



Association of Southern Region Extension Directors

ASRED Meeting

August 21 – 25, 2017

Hilton Fort Worth
Fort Worth, TX

Agenda	
<i>Monday, August 21</i>	
1:00 pm	Registration Opens
1:00 – 2:30 pm	Program Leadership Committee Meeting w/ Committee Chairs Followed By PLN Executive Committee Meeting – Crystal A
1:30 – 4:30 pm	Pre-conference: Jeannette Johnson, “Leadership Development and Succession Planning” – Crystal B
5:30 – 6:00 pm	Newcomer Orientation – Crystal A
6:00 pm	Dinner On Your Own
<i>Tuesday, August 22</i>	
7:00 am	Breakfast – Crystal D
8:00	General Session – Crystal D
	Welcome <ul style="list-style-type: none">• Elizabeth Gregory-North, PLC Chair, Head, Ag Communications, Mississippi State University• Dr. Doug Steele, Director, Texas A&M AgriLife Extension, Texas A&M University• Dr. Carolyn Williams, Associate Administrator, Cooperative Extension Program, Prairie View A&M University
8:15	PLN Charge: Carolyn Williams
8:30	Keynote Speaker: Rich Harwood <i>“Turning Outward: Creating Impact by Helping Communities Achieve”</i>

9:45	Take Away Discussion: Dr. Paul Brown & Dr. Dave Shideler
10:00	Break
10:30	<p>Committee Meetings (with Administrative Advisors)</p> <ul style="list-style-type: none"> • Agriculture & Natural Resources – Crystal C (Laura Johnson, AA) • Communications – Texas A (Tom Dobbins, AA) • Community Development – Citizens C (Ed Jones, AA) • Family & Consumer Sciences – Continental (Rich Bonanno, AA) • 4-H Youth Development – Crystal B (Paul Brown, AA) • Information Technology – Metropolitan (Gary Jackson, AA) • Middle Management – Crystal A (Doug Steele, AA) • Program & Staff Development – Texas B (Nick Place, AA)
11:45	<p>Lunch, Awards Presentation, & Ignite Sessions – Crystal D</p> <p>Awards were presented by ASRED to Drs. Damona Doye (OK) and Kati Maggliacco (FL) for 1st place and runner up winners in the Excellence in Extension Award in the Southern Region.</p> <p>Dr. Jim Trapp (OK) was also recognized for his long service to Cooperative Extension in the state, regional and national levels. He is retiring January 10, 2018.</p>
1:30 pm	PLC Committee Meetings (with Administrative Advisors)
3:00 pm	Break
3:30 pm	PLC Committee Meetings (with Administrative Advisors)
Evening	Committee Night Out (Optional)
<i>Wednesday, August 23</i>	
7:00 am	Breakfast – Crystal D
8:00 - Noon	ASRED Session – Texas D
8:00	<p>1</p> <p>Call to Order; Charge Committees; Review Agenda; Approve April Minutes – Gary Jackson, Chair</p> <p>Attendees: Gary Lemme (AL), Paul Brown (AL), Rick Cartwright (AR), Nick Place (FL), Tom Obreza (FL), Laura Johnson (GA), Gary Palmer (KY), Gina Eubanks (LA), Rogers Leonard (LA), Gary Jackson (MS), Paula Threadgill (MS), Rich Bonanno (NC), Tom Melton (NC), Jim Trapp (OK), Tom Dobbins (SC), Brian Callahan (SC), Robert Burns</p>

		<p>(TN), Susan Ballabina (TX), Ed Jones (VA), Bill Hubbard (SREF), Leslie Boby (SREF), Laura Costa (SREF), and Ron Brown (ASRED)</p> <p><u>Notes:</u> Ed Jones made the motion to approve the April minutes and Gary Lemme seconded the motion. Motion approved.</p> <p>Notes: Robert Burns made the motion to approve the August meeting agenda and Nick Place seconded the motion. Motion approved.</p> <p>Nominating Committee – Ed Jones, Chair, Rick Cartwright and Laura Johnson. Positions identified to be filled include these.</p> <p>Resolutions Committee – Rich Bonanno, Chair, Robert Burns, and Brian Callahan.</p>
8:15	2	<p>State Updates</p> <p><u>Notes:</u> Topics to revisit: county account management,</p> <p>Print all State Updates in one document: HERE</p> <p>Individual documents: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, Virginia, Virgin Islands</p>
9:40	3	Regional Forester's Report and Presentation – Bill Hubbard
10:00 – 10:30 am		Break
10:30 – 12:00 am		ASRED Meeting – Texas D
10:30	4	Developing Winning Award Nominations (PDF) or (PPT) – Suzanne Deatherage, Texas A&M AgriLife Extension
10:50	5	<p>National 4-H Congress Board of Directors and 4-H National Leadership Committee Updates – Laura Johnson and Ed Jones</p> <p><u>Notes:</u> The 4-H National Leadership Committee of ECOP will disband the National 4-H Congress Board of Directors. A National 4-H Congress Design Team is already in place with two Directors included, plus state 4-H program leaders and host state personnel. National 4-H Council may be asked for \$60-75K to help support the event. National 4-H Council asks is National 4-H Congress a CES priority?</p> <p>Question: Is SE region supportive. Yes, we are and other regions will be challenged to do the same.</p> <p>Also, the SE region strongly advocates developing a national 4-H branding/visibility initiative. Leadership must come from NIFA and/or</p>

