

**ASRED Meeting**

**August 20 – 23, 2018**

**The Florida Hotel and Conference Center**

**Orlando, FL**

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| **Minutes**  |
| ***Monday, August 20*** |
| **1:00 pm** | **Registration Opens** |
| **1:00 – 2:30 pm** | Program Leadership Committee Meeting w/ Committee ChairsFollowed By PLN Executive Committee Meeting – Salon 3 |
| **1:30 – 4:30 pm** | Pre-conference: “National Impacts Database” – Faith Peppers, Frankie Gould and Scott Cummings – Legends 1 |
| **5:30 – 6:00 pm** | **Newcomer Orientation** – Salon 3 |
| **6:00 pm** | **Dinner On Your Own** |
| ***Tuesday, August 21*** |
| **7:00 am** | **Breakfast** – Salon 2 and 3 |
| **8:00**  | **General Session** – Salon 2 and 3 |
|  | Welcome* Gerald Jones, PLC Chair, Director of County Operations, Alcorn State University
* Nick Place, Dean for Extension & Director, Florida Cooperative Extension Service, University of Florida
* Vonda Richardson, Associate Administrator, Cooperative Extension Program, Florida A&M University
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| 8:30 | Keynote Speaker – Dennis Dimick, “Extension’s Inspiring Foundation and Challenge” |
| 9:45 | Panel Reactions |
| **10:00** | **Break** |
| 10:30 | Committee Meetings (with Administrative Advisors)* Agriculture & Natural Resources – (Laura Johnson, AA) – Legacy North 2
* Communications – (Tom Dobbins, AA) - Symposium
* Community Development – (Ed Jones, AA) – Legacy South 1
* Family & Consumer Sciences – (Rich Bonanno, AA) – Legacy South 2
* 4-H Youth Development – (Paul Brown, AA) – Legacy North 1
* Information Technology – (Gary Jackson, AA) – Forum East 4
* Middle Management – (Rick Cartwright, AA) - Traditions
* Program & Staff Development – (Nick Place, AA) – Legacy South 3
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| **11:45**  | **Lunch, Awards Presentation, & Ignite Sessions –** Salon 2 and 3Winners of the Excellence in Extension Award for ASRED for 2018 are Dr. Dwayne Elmore, OK, as the regional winner and Dr. Larry Steckel, TN, as the runner-up winner. Chair-elect Nick Place recognized both and presented them with a recognition plaque and a cash award. |
| 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)** |
| ***Wednesday, August 22*** |
| **7:00 am** | **Breakfast** – Salon 2 and 3 |
| **8:00 - Noon** | **ASRED Session** – Salon 1 |
| 8:00 | 1 | Call to Order; Charge Committees; Review Agenda; Approve April 2018 [Minutes](http://asred.msstate.edu/directors/minutes/attach_2018_08/1a-draft-asred-minutes-4-18.pdf) – Gary Lemme, ChairAttendees: Gary Lemme (AL), Paul Brown (AL), Rick Cartwright (AR), Nick Place (FL), Laura Johnson (GA), Gary Palmer (KY), Rogers Leonard (LA), Gina Eubanks (LA), Rich Bonanno (NC), Damona Doye (OK), Tom Dobbins (SC), Brian Callahan (SC), Robert Burns (TN), Ed Jones (VA), Jeff Rigley (TX), Gary Jackson (MS), Eric Young (SAAESD), Ron Brown (ASRED), Jeff Steiner (NIFA), Eric Irizarry-Otano, (Puerto Rico), Jennifer Sirangelo, (4-H Council), NOTES: The agenda for the August 2018 meeting was approved, with addition of an item regarding relocation of NIFA and ERS offices.Tom Dobbins moved to approve the minutes of the April 2018 meeting. Robert Burns seconded the motion. ApprovedNominating Committee Report – Tom Dobbins, Chair, Robert Burns and Rich Bonanno. Presented the following report: **Positions to be Filled by ASRED, August 2018**1. ASRED Chair for 2019 - Nick Place (Chair-elect for 2018 moves to Chair for 2019 following APLU Annual Meeting in November, 2018)
2. ASRED Chair-elect for 2019 - Tom Dobbins (One-year term; assumes office following the APLU Annual Meeting in November, 2018 and slated to be ASRED Chair for 2020)
3. ASRED Secretary for 2019 - Paul Brown (One-year term, replacing Paul Brown; assumes office following the APLU Annual Meeting in November, 2018)
