



Association of Southern Region Extension Directors

ASRED Meeting

August 19 - 22, 2019

The Westin New Orleans Canal Place
New Orleans, LA

Agenda	
<i>Monday, August 19</i>	
1:00 pm	Registration Opens
1:00 – 2:30 pm	Program Leadership Committee Meeting w/ Committee Chairs Followed By PLN Executive Committee Meeting
1:30 – 4:30 pm	Pre-conference: “Sudden Impact: Extension’s Response to Natural Disasters” – Scott Cotton, University of Wyoming
5:30 – 6:00 pm	Newcomer Orientation
6:00 pm	Dinner On Your Own
<i>Tuesday, August 20</i>	
7:00 am	Breakfast – Grand Ballroom I
8:00	General Session –Grand Ballroom I
	Welcome <ul style="list-style-type: none"> • Mitzi Downing, PLC Chair, Assistant State 4-H & FCS, Program Leader, North Carolina State University • William ‘Bill’ Richardson, Vice President for Agriculture, LSU AgCenter and Dean, College of Agriculture, Louisiana State University • Dawn Mellion Patin, Vice Chancellor for Extension & Outreach, Southern University
8:30	Unmasking Our Potential - New Leadership! Cooperative Extension in the Future from the Perspectives of USDA/NIFA and APLU Panelists

		<ul style="list-style-type: none"> • Dr. Scott Angle, Director, National Institute of Food and Agriculture, USDA • Dr. Doug Steele, Vice President for Food, Agriculture and Natural Resources, APLU <p>Reactions from the Field – Dr. Mark Latimore, Moderator, Fort Valley State University</p> <ul style="list-style-type: none"> • Dr. Ed Jones, Associate Dean and Director, Virginia Cooperative Extension, Virginia Tech • Dr. Carolyn Williams, Executive Associate Director for Extension, Prairie View A&M University
10:00		Break
10:30		<p>Committee Meetings (with Administrative Advisors)</p> <ul style="list-style-type: none"> • Agriculture & Natural Resources – (Laura Johnson, AA) – • Communications – (Tom Dobbins, AA) - • Community Development – (Ed Jones, AA) – • Family & Consumer Sciences – (Rich Bonanno, AA) – • 4-H Youth Development – (Paul Brown, AA) – • Information Technology – (Gary Jackson, AA) – • Middle Management – (Rick Cartwright, AA) - • Program & Staff Development – (Damona Doye, AA) – <p>(All Directors who do not have AA assignments should feel free to join the committee of their choice).</p>
11:45		Lunch, Awards Presentation, & Ignite Sessions – Grand Ballroom I
1:30 pm	1	<p>ASRED Session – Magnolia II</p> <p><i>(NOTE: Dr. Scott Angle may come in for 15 minutes of remarks/Q and A)</i></p> <p>ASRED Chair Nick Place called the meeting to order at 1:30 p.m.</p> <p><u>Attendees:</u> Paul Brown (AL), Rick Cartwright (AR), Nick Place (FL), Laura Johnson (GA), Rick Bonanno (NC), Damona Doye (OK), Tom Dobbins (SC), Robert Burns (TN), Laura Stephenson (KY), Ed Jones (VA), Gary Jackson (MS), Paula Threadgill (MS), Angela Burkham (TX), Gina Eubanks (LA), Brian Callahan (SC), Eric Young (SAAESD), Ron Brown (ASRED)</p> <p>Introductions were made to include Dr. Scott Angle, USDA NIFA Director.</p> <p>Dr. Angle spoke about the NIFA relocation and hiring of new staff. NIFA went from over 300 employees to about 50. Hiring senior</p>

		<p>positions first and looking for strong land-grant experience. Cooperative hiring agreements are a possibility. Answered questions related to future of Extension. Also, the federal audit was discussed as well as the impact on capacity funding formulas.</p> <p><u>Note:</u> Rich Bonanno made motion to approve the minutes of the March 2019 meeting. Robert Burns seconded the motion. Approved</p> <p><u>Note:</u> Agenda for August 2019 meeting approved. No additions.</p> <p>Nominating Committee – Laura Johnson, Chair, Damona Doye and Gary Jackson. Positions identified to be filled include these.</p> <p>Resolutions Committee – Robert Burns, Chair, Martha Ray Sartor, Paula Threadgill</p>
2:00 pm	2	<p>State Updates</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>
3:00 pm		Break
3:30 pm		PLC Committee Meetings (with Administrative Advisors)
Evening		Committee Night Out (Optional)
<i>Wednesday, August 21</i>		
7:00 am		Breakfast – Grand Ballroom I
8:00 - Noon		ASRED Session – Magnolia II
8:00 – 10:00 am	3	<p>4-H Foundations Collaboration Report, Southern Region – Ryan Hensley, TN; Seth Tuttle, AL; and Patrick Tuck (LA).</p> <p><u>Note:</u> ASRED will add an agenda item later this meeting to discuss further the establishment of a 4-H/Extension Development group/section to the PLN along with an administrative advisor.</p>
	4	<p>NC Administrative Management Workshop – Jeff Young, Lonnie Johnson, and Jeff Ripley. See report.</p> <ul style="list-style-type: none"> Overview – goals, expectations, pre-work... - Jeff Young