		the National 4-H Council. Tom Dobbins has great perspective on the history and future of this topic.
11:10	6	<p>Regional Publications – Ed Jones</p> <p><u>Notes:</u> SERA-47 Local and Regional Food Systems. Question by SERA-47: is there interest in producing SE region publications on topical areas of mutual interest?</p> <p>ASRED supports this opportunity without additional funding. Each State has input on the SERA.</p>
11:30	7	A Definition of Scholarship that fits Various Assignments (PDF) – Rich Bonanno
12:00 – 1:30 pm		Joint Lunch – Crystal D
1:30 pm		PLC Committee Meetings (with Administrative Advisors)
3:15 – 3:30 pm		Break
3:30 – 5:00 pm		PLC Committee Meetings (with Administrative Advisors)
Evening		State Night Out (Optional)
<i>Thursday, August 24</i>		
6:30 am		Breakfast – Crystal D
7:00 am		Program Leadership Committee (PLC) Meeting – Citizens AB (Current, Incoming, and Outgoing PLC Members)
8:00 – 10:00 am		First Joint General Session of AEA and ASRED – Citizens AB
8:00	J1	<p>NIFA Update – Dr. Denise Eblen, Deputy Director, Institute of Food Safety and Nutrition, USDA/NIFA</p> <p>NIFA – 5.4% cut from 2017 level, but congress may add back</p> <p>AFRI projects</p> <p>Call to Conversations</p> <ul style="list-style-type: none"> • 1994/1862 • Tactical Sciences • EFNEP

		<ul style="list-style-type: none"> • Positive Youth Development <p>Presidential Executive Orders</p> <ul style="list-style-type: none"> • Interagency Task Force on Ag and Rural Prosperity • Promoting Energy Independence and Economic Growth • Comprehensive Plan for Reorganizing the Executive Branch <p>Farm Bill – expires in 402 days; NIFA has committee focusing on new farm bill; FB hearings and listening sessions are ongoing;</p> <p>NIFA Listening Sessions</p> <ul style="list-style-type: none"> • Planning four sessions for external stakeholders in Oct and Nov 2017 in KC, MO; Atlanta; Sacramento, CA and Hyattsville, MD • Requesting input on top priorities for NIFA (not just AFRI • FRN to follow <p>Science Week February 2017 – internal Stakeholders – planning another for 2018</p> <p>Time and Effort Reporting – reasonable assurance that the payroll costs charged to NIFA awards are accurate, allowable, and properly allocated across multiple awards or activities.</p> <p>Requires prescribed measurement and tracking methods for effort</p> <p>Common NIFA Monitoring Findings:</p> <ul style="list-style-type: none"> • Cannot conclude payroll allocations <p>Recommend development of internal policies and procedures that include guidance on how the percentage of effort expended on awards is to be measured and documented</p> <ul style="list-style-type: none"> • Designate a staff member accountable for review and certification • Fact sheet expected in a couple of weeks • NIFA policy guide to be updated in October 2017 <p>Integrating POW and REEport functions – working through design requirements for integration of the two; integrating feedback from NERAOC</p> <p>Will recall original group of LG reps; will present to NAEPSDP in December 2017</p>
8:30	J2	<p>Issue Response Teams and Impact Collaboratives – Terry Meisenbach, eXtension (see presentation HERE)</p> <p>Focus on Professional Development and Innovation – innovate, accelerate and amplify measurable impact – Impact Collaborative – multifaceted, issue focused program to adopt innovative techniques that lead to measurable impact.</p> <p>National Issues – Food Systems, Behavioral Health, Diversity and Inclusion,</p>

