



Association of Southern Region Extension Directors

## ASRED Meeting Minutes

August 21 - 24, 2023

Florida Hotel and Conference Center  
Orlando, FL

Agenda	
<b><i>Monday, August 21</i></b>	
<b>1:00 pm</b>	<b>Registration Opens</b>
<b>3:00 pm</b>	Program Leadership Committee Meeting with Committee Chairs followed by the PLN Executive Committee Meeting – Legacy North 1
<b>5:00 – 6:15 pm</b>	<b>Newcomer Orientation</b> – Legacy North 1
<b>6:00 pm</b>	<b>Dinner On Your Own</b>
<b><i>Tuesday, August 22</i></b>	
<b>7:00 am</b>	<b>Breakfast</b> – Legends 1
<b>8:00 am</b>	<b>General Session</b> – Legends 1
	Welcome <ul style="list-style-type: none"><li>• Dan Kahl, PLC Chair, University of Kentucky</li><li>• Andra Johnson, University of Florida/IFAS</li><li>• Vonda Richardson, Florida A&amp;M University</li></ul>
	Keynote <ul style="list-style-type: none"><li>• Mansfield Pete Key, Growth Development Strategist &amp; International Motivational Speaker</li></ul>
<b>9:30 am</b>	<b>Break</b>
<b>10:00 am</b>	Committee Meetings ( <b><i>with Administrative Advisors</i></b> ) <ul style="list-style-type: none"><li>• Agriculture &amp; Natural Resources – Legacy North 2 (Laura Johnson, AA)</li><li>• Communications – Legacy South 3 (Mike Gutter, AA)</li></ul>

		<ul style="list-style-type: none"> <li>• Community Development – Legacy South 1 (Ashley Stokes, AA)</li> <li>• Family &amp; Consumer Sciences – Legacy North 1 (Rich Bonanno, AA)</li> <li>• 4-H Youth Development – Salon 3 (Bob Scott, AA)</li> <li>• Information Technology – Legacy South 2 (Andra Johnson, AA)</li> <li>• Middle Managers – Salon 2 (Mike Phillips, AA)</li> <li>• Program &amp; Staff Development – Salon 1 (Rick Avery, AA)</li> </ul> <p><i>(All Directors who do not have AA assignments should feel free to join the program committee of their choice).</i></p>
12:00		<p><b>Lunch and Awards Presentations – Legends 1</b></p> <p>Dr. Bonanno recognized the following during the awards presentation:</p> <ul style="list-style-type: none"> <li>• Dr. Don Renchie (TX) Runner-Up Regional Excellence in Extension Individual Award (plaque, cash)</li> <li>• Dr. Stanley Culpepper (GA) Winner Regional Excellence in Extension Individual Award (plaque, cash)</li> <li>• Dr. Monte Dozier – Regional Winner of the Team Excellence in Extension Award is Texas AgriLife Extension Service (plaque)</li> <li>• Dr. Laura Perry Johnson (GA) – ASRED Distinguished Leadership Award for 2023 (plaque, medallion, clock)</li> </ul>
1:30 – 3:00 pm	1	<p><b>ASRED Session (1:30 – 5:00 PM) – Legends 2</b></p> <p>ASRED Session – Rich Bonanno, Chair.</p> <p>Called August 2023 meeting to order at 1:30 p.m. EDT</p> <p>Review Agenda – Rich Bonanno, Chair</p> <p>Attendees: Paul Brown (AL), Bob Scott (AR), Andra Johnson (FL), Laura Perry Johnson (GA), Steve Martin (MS), Rich Bonanno (NC), Damona Doye (OK), Tom Dobbins (SC), Ashley Stokes (TN), Laura Stephenson (KY), Tara Smith (LA), Rick Avery and Angela Burkham (TX), Mike Gutter (V), Anabal Ruiz (Puerto Rico), Ron Brown (ASRED), Doug Steele (APLU).</p> <p>Charge Current Committees – Rich Bonanno, Chair</p> <ul style="list-style-type: none"> <li>• Nominating Committee – Damona Doye (Chair), Andra Johnson, and Tara Smith (Positions identified to be filled include <a href="#">these</a>).</li> </ul>