4. ECOP Budget and Legislative Committee - Gary Lemme(Three-year term ending in 2021, filling Doug Steele’s term immediately; Nick Place and Robert Burns are also on this committee)
5. National 4-H Congress Board of Directors - Laura Johnson(Three year term ending in 2021; assumes office following the APLU Annual Meeting in November, 2018; Laura Johnson is currently serving in this role and can be reelected)
6. Board, Southern Region Aquaculture Center for Steve Martin – Gina Eubanks. (Three-year term beginning following the APLU Annual Meeting in November, 2018; should be Director or Associate in catfish-producing state; also currently serving are Gary Lemme, Rick Cartwright and Gary Jackson, *ex officio*)
7. Board, Southern Rural Development Center replacing Ed Jones – Gary Palmer(Four-year term beginning following the APLU Annual Meeting in November, 2018; also currently serving are Rich Bonanno and Gary Jackson, *ex officio*)
8. Board, *Journal of Extension* replacing Gary Jackson – Tom Dobbins (Three-year term beginning following the APLU Annual Meeting in November, 2018)
9. Technical Advisory Committee, SRDC - Sreedhar Upendram (Three-year term to begin at end of APLU Annual Meeting, November 2017; non-director, with consideration for discipline area; for geographic balance, SRDC suggests one of the following: Sreedhar Upendram, University of TN, Jamie Rae Walker, Texas A&M, or Dan Kahl, University of Kentucky)
10. SR-PLN Program and Staff Development Committee Administrative Advisor – Damona Doye (Four-year term, replacing Nick Place; term begins following the APLU Annual Meeting in November, 2018)
11. SR-PLN PLC Administrative Advisor and Executive Committee Member – Randy Taylor (Two-year term, replacing Paul Brown; term begins following the APLU Annual Meeting in November, 2018)
12. Extension Administrative Advisor to SERA 17, Organization to Minimize Nutrient Loss from the Landscape - Mike Buschermohle, (Indefinite term, replacing Paul Mask, beginning immediately)

Tom Dobbins moved to approve the nominating committee report. Ed Jones seconded the motion. Approved. Resolutions Committee – Rick Cartwright, Chair, Gina Eubanks, and Steve Martin  |
| 8:15 | 2 | State UpdatesPrint all State Updates in one document: [HERE](http://asred.msstate.edu/directors/minutes/attach_2018_08/2-state-updates-8-18/state-updates-all-8-18.pdf)Individual documents: [Alabama](http://asred.msstate.edu/directors/minutes/attach_2018_08/2-state-updates-8-18/2-AL-update-8-18.pdf), [Arkansas](http://asred.msstate.edu/directors/minutes/attach_2018_08/2-state-updates-8-18/2-AR-update-8-18.pdf), [Florida](http://asred.msstate.edu/directors/minutes/attach_2018_08/2-state-updates-8-18/2-FL-update-8-18.pdf), [Georgia](http://asred.msstate.edu/directors/minutes/attach_2018_08/2-state-updates-8-18/2-GA-update-8-18.pdf), [Kentucky](http://asred.msstate.edu/directors/minutes/attach_2018_08/2-state-updates-8-18/2-KY-update-8-18.pdf), [Louisiana](http://asred.msstate.edu/directors/minutes/attach_2018_08/2-state-updates-8-18/2-LA-update-8-18.pdf), [Mississippi](http://asred.msstate.edu/directors/minutes/attach_2018_08/2-state-updates-8-18/2-MS-update-8-18.pdf), [North Carolina](http://asred.msstate.edu/directors/minutes/attach_2018_08/2-state-updates-8-18/2-NC-update-8-18.pdf), [Oklahoma](http://asred.msstate.edu/directors/minutes/attach_2018_08/2-state-updates-8-18/2-OK-update-8-18.pdf), Puerto Rico, [South Carolina](http://asred.msstate.edu/directors/minutes/attach_2018_08/2-state-updates-8-18/2-SC-update-8-18.pdf), [Tennessee](http://asred.msstate.edu/directors/minutes/attach_2018_08/2-state-updates-8-18/2-TN-update-8-18.pdf), [Texas](http://asred.msstate.edu/directors/minutes/attach_2018_08/2-state-updates-8-18/2-TX-update-8-18.pdf), [Virginia](http://asred.msstate.edu/directors/minutes/attach_2018_08/2-state-updates-8-18/2-VA-update-8-18.pdf), Virgin Islands |