		<p>Key Elements of Impact Collaborative</p> <ul style="list-style-type: none"> • Managed Alliances, Partnerships and Networks • Key Informants/Customized Coaching • Ideation, Design Thinking and Engagement Events • Professional Capital Expansion • Growth of Local Impact Evidence • Innovation, processes and technologies • National issues, scope and scale <p>Process</p> <ul style="list-style-type: none"> • Identify issues • Call and Selection of Corps Members • Insight Gathering • Design and Offer PreWork • New Project Pitches • Project Implementation and Post Work • Results/Impact Story Event
9:00	J3	<p>Joint Discussion Items</p> <ol style="list-style-type: none"> a. 2018 Farm Bill Update –Albert Essel and Jim Trapp b. NIFA's Positive Youth Development Call to Conversation - Ed Jones, Mark Latimore, Laura Johnson, and Ed Buckner c. Time and Effort Reporting – Rich Bonanno and Carolyn Williams d. Meeting Structure/Timing - All
9:45	J4	SRDC Report – Dr. Steve Turner, Director
10:00 – 10:30 am		Break
10:30 - Noon		Second Joint Session of AEA and ASRED – Citizens AB (Includes Program Leadership Committee)
10:30	J5	PLC Action Items (see approved items HERE)
11:15	J6	PLC Information Items (see document linked at J5)
As Time Allows		Continue ASRED agenda
Noon		Lunch (AEA and ASRED) – Crystal D
1:00 – 5:00		ASRED Session – Texas D

<p>1:00 pm</p>	<p>8</p>	<p>ECOP Actions and Discussions – Ed Jones, Tom Dobbins and Gary Lemme, ECOP Members, and Others Serving on ECOP Committees</p> <ul style="list-style-type: none"> a. ECOP Executive Director Search b. ECOP Private Resource Mobilization Task Force c. Civil Dialogue Initiative d. National Impacts Database e. Other <p><u>Notes:</u> ECOP Executive Director Search is underway. Rick Klemme serving in interim role. First search failed to generate satisfactory pool of candidates. Firm was hired to help re-evaluate role and ECOP direction. The second search is underway with an applicant deadline of August 31. The process is moving in a positive direction, and the applicant pool is stronger.</p> <p>ECOP Private Resource Mobilization Task Force has been established to consider ways to enhance national Extension presence and to explore the feasibility to raise funds for national Extension initiatives. It is estimated that at least \$350K will be needed per year for five years to develop structure and fund raising capacity. It will take time to develop this momentum. Initially, Extension Directors across the nation were supportive in principle as indicated in their response to a survey. However, there appears be to concerns about actual feasibility and what will it actually take to get the idea off the ground. This needs to be determined and then Director opinions need to be assessed again.</p> <p>Civil Dialogue Initiative leadership is being provided by the SRDC.</p> <p>National Impacts Database – Directors and Administrators are charged with monitoring the quality of impacts. This is not happening to satisfaction. The committee is working on other options to ensure that quality impacts are reported. Initially, this was established to provide NIFA with impacts related to capacity funding. However, the National Impacts Database does not link to NIFA reporting systems.</p>
<p>1:30 pm</p>	<p>9</p>	<p>ECOP’s Strategic Agenda – Ron Brown</p> <p>This is to gain regional input into strategic directions for ECOP, at the request of Chuck Hibberd, ECOP Chair for 2018</p> <p>ASRED Members are asked to complete the survey prior to this meeting; a consensus will be recorded during the discussion.</p> <p><u>Notes:</u> Ron lead a discussion to complete the strategic directions for ECOP survey.</p>