		<ul style="list-style-type: none"> <li>Resolutions Committee – Ashley Stokes (Chair), Mike Phillips, and Mike Gutter</li> </ul> <p><b>Note:</b> Tom Dobbins made motion to approve the minutes of the April 2023 meeting. Mike Gutter seconded the motion. Approved.</p>
	2	<p>State Updates</p> <p>Individual updates: <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>, <a href="#">Puerto Rico</a>, <a href="#">South Carolina</a>, <a href="#">Tennessee</a>, <a href="#">Texas</a>, <a href="#">Virginia</a>, Virgin Islands</p> <p>Print or download all State Updates in one document <a href="#">HERE</a></p>
<b>3:00 pm</b>		<b>Break</b>
3:30 – 5:00	2	State Updates (continued)
	3	<ul style="list-style-type: none"> <li>Southern Region Program Leadership Network (SR-PLN): Structure and Function – Ron Brown, Albert Essel, Andra Johnson and Tom Dobbins</li> </ul>
	4	<ul style="list-style-type: none"> <li>SR-PLC Committee Overview and Analysis: Status, Operation, Highlights, Issues and Opportunities – Administrative Advisors</li> </ul> <p>Each AA will provide an overview of the committee they advise; share their perspective on how it is functioning; major areas of current interest/work; and lead a brief discussion of possible needs of the Directors related to each particular committee. Are we utilizing the committees to our full advantage?</p> <ul style="list-style-type: none"> <li>Agriculture &amp; Natural Resources – Laura Johnson, AA</li> <li>Communications – Mike Gutter, AA</li> <li>Community Development – Ashley Stokes, AA</li> <li>Family &amp; Consumer Sciences – Rich Bonanno, AA</li> <li>4-H Youth Development – Bob Scott, AA</li> <li>Information Technology – Andra Johnson, AA</li> <li>Middle Managers – Mike Phillips, AA</li> <li>Program &amp; Staff Development – Rick Avery</li> </ul>
<b>Evening</b>		<b>Committees Night Out (Optional)</b>
<b>Wednesday, August 23</b>		
<b>7:00 am</b>	<b>Breakfast – Legends 1</b>	

8:00 - Noon	ASRED Session – Legends 2	
8:00 – 10:00 am	6	<p>ECOP Actions and Discussion – Damona Doye, Laura Johnson and Rich Bonanno</p> <ul style="list-style-type: none"> <li>• ECOP/ECOP Executive Committee</li> <li>• ECOP Budget</li> <li>• Professional Development Committee</li> <li>• Program Committee</li> <li>• 4-H Leadership</li> <li>• Other</li> </ul>
	7	<p>ECOP Monday Minute <a href="https://ecopmondayminute.blogspot.com">Review</a></p> <p>The purpose and intent of the ECOP Monday Minute <a href="https://ecopmondayminute.blogspot.com">https://ecopmondayminute.blogspot.com</a> is to distribute timely and important information to the members of the Cooperative Extension Section. Others may receive it upon request. The weekly click-through message comes from Executive Director Bill Hoffman, <a href="mailto:whoffman@aplu.org">whoffman@aplu.org</a>. The EDA Team recommends regions use the following questions for discussion.</p> <p><u>Note:</u> ECOP Monday Minute Feedback from Southern Region:</p> <p>1. What are benefits of the ECOP Monday Minute?</p> <p><u>Answer:</u> It provides an important national connection to all Extension Directors.</p> <p>2. What has been timely in the recent past that was shared in the ECOP Monday Minute?</p> <p><u>Answer:</u> Keep items relevant and what Directors need to know each week.</p> <p>3. What is missing from the weekly communication that adds value to your role and responsibilities for national, state, institutional leadership?</p> <p><u>Answer:</u> Periodic updates or reports from program committees.</p> <p>4. How often have you used the search feature?</p> <p><u>Answer:</u> It provides an important search feature to archival information.</p> <p>5. What would you like to change (frequency, content, length)?</p> <p><u>Answer:</u> No change.</p>