| 9:40 | 3 | Online degree program for training Extension agents - Gary Palmer Notes: Gary Palmer provided an interim [report](http://asred.msstate.edu/directors/minutes/attach_2018_08/3-multistate-graduate-degree-survey-ky.pptx) and will accept further input and prepare a final report for ASRED members. It was noted that the University of Arkansas has an online Ag Ed program and has tried Eversity, but it is not fully supported by faculty. The University of Georgia has a Master’s in Plant and Pest Protection that is mostly online and is considering an online Animal Sciences degree. Alabama Cooperative Extension uses Zoom to teach on/off campus classes. The University of Florida has some online courses. |
| **10:00 – 10:30 am** | **Break** |
| **10:30 – 12:00 am** | **ASRED Meeting** – Salon 1 |
| 10:30 | 4 | Documenting Productivity in Extension by Individual Faculty and Departments - Laura JohnsonSee [Individual](http://asred.msstate.edu/directors/minutes/attach_2018_08/4a-one-pager-for-extension-specialists.pdf), [Department](http://asred.msstate.edu/directors/minutes/attach_2018_08/4b-dept-productivity-metrics-final-4-26-18.pdf) and [Unit](http://asred.msstate.edu/directors/minutes/attach_2018_08/4c-performance-measures-AES-CES.pdf) documentsNotes: Discussed including Extension metrics in University rankings and reports to various stakeholders. See handouts. Comments supported the concept that metrics should focus on faculty programming and the corresponding impacts rather than on activities (i.e., Faculty Activity Reports). |
| 11:00 | 5 | Issues Associated with 9-month Extension Appointments – Rich BonannoClemson University Extension tried this and it did not work. ARK is 12 month. Auburn hired a cohort of 9 month faculty, but it didn’t work and most have now been converted. VPI has some, but extra issues are present.  |
| 11:20 | 6 | SAAESD Comments – Eric YoungSpring 2019 Southern Mini-LG [Meeting](http://asred.msstate.edu/directors/minutes/attach_2018_08/6-land-grant-2019-tentative-agenda.pdf) (decide about tour) – Eric Young and Ron BrownNotes: A new multistate project on industrial hemp is close to being approved, led by UKY. It will focus on agronomy, quality, genetics, and economics and marketing. This project will have Extension aspects and should start Oct 1. If Extension faculty have interest, let Eric Young know. The 2019 Southern Mini-LG agenda was shared. It was decided that ASRED will not participate in the optional tour and will conclude their portion of the meeting at noon on Thursday. SERA [Recommendations](http://asred.msstate.edu/directors/minutes/attach_2018_08/6b-sera-review-committee-recommendations-fy18.pdf) – Eric Young and Ron BrownNotes: Committee recommendation made by Ron Brown to renew SERA 17 and SERA 18. Tom Dobbins seconded the recommendation. Approved. ASRED recommendation will be shared with SAAESD. Both SERA’s were advised to develop planned programs with measurable outcomes.Heirs Property Steering Committee Representative – Ron BrownNotes: Robert Burns volunteered to serve as the ASRED representative on the Heirs Property Steering Committee. A SERA may be developed from this effort. |
| 11:30 | 7 | Regional Forestry Update – Bill HubbardNotes: Dr. Hubbard provided a [PPT](http://asred.msstate.edu/directors/minutes/attach_2018_08/7-sref-update-2018-pln.pptx) report, which included:* New on-boarding course for new employees
* Professional development webinar series
* Regional and National directory
* Forest Health Initiative – training for Extension agents/specialists
* Rebooting Master Tree Farmer program
* Promoting Forestry in the South – data to be available down to the county/parish level.
* Co-branding publications and placing them on multiple websites, e.g., pubs on UGA website
* Environmental Scan and Needs Assessment of (primarily) internal audiences completed. These data are useful in setting strategic directions.