		<ul style="list-style-type: none"> • Components - EQ-I Assessment, Foundations, Personnel and Fiscal Management – Lonnie Johnson • Follow-up – Potential interest in similar event for SR or partnering with NC Region – Jeff Ripley • Questions – group <p><u>Note:</u> Tom Dobbins, Laura Johnson, and Ron Brown will meet with Robin Shepard at NEDA to discuss the various options related to participation in or duplication of the NC Administrative Management Workshop concept. General agreement regarding the need for day-to-day management training, especially related to personnel and financial management. This is different than leadership training (i.e., LEAD21). Eric Young will identify two research directors to participate in the discussion at NEDA.</p>
	5	<p>Comparison of Sources of Funding – Damona Doye</p> <p><u>Note:</u> Damona will incorporate refinements and suggestions in her report. An update will be shared back with ASRED members.</p>
	6	Alabama automated Civil-rights Planning, Reporting, and Annual Desk-audit Review Process – Paul Brown
10:00 – 10:30 am		Break
10:30 – 12:00 am		ASRED Meeting – Magnolia II
10:30 am - Noon	7	<p>ECOP Actions and Discussion – Ed Jones, Tom Dobbins and Gary Jackson</p> <ul style="list-style-type: none"> • ECOP Budget • ED Search • System Initiatives (eXtension, 4-H Marketing, CMC, ED search, etc.) • 4-H Leadership • Other
	8	<p>eXtension Board of Directors Report – Gary Jackson</p> <p><u>Note:</u> Dr. Jackson provided an update which included handouts on success stories and future initiatives.</p>
12:00 – 1:30 pm		Joint Lunch – Grand Ballroom I
1:30 pm		PLC Committee Meetings (with Administrative Advisors)
3:15 – 3:30 pm		Break

3:30 – 5:00 pm	9	<p>Water Resources – Dr. Leslie Burger et.al., MSU</p> <p>Extension is uniquely positioned to promote stewardship of water resources to support food, agriculture, and natural resources and needs to be equipped to meet stakeholder needs in this area. We propose to conduct a survey of SR ANR Extension agents to determine proficiencies and potential training opportunities with regard to water resource conservation. (Flyer)</p> <p><u>Note:</u> Dr. Burger will provide all information to Ron Brown. He will remind each state of the option to participate. Each Director will inform Dr. Burger of their decision to participate. Each participating state will distribute the electronic survey to designated ANR Extension Agent lists.</p>
	10	<p>Farm Stress – Drs. David Buys and Amanda Stone</p> <p>Farmers face a unique set of challenges, many of which are generally out of their control, but have great bearing on their mental health. Since rural residents like farmers don't have easy or affordable access to mental health resources, they often struggle alone and in silence. Farmer hot-lines have proved successful in preventing suicide. We propose exploring the development of a consortium of stakeholders who could support a southern farmer hotline.</p> <p><u>Note:</u> ASRED members are asked to share their thoughts about this topic with Ron Brown. He will carry the conversation on to the ECOP Program Committee for broader conversation.</p> <p>(See Resource Summary)</p>
	11	<p>Southern Region Extension Forestry Report and Prospectus – Laura Johnson</p> <p><u>Note:</u> July 1, 2019 closed out the Southern Region Extension Forestry initiative. SREF is currently being supported by four participating institutions: Auburn (SFWS), Warnell at UGA, VA Tech and UKY as well as the US Forest Service and some money from a private forestry organization. ASRED, as a region, will discontinue representation and reporting on the continuing effort.</p>
	12	<p>In-State Leadership Relationships: Best Practices Discussion – Rick Cartwright</p> <p>Working with State Departments of Agriculture, other ANR agencies, Human Services and other offices – how do you handle joint efforts, mutual advisory roles in programs, policy, regulations, publicity and other issues?</p>

		<p><u>Note:</u> General discussion about respective educational and regulatory roles. Memorandums-of-understanding used to be clear on roles and responsibilities related to joint projects and exchange of funds.</p>
	13	<p>Resource Allocation: Best Practices - Robert Burns</p> <p>Flexible budget and resource allocation to departments and units – historical, competitive, programmatic?</p> <p><u>Note:</u> Tom Dobbins suggested that ASRED develop best-practices that can be used collectively as a guide. Two or three hour session will be scheduled for spring 2020 meeting.</p>
Evening		State Night Out (Optional)
<i>Thursday, August 22</i>		
6:30 am		Breakfast – Grand Ballroom I
7:00 am		Program Leadership Committee (PLC) Meeting – (Current, Incoming, and Outgoing PLC Members)
8:00 – 9:45 am		First Joint General Session of AEA and ASRED – Grand Ballroom I
8:00 – 9:45 am	J1	Military Families Learning Network – Sarah Baughman, Program Manager (See report)
	J2	SRDC Happenings – Rachel Welborn (see report)
	J3	4-H Council Update – Jennifer Sirangelo Engaging LGU leadership, plans for promoting the clover, and ROI from the branding campaign
9:45 – 10:00 am		Break
10:00 – 11:00		ECOP Meeting (everyone invited to sit in)
11:00 - Noon		Second Joint Session of AEA and ASRED – Grand Ballroom I (Includes Program Leadership Committee)
11:00	J4	PLC Action Items and Information Items (see report)
Noon		Lunch (AEA and ASRED) – Grand Ballroom I
1:00 – 5:00		ASRED Session – Magnolia II
	14	Advisory Council Sharing – Damona Doye

