Government Affairs</p> <p><u>Notes:</u> 4-H needs more exposure and recognition on Capitol Hill. There should have been a 4-Her with a green jacket present when the new Secretary of Agriculture was introduced. FFA was represented. The ECOP 4-H committee will work with NIFA to build a process for ongoing exposure and recognition.</p> <p>Why is 4H not advocating for Smith Lever and 1890 Extension?</p> <p>Need to watch competing Farm Bill proposals from entities like SOAR, AGree, etc.</p> <p>Communications and Marketing Committee – working with kglobal to develop a video campaign to use with their social media customers; due to start in June.</p>
9:00 – 10:00 am	J10	<p>Best Practices Session: NIFA Time & Effort Reporting for Capacity Funds – George Hopper, Mississippi State, and Paul Brown, Auburn University</p> <p>NIFA is in the process of updating the NIFA Policy Assistance Guide, which includes T&E reporting for capacity funds, Drs. Hooper and Brown will lead a discussion of current issues related to this topic.</p>
10:00 – 10:30 am		Joint Break – Toulouse Foyer, Mezzanine 2
10:30 – 11:30 am	J11	<p>Southern Regional Water Research and Extension Coordination –</p> <ul style="list-style-type: none"> • SERA 43 Update, Wes Burger and Saqib Mukhtar • Southern Region Water Coordinator Proposal – Diane Boellstorff, Texas A&M AgriLife Extension
11:30 – 12:00 pm	J12	Alligator Farming in LA - Mark Shirley, LSU
12:00 – 9:00 p.m.		<p>Lunch, Gator Farm Tour, and Dinner Cruise</p> <ul style="list-style-type: none"> • Bus leaves at 12:00 • Box lunch on bus • Insta-Gator Ranch tour 1:30 – 3:00 • Return to Crowne Plaza • Walk to board Steamboat Natchez at 6:00 • River cruise and dinner 7:00 – 9:00
<i>Thursday, April 27</i>		
6:30 – 8:30 am		Joint Breakfast – St. Charles Ballroom
8:30 – 11:00 am		Separate ASRED (Bienville Room, Mezzanine 2) and SAAESD (St. Ann Room, Mezzanine 2) Meetings

	13	<p>Nominating Committee Report/Action</p> <p><u>Notes:</u></p> <p>PLN CRD Administrative Advisor – Ed Jones Southern SARE Administrative Council – Rich Bonanno SERA Review Team – Nick Place SERA Review Team – Doug Steele SR Program Leader to ECOP 4-H Committee – Arch Smith SR Director to ECOP 4-H Committee – Ed Jones SR Excellence in Extension – Paul Brown, Gary Jackson, Stanley Culpeper</p> <p>Ed Jones made motion; Gary Lemme seconded. Approved.</p>
	14	<p>Resolutions Committee Report/Action</p> <p>Richard Bonanno provided report and four resolutions</p> <p>Tom Dobbins made motion; Gary Lemme seconded. Approved.</p>
	15	<p>ED Evaluation Committee Report/Action</p> <p>Richard Bonanno made motion; Laura Johnson, seconded. Approved. Hold salary level and increase operations by \$10,000.</p>
	16	<p>Mini Land-grant Meeting – Ron Brown and All</p> <p>The 1862 S-AHS is proposing a joint meeting for Southern region 1862 & 1890 research, Extension, and academic programs Directors; S-AHS; and S-CARET in the spring (last 2 weeks of March) of 2019. The plan is to include one whole day of joint sessions (midweek), which would allow individual groups to have separate meetings before and/or after the joint session.</p> <p>This is an opportunity to provide early input. Later, one Director from each group will be part of a planning committee.</p> <p><u>Notes:</u> We support if ASRED has time to meet and has control of the ASRED agenda.</p>
	17	<p>June ASRED Webinar – All</p> <p>In August 2014, ASRED members agreed to hold three webinars (December, February and June) per year and determine the topics and hosts during the August meeting. The June 2017 slot was held vacant for review in April. Possibilities mentioned were Status of FSLA and Urban Extension</p> <p><u>Notes:</u> Nutrition program integration across Extension. Should hold after national meeting in MO. Gina Eubanks and Nick Place will lead. A June date will be determined.</p>

	18	<p>Future August Meeting Structure – Paul Brown, ACES</p> <p><u>Notes:</u> An idea shared is to elect, rather than rotate, committee chairs to ensure effective leadership. Ron Brown will provide Administrative Advisors with an overview of their role. Themes should build capacity across and within teams.</p> <p>Also, need to consider how we capture southern region synergies to capitalize on program success, impact, and capacity. This could really help our region to capture new funding, etc. Capturing and marketing regional impacts will help us all collectively.</p> <p>Need to add this on the August ASRED agenda.</p> <p>Paul Brown and Ron Brown will correspond with AEA on concepts to keep conversation alive.</p>
	19	<p>ANR Program Committee Liaison Report – Laura Perry Johnson</p>
	20	<p>Status of Relationships with Other Ag Agencies (OAA) – All</p> <p>This is a status check regarding:</p> <ul style="list-style-type: none"> • OAA’s creating positions that are specialist in nature with significant outreach expectations? • OAA’s using technical service providers who may not be using the most current land-grant research? • OAA’s providing outreach on their own without Extension collaboration • OAA’s sharing PR pieces that tout their work without mention of partners, including but not limited to Extension <p><u>Notes:</u> Also, need to consider how we capture southern region synergies to capitalize on program success, impact, and capacity. This could really help our region to capture new funding, etc. Capturing and marketing regional impacts will help us all collectively. Bring examples to continue discussion at August meeting.</p>
	21	<p>New Administration: How will it influence Extension and our educational programs? – All</p> <p>This is for general discussion and information sharing in light of the new administration.</p> <p>Laura – Perdue knows agriculture/agribusiness, broader than corn and beans; friends with Zippy Duval, Pres of Farm Bureau; Heidi Green, on Perdue’s staff, is from GA and understands ag and politics; appreciates LG system and 4H.</p>
	22	<p>Other Items</p>

	<p><u>Notes:</u> Ed Jones reported on SERA-37 New Hispanic South. SERA 37 – Need to determine if the SERA needs to continue; give feedback to Ed Jones</p> <p>SERA 43, Water – Mark McCann, GA, and Tom Obreza will work with Experiment Station directors to discuss possible next steps.</p>
11:00 am	Adjourn