ASRED thanked Bill for his service to the Southern Region Forestry Program. Bill will be transitioning to a new position at the University of Maryland in February 2019.  |
| **12:00 – 1:30 pm** | **Joint Lunch** – Salon 2 and 3 |
| 1:30 pm | PLC Committee Meetings (with Administrative Advisors) |
| **3:15 – 3:30 pm** | **Break** |
| 3:30 – 5:00 pm |  8 | ECOP Actions and Discussion – Ed Jones, Tom Dobbins and Gary JacksonNotes: Dr. Jones provided a report of recent ECOP ECOP 4-H Leadership Committee – Ed JonesNotes: 1. The diversity and inclusion issue was discussed, especially with Iowa State University in the news. 4-H is inclusive of all kids, and we follow the guidelines of our respective institutions. 2. Requests to use name and emblem: 4 new requests have been presented with 3 approved. A checklist may be developed rather than changing the legislative guidelines. The process needs to support sponsorships with business and industry at the speed of business.3. ES237 report does not really reflect a state’s actual participation. This opens the door about reporting. Currently, states are independent contractors with 4-H Online, which causes inconsistencies in service, reporting, and pricing. Consideration is being given to one 4-H Online contract for the national Extension system to resolve inconsistencies.Budget Line Consolidation [Plans](http://asred.msstate.edu/directors/minutes/attach_2018_08/8c1-budget-consolidation-info.pdf) and [Feedback](http://asred.msstate.edu/directors/minutes/attach_2018_08/8c2-line-consolidation-process-questions.pdf) – Ed JonesNotes: Plan was to reduce NIFA request from 30 to 12 lines. Movement in this direction has slowed down to allow time for further study of the corresponding impacts. There was discussion of a one-line strategy, with the idea that if the number of lines is reduced, it could be advantageous to move to one line with an a priori algorithm for dividing funds. |
| **Evening** | **State Night Out (Optional)** |
| ***Thursday, August 23*** |
| **6:30 am** | **Breakfast** – Salon 2 and 3 |
| **7:00 am** | **Program Leadership Committee (PLC) Meeting** – Legends (Current, Incoming, and Outgoing PLC Members) |
| **8:00 – 10:00 am** | **First Joint General Session of AEA and ASRED** – Legends |
| 8:00 | J1 | eXtension in 2018 – Christine Geith |
| 8:30 | J2 | [SRDC Happenings](http://asred.msstate.edu/directors/minutes/attach_2018_08/J2-srdc-update-2018-pln.pptx) – Rachel Welborn |
| 9:00 | J3 | [Nutrition Education Planning](http://asred.msstate.edu/directors/minutes/attach_2018_08/J3-asred-aea-landgrant-extension-limited-resource-nutrition-programs.pptx) – Laura Stephenson and Andrea Morris |
| 9:45 | J4 | [NIFA News](http://asred.msstate.edu/directors/minutes/attach_2018_08/J4-steiner-nifa-brief-8_23_18.pptx) - Jeffrey Steiner, Division Director for Plant Production in the Institute of Food Production and Sustainability, NIFA |
| **10:00 – 10:30 am** | **Break** |
| **10:30 - Noon** | **Second Joint Session of AEA and ASRED** – Legends(Includes Program Leadership Committee) |
| 10:30 | J5 | PLC Action Items and Information [Items](http://asred.msstate.edu/directors/minutes/attach_2018_08/J5-action-accomplishments-combined-2018.pptx) |
| 11:20 | J6 | 4-H [Council](http://asred.msstate.edu/directors/minutes/attach_2018_08/J6a-4-H-council-update-8-18.pdf) and [Conference](http://asred.msstate.edu/directors/minutes/attach_2018_08/J6b-4-H-center-overview-and-qs-4-12-18.pdf) Update – Jennifer Sirangelo |
| As Time Allows | Continue ASRED Agenda |
| **Noon** | **Lunch (AEA and ASRED)** – Salon 2 and 3 |
| **1:00 – 5:00** | **ASRED Session** – Salon 1 |
| 1:00 - 2:45 pm | 9 | National 4-H Congress – Laura JohnsonSee National 4-H [Congress](http://asred.msstate.edu/directors/minutes/attach_2018_08/9a-2018-nat-4-H-con-bd-of-advisors.pdf) Board of Advisors and [Working Budget](http://asred.msstate.edu/directors/minutes/attach_2018_08/9b-copy-of-working-budget-to-council-2018.pdf)Notes: Work is being done on organizational structure. Laura Johnson serves as the Extension Director on the current Board of Advisors and shared a [report](http://asred.msstate.edu/directors/minutes/attach_2018_08/9c-4h-congress-report-8_18.pdf) and a new organizational [charter](http://asred.msstate.edu/directors/minutes/attach_2018_08/9d-national-congress-charter-8_16_18.pdf). It proposes a twofold management structure: Advisory Council (focused on management) and Design Team (focused on program). PLWG approved the charter at its August meeting and it will be implemented. According to the new charter, Laura Johnson will serve as the Extension Director from the state in which the event is held. Another Extension Director will be appointed by the ECOP 4-H Leadership Committee. |
| 10 | Extension Resource and Partnership Development (ERPD) – Tom DobbinsNotes: Work continues and a report should be ready for our next ASRED meeting.  |