2:00 pm	10	<p>Extension 2020 and Innovation Think Tank – Susan Ballabina, Executive Associate Director, Texas A&M AgriLife Extension</p> <p><u>Notes:</u> Texas A&M AgriLife Extension initiative to chart a proactive path for Extension in their state. This effort will rely on internal and external input.</p>
2:30 pm	11	<p>Extension Disaster Education Network (EDEN) – Nick Place, ECOP Liaison</p> <p><u>Notes:</u> Due to retirement of several long time EDEN leaders, The host state for EDEN will be up for bid in the next year. Currently, Purdue University is the host site. The RFP will be announced in the fall of 2017 around the EDEN annual meeting timeframe.</p>
2:45 – 3:15 pm		Break
3:15 pm	12	<p>Generational Expectations of Online Programming in Extension – Gary Jackson</p>
3:45 pm	13	<p>SERA Recommendations – SERA Review Committee (Doug Steele, Nick Place and Ron Brown)</p> <p><u>Notes:</u> SERA Review Committee met on August 7. Recommendations are to renew SERA -- 3, 6, and 27. SERA -- 37 (Hispanics in the new South) has been struggling with leadership, thus the recommendation is not to renew. There may be an option to connect Hispanic efforts in SE region with a similar SERA efforts in the NC region.</p> <p>Nick Place made the motion to approve SERA Review Committee recommendations Ed Jones seconded the motion. Motion approved.</p>
4:00 pm	14	<p>SERA 47, Local/Regional Food Needs – Ed Jones, Administrative Advisor</p> <p><u>Notes:</u> This SERA is performing very well. Also, see agenda item 6.</p>
4:15 pm	15	<p>Update on Soil Health/NRCS/Soil Health Institute – Tom Obreza, University of Florida, SERA 6 Administrative Advisor and Robert Burns, Tennessee. See related documents HERE and HERE.</p> <p><u>Notes:</u> Soil Health/NRCS/Soil Health Institute is moving forward. Until a national NRCS chief is in place, each state should develop a strong relationship with their NRCS State Conservationist. Use this time to establish strong educational collaborations. SERA – 6 will continue to monitor and report on the situation.</p>
4:30 pm	16	<p>Path to the Plate Update and National Health and Wellness Conference 2018 – Susan Ballabina</p>

4:55	17	Role of Administrative Advisors
Friday, August 25		
7:00 am	Breakfast, AEA and ASRED – Citizens AB	
8:00 – 11:00 am	ASRED Business Meeting – Texas D	
	18	<p>Webinar Host Selections</p> <p>In August 2014, ASRED members agreed to hold three webinars per year and determine the topics and hosts during the August meeting. Hosts and topics are needed for webinars in December 2017 and February and June 2018.</p> <p><u>Notes:</u></p> <p>December 2017: NIFA Reporting with Scott Cummings: Texas A&M host.</p> <p>February 2018: CRD PL Committee on Rich Harwood presentation response: Virginia Tech is host.</p> <p>June 2018: 4-H Positive Youth Development and National 4-H Congress: Univ. Georgia is host.</p>
	19	<p>Nominating Committee Report</p> <p><u>Notes:</u> Ed Jones made the motion to approve Nominating Committee Report. Rich Bonanno seconded the motion. Motion approved. See attachment for details.</p>
	20	<p>Resolutions Committee Report</p> <p><u>Notes:</u> Rich Bonanno made the motion to approve Resolutions Committee Report. Gary Lemme seconded the motion. Motion approved. Dr. James Trapp’s career accomplishments were recognized pending his January 10, 2018 retirement. See attachments for details.</p>
	21	<p>Spring 2018 ASRED Meeting and NEDA Meeting – Gary Lemme and Ron Brown</p> <p><u>Notes:</u> April 16-18, 2018 will be held in Orange Beach, Alabama.</p>
	22	<p>Extension Forester Strategy – Laura Johnson</p> <p><u>Notes:</u> Laura Johnson reviewed FY2018 budget for SE Extension Forester. The Extension cost-share amount for FY2018 is \$222,258, including a 3% increase over FY2017. With \$40,000 from the USDA Forest Service, the total FY2018 budget is \$262,258.</p>

	<p>Gary Lemme made the motion and Robert Burns seconded 1) to approve the SE Extension Forester FY2018 budget and 2) to ask Laura Johnson and Nick Place to provide, for the April meeting, suggested criteria for a SE Extension Forester program review. Motion approved.</p>
<p>23</p>	<p>Other Items, Updates, and Reports</p> <ul style="list-style-type: none"> a. ANR Administrative Advisor Report – Laura Johnson b. eXtension Foundation Board Report – Doug Steele (written) c. ECOP Budget and Legislative Report – Doug Steele (written) d. Program and Staff Development Committee Report - Nick Place e. Communications Committee Report – Tom Dobbins Tom asked Directors to read the related PLN Action Item dealing with Communications and let him know if there are concerns. Documents approved are HERE and HERE. f. Time and Effort Reporting - Gary Jackson and his budget person (Richard Swan) will interface with NIFA on time and effort protocols, so SE region states know expectations and how to prepare for audits. He will also check with the MSU Experiment Station Director so that input to NIFA can be consistent. g. SERA – 43 proposed regional water coordinator position. Directors discussed need for this proposal and alternatives, but no action was taken. SERA – 43 will continue to refine concept and report back to ASRED, AEA, and SAAESD. h. Based on an opportunity arising at Clemson University, Ed Jones made the motion to pay Ron Brown a \$3,000 bonus per the pending Clemson bonus program. Nick Place seconded the motion. Motion approved.
<p>11:00 am</p>	<p>Adjourn</p>