	8	<p>National 4-H Congress Update – Laura Johnson</p> <p><u>Note:</u> Hotel and conference planner contracts have been extended to hold 2024 and 2025 congress in Atlanta. National 4-H Council has provided \$25,000 in annual support. This may change with a new President and CEO.</p>
	9	<p>APLU Happenings – Dr. Doug Steele, Vice President, Food, Agriculture and Natural Resources, APLU</p> <p><u>Note:</u> Doug shared his thoughts regarding Extension priorities moving forward:</p> <ul style="list-style-type: none"> <li>• Agriculture/Food/Nutrition/Wellness</li> <li>• Climate and Sustainability</li> <li>• Workforce Development</li> <li>• Application/Adoption of Basic Research</li> <li>• Resilient Youth and Families</li> <li>• Outcomes and Return on Investment</li> </ul>
	10	<p>Developing a coalition and action plan for support of significant increases in Extension capacity funding – discussion of purpose, potential membership, goals, and strategy.</p> <p><u>Note:</u> Damona Doye, Laura Johnson and Rich Bonanno will work with Bev Durgan to provide Southern Region input prior to the NEDA meeting in October.</p>
<b>10:00 – 10:30 am</b>		<b>Break</b>
<b>10:30 – 12:00 am</b>		PLC Committee Meetings ( <i>with Administrative Advisors</i> ) (same locations as 10:00 AM Tuesday session)
<b>12:00 – 1:30 pm</b>		<b>Joint Lunch – Legends 1</b>
<b>1:30 – 3:00 pm</b>		PLC Committee Meetings ( <i>with Administrative Advisors</i> ) (same locations as 10:00 AM Tuesday session)
<b>3:00 – 3:30 pm</b>		<b>Break</b>
3:30 – 5:00 pm	13	<p>Program Access in a DEI Climate – issues, strategies</p> <p><u>Note:</u> Southern region states are holding to expected EEO and Civil Rights standards but are sensitive to state legislative inquiries or action.</p>
	14	<p>OneOp Program – formerly the Military Families Learning Network; offers programming to service providers serving military families.</p>

		<p><u>Note:</u> Ron Brown shared there are 1.3 million military families in the southern region alone. A presentation by the coordinator of the Military Families Learning Network will be scheduled for an upcoming ASRED monthly meeting.</p>
	15	<p>Discussion of how southern region states have organized their community development program area to include leadership, staffing, and purpose – Paul Brown</p> <p><u>Note:</u> There is a need for a survey of what is included in CRD and what are the training needs (skills-based and issue-topics) of Extension field personnel with CRD responsibilities. It was suggested that SRDC could help us with both the survey and training. Also, the PLN Community Development committee can help make advances through their plan-of-work.</p>
	16	<p>Spring 2024 ASRED Meeting – Laura Stephenson</p> <p><u>Note:</u> The spring ASRED meeting is scheduled for Monday, March 25 through Thursday, March 28, 2024. It will be held at the Hyatt Regency Hotel, 401 W High St., Lexington, Kentucky. An optional horse industry tour is being planned for March 25, with an ASRED reception that evening. Adjournment is anticipated at noon on March 28. SAAESD will hold their spring meeting in conjunction with ASRED.</p>
	17	<p>Future Meeting Schedules:</p> <p><u>Note:</u> At future PLN meetings, ASRED will adjourn at noon on Thursday.</p> <p><u>Note:</u> The Administrative Heads have decided to hold a mini-land-grant meeting every other year in 2025, 2027, 2029. The meeting will be held in June. During these years, the ASRED spring meeting will be held in March.</p>
<b>Evening</b>		<b>States Night Out (Optional)</b>
<b><i>Thursday, August 24</i></b>		
<b>6:30 am</b>		<b>Breakfast – Legends 1</b>
<b>7:00 am</b>		<b>Program Leadership Committee (PLC) Meeting – Legends 1</b> (Current, Incoming, and Outgoing PLC Members)
<b>8:00 – 10:00 am</b>		<b>First Joint General Session of AEA and ASRED – Symposium</b>
8:00 – 10:00 am	J1	NIFA Update and Environmental Justice – Dr. Kevin Kephart, Deputy Director, Institute of Bioenergy, Climate, and Environment, USDA/NIFA