| 11 | System Data for Program Management – Damona Doye, Nick PlaceNotes: Damona shared an initial [report](http://asred.msstate.edu/directors/minutes/attach_2018_08/11-asred-2018-staffing-comparisons-revised.pptx) comparing SE Region staffing by position and by program area. States with missing information are encouraged to provide data for a full regional comparison. Initial slide presentation has been shared with ASRED members So data is not misinterpreted, each Extension Director will share as appropriate with middle management and program leaders. Categories of staff will be defined for consistent comparison. Other categories will be added.  |
| 12 | Impact Collaboratives – Terry Meisenbach |
| **2:45 – 3:15 pm** | **Break** |
| 3:15 – 5:00 pm | 13 | Nominating Committee Report – Tom DobbinsNotes: [See opening business item #1.] |
| 14 | Resolutions Committee Report – Rick CartwrightNotes: Resolution [One](http://asred.msstate.edu/directors/minutes/attach_2018_08/14a-resolution-in-honor-of-bill-hubbard_8_18.pdf): In honor and recognition of Bill Hubbard’s 25 years of service to the Southern Region Forestry program.Damona Doye made motion to approve resolution one. Tom Dobbins seconded the motion. Approved.Resolution [Two](http://asred.msstate.edu/directors/minutes/attach_2018_08/14b-asred-2018-resolution-august-meeting-hosts-rdc-r.pdf): In honor and recognition of IFAS for hosting the August 2018 PLN and ASRED meetings.Laura Johnson made motion to approve resolution two. Robert Burns seconded the motion. Approved. |
| 15 | Southern Region Forestry Committee [Report](http://asred.msstate.edu/directors/minutes/attach_2018_08/15a-forestry-committee-report-8_18.pdf) – Laura JohnsonSee [Budget](http://asred.msstate.edu/directors/minutes/attach_2018_08/15a-fy18-sref-budget-total-and-by-state.pdf) and [MOU](http://asred.msstate.edu/directors/minutes/attach_2018_08/15b-usdafs-sref-mou.pdf) Notes: Gina Eubanks made the motion to approve a plan and budget, presented by Laura Johnson, to phase out the Southern Region Forestry program and help transition current employees to other positions by June 30, 2019. The motion was amended by Ed Jones to include asking Laura Johnson and her College of Forestry counterpart 1) to brief the US Forest Service and regional Forestry Deans about this change and the desire to maintain positive working relationships and 2) to work with the US Forest Service and regional Forestry Deans to prepare a proposal for creation of a new SERA. Tom Dobbins seconded the motion. Approved. |
| 16 | Webinar Host SelectionsIn 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.Notes: December 2018 – Topic: SE Region Staffing Data for Program Management; Lead: Damona Doye (OK).February 2019 – Topic: New Farm Bill Implementation Education; Lead: Jeff Rigley (TX) with Laura Stevenson (TN) to include nutrition component.June 2019 – Topic: TBD Extension Directors will participate in ongoing ECOP conference calls. Additional topics may surface from these conversations.  |
| 17 | Other Items, Updates, and Reports1. County/Parish Staffing and Support Personnel – Gina Eubanks
2. Southern Region Aquaculture Center [Update](http://asred.msstate.edu/directors/minutes/attach_2018_08/17b-srac-report-cartwright.pdf) – Rick Cartwright
3. National Impacts Database [Users](http://asred.msstate.edu/directors/minutes/attach_2018_08/17c1-sr-users-8_13_18-note-from-eds-to-directors-nidb.pdf), [Reviewers](http://asred.msstate.edu/directors/minutes/attach_2018_08/17c2-sr-reviewers-8_13_18-nidb-letter-to-extension.pdf), and [Data](http://asred.msstate.edu/directors/minutes/attach_2018_08/17c3-data-collection-for-nidb-sr.pdf) – Ron Brown/ALL
4. Middle Manager [report](http://asred.msstate.edu/directors/minutes/attach_2018_08/17d-asred-sr-middle-managers-report-8-18.pdf)

Notes: NERAOC will be held on April 13-17 in Denver, CO – tracks are finance and capacity funds, inclusion, grants, human resources and organizational development, minority serving, program reporting and accountability. Extension Directors are encouraged to send appropriate support staff.Middle Management group is functioning well. They produce a nice newsletter that ASRED members should read.National Impacts Database is being used. Committee is working on structure and new database. Also, efforts are underway to review impacts to ensure quality for stakeholder use. Each institution will receive a memo from Ron Brown before September 16 outlining human resource roles and requirements needed to management and submit state information. SE Region will have a six (3 ASRED and 3 SAAESD) member review team. During PLN, Administrative Advisors meet three with committees three times -- twice on first day and once on the second day. For future, ASRED recommendation is to meet once on first day (morning) and once on second day (afternoon).  |
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|  | ***Adjourn*** |