	J2	SRDC Happenings and Collaboration Survey – Dr. John Green, Director and Ms. Rachel Welborn, Associate Director
	J3	4-H Council Update – Jill Bramble, President and CEO, National 4-H Council
	J4	Extension Foundation Status/Artificial Intelligence – Dr. Beverly Coberly, Acting CEO and Team ( <a href="#">See MOU</a> )
<b>10:00 – 10:30 am</b>		<b>Break</b>
<b>10:30 - Noon</b>		<b>Second Joint Session of AEA and ASRED</b> (Includes Program Leadership Committee)
10:30 am	J5	PLC Action Items and Information Items
11:00 am	J6	Thoughts from the Director: NIFA and Cooperative Extension – Dr. Manjit K. Misra, Director, USDA/NIFA
<b>Noon</b>		<b>Lunch (AEA and ASRED) – Legends 1</b>
<b>1:00 – 2:30 pm</b>		<b>ASRED Session – Legends 2</b>
	18	Professional Development Needs Survey – Aaron Weibe, Extension Foundation
	19	<p>Nominating Committee Report –</p> <p>1. ASRED Chair for 2023-2024 – (Chair-elect for 2022-2023 moves to Chair for 2023-2024 following the NEDA 2023 meeting): <b>Laura Stephenson</b></p> <p>2. ASRED Chair-elect for 2023-2024 – (One-year term; assumes chair-elect role following the NEDA 2023 meeting): <b>Damona Doye</b></p> <p>3. ECOP Member – (Four-year term ending in 2027 replacing Rich Bonanno; assumes role following the NEDA 2023 meeting) (NOTE: May want to consider re-electing Rich if he is willing since he served only a partial term replacing Nick Place): <b>Rich Bonanno</b></p> <p>4. ASRED Secretary for 2023 - 2024 – (One-year term, replacing Paul Brown; assumes office following the NEDA meeting, October, 2023): <b>Paul Brown</b></p> <p><u>Note:</u> This usually goes to an Associate/Assistant Director who meets with ASRED.</p> <p>5. ECOP Budget and Legislative Committee – (Three-year term ending after NEDA 2024,</p>

completing the last year of Bob Scott's term; begin when elected): **Rick Avery**

6. Southern Region Aquaculture Center Board of Directors – (Through NEDA 2025 to complete the last two years of Bob Scott's term; begin when elected): **Tara Smith**

7. Southern Region SARE Administrative Council – (Three year term beginning when elected and ending after NEDA 2026, replacing Bob Scott): **Mike Phillips**

8. Technical Advisory Committee, SRDC – (Three-year term ending after NEDA 2026, replacing Conaway Haskins); non-director, with consideration for discipline area: **Susan Kelly**

Note: SRDC recommends that Susan Kelly be selected. She is serving now in a partial term and is interested in a new complete term. She is Assistant Extension Director for County Operations, North Carolina State University, College of Agriculture and Life Sciences, Email: sakelly2@ncsu.edu.

9. SR-PLN Information Technology Committee Administrative Advisor – (Four-year term ending after NEDA 2027, replacing Andra Johnson; term begins following the NEDA Annual Meeting in October, 2023) **Andra Johnson**

Note: Directors often serve more than one term in these AA roles; if all is working well, may want to renominate individuals in their roles.

10. SR-PLN 4-H Program Leaders Committee Administrative Advisor – (Completion of a four-year term ending after NEDA 2024, replacing Bob Scott; begin upon election): **Tara Smith**

11. SR-PLN: PLC Representative and Exec. Comm. Member – (Two-year term, replacing Tom Dobbins; term begins following the NEDA Annual Meeting in October, 2023): **Paul Brown**

12. NEDA Planning Committee for 2023 – (one year term replacing Andra Johnson; term will begin following NEDA meeting in October, 2023): **Mike Gutter**



	<p>13. Extension Administrative Advisor for SERA 06, Methodology, Interpretation, and Implementation of Soil, Plant, Byproduct, and Water Analyses (<a href="https://aesl.ces.uga.edu/sera6/?home.html">https://aesl.ces.uga.edu/sera6/?home.html</a>), replacing Tom O'breza, who is changing roles; indefinite term beginning immediately; Experiment Station AA is Nathan McKinney (AR): <b>Mike Phillips</b></p> <p>14. Extension Administrative Advisor for SERA 17, Organization to Minimize Nutrient Loss from the Landscape, replacing Tom Obreza, who has changed roles; indefinite term beginning immediately; Experiment Station AA is Nathan McKinney (AR): <b>Mike Phillips</b></p> <p>15. Extension Administrative Advisor for SERA 35, Delta Region Farm Management and Agricultural Policy Working Group, replacing Gary Jackson, who has changed roles; indefinite term beginning immediately; Experiment Station AA is J.F. Meullenet (AR): <b>Tara Smith</b></p> <p><u>Note:</u> Committee report presented by Damona Doye (Chair) was approved by unanimous consent.</p>
20	<p>Resolutions Committee Report</p> <p>On the occasion of the 2023 ASRED/AEA/SR-PLN meetings held at the Florida Hotel in Orlando, Florida on August 21-23, 2023, we the Association of Southern Region Extension Directors recognize that:</p> <p>Whereas, the University of Florida and Florida A&amp;M University extended a gracious invitation to the participants of the ASRED/AEA/SR-PLN meeting; and</p> <p>Whereas, the meeting was hosted with efficiency and generous hospitality, outstanding accommodations and excellent meals and breaks; and</p> <p>Whereas, our hosts provided an excellent environment for professional exchange, programming dialogue and socialization; and</p> <p>Whereas, the joint program sessions provided timely reports of great interest to participants and a wonderful environment for professional exchange, strengthening partnerships, promoting communication and teamwork; and</p>

	<p>Whereas, our hosts provided the opportunity for the association members and their guests to enjoy and learn about the history and flavor of Orlando, through recommending fine dining establishments, viewing local architecture, and historical sites, and</p> <p>Whereas, a special note of appreciation is expressed to Andra Johnson for providing the AV equipment for the sessions, saving approximately \$12,000, which allowed conference organizers to maintain reasonable registration fees:</p> <p>NOW THEREFORE BE IT RESOLVED THAT, the members of the Association of Southern Region Extension Directors express appreciation and gratitude for the contributions of the following for facilitating a memorable, enjoyable and successful meeting: Andra Johnson, Dean and Director, University of Florida Extension and Vonda Richardson, Director and Associate Administrator, Florida A&amp;M University Cooperative Extension along with all the staff who worked so graciously to ensure a productive and enjoyable conference.</p> <p>Ashley Stokes, Mike Gutter, Mike Phillips, Resolutions Committee</p> <p><u>Note:</u> Committee report presented by Ashley Stokes (Chair) was approved by unanimous consent.</p>
21	<p>Other Items, Updates, and Reports</p> <ul style="list-style-type: none"> <li>• ECOP Assessment Status</li> <li>• AgInnovation.Info</li> </ul>
<b>Adjourn</b>	