1:00 - 2:45 pm		<p>How do you obtain stakeholder input and buy-in? Do you use advisory committees, either internal or external or combination, and if so, in what ways? At what level – county? State? Discipline? Commodity? What is the composition of the group? Turnover? Management? Training? Do you get meaningful feedback?</p> <p><u>Note:</u> Each state is asked to send to Ron Brown any formal documents related to formation of county, regional, or state level advisory groups, committees, or councils. These will be collected and shared through ASRED website.</p>
	15	National Warmwater Aquaculture Center Report (43 pp) – Rick Cartwright
	16	National 4-H Congress Report and Discussion – Laura Johnson
	17	4-H Council Follow Up – Jennifer Sirangelo
2:45 – 3:15 pm	Break	
3:15 – 5:00 pm	18	<p>Mini-Landgrant Meeting Debriefing – Eric Young</p> <p><u>Note:</u> For future planning, it is an Association planned and organized meeting – not a hosted meeting. Perhaps adjust time of year so not to conflict with CARET. Overall structure for daily agendas was good. AHS suggests a three-year rotation – next 2021 – perhaps late July or early August. ASRED would prefer not adding a meeting and would prefer the month of April to be considered.</p> <p><u>Note:</u> Too early to establish a hemp production SERA. Extension (ASRED and AEA) will proceed with a working committee in conjunction with ANR PLC.</p> <p><u>Note:</u> Consumer Horticulture coordinating committee. Tom Melton was the administrative advisor. Tom has since retired. A new appointment is needed. Selected was Dean A. Kopsell, Professor and Chair, Environmental Horticulture Department University of Florida; 1545 Fifield Hall PO Box 110670 Gainesville, FL 32611-0670; Direct: (352) 294-3059 Main Office: (352) 392-1831 Office Fax: (352) 392-3870; Email: dean.kopsell@ufl.edu</p> <p>(See Consumer Horticulture Coordinating Committee Outline)</p>
	19	Nominating Committee Report – Laura Johnson

1. ASRED Chair for 2020 – (Chair-elect for 2019 moves to Chair for 2020 following APLU Annual Meeting in November, 2019): Tom Dobbins
2. ASRED Chair-elect for 2020 – (One-year term; assumes office following the APLU Annual Meeting in November, 2019 and slated to be ASRED Chair for 2021): Laura Perry Johnson
3. ASRED Secretary for 2020 – (One-year term, replacing Paul Brown; assumes office following the APLU Annual Meeting in November, 2019): Paul Brown
4. ECOP – (Four-year term replacing Tom Dobbins, ending in November, 2023; Ed Jones and Gary Jackson are also ECOP members): Nick Place
5. ECOP Budget and Legislative Committee – (Three-year term replacing Nick Place, ending November 2022; Robert Burns and Gary Lemme are on this committee: Richard Bonanno
6. National 4-H Congress Board of Directors – (Three-year term ending in November 2022 replacing State Program Leader slot held by Pamela Arden (SC); assumes office following the APLU Annual Meeting in November, 2019; needs to be a 4-H State Program Leader: Toby Lefley (LA)
7. Board, Southern Region Aquaculture Center - (Three-year term replacing Gary Lemme (AL) beginning following the APLU Annual Meeting in November, 2019; should be Director or Associate in catfish producing state; also currently serving are Gina Eubanks, Rick Cartwright and Gary Jackson, ex officio): Gary Lemme
8. Southern Region Experiment Station Directors Liaison – (Four-year term ending November 2023, replacing Rogers Leonard (LA): Gary Jackson
9. Board, Southern Rural Development Center, completing Gary Palmer's term ending November, 2022 – (begins immediately since Dr. Palmer has retired; also currently serving are Rich Bonanno and Gary Jackson, ex officio): Laura Stephenson
10. Technical Advisory Committee, SRDC – (Three-year term ending November 2022 replacing Susan Jakes (NC); non-director, with consideration for discipline area; for geographic balance, SRDC suggests one of the following, in order of preference: Jamie Rae Walker, TAMU – Currently Texas is the only state without representation on either the Board or TOAC once the current folks rotate off; Melody Nall, UKY – She brings a community health perspective that may add breadth to the TOAC discussion and currently no TOAC representative from KY; or Becky Bowen or Cintia Aguilar, NC State – Both great partners on different issues -

	<p>Currently no TOAC representatives from North Carolina: Jamie Rae Walker (TX)</p> <p>11. SR-PLN Communications Committee Administrative Advisor – (Four-year term ending November 2023, replacing Tom Dobbins; term begins following the APLU Annual Meeting in November, 2019): Gina Eubanks</p> <p>12. SR-PLN Information Technology Committee Administrative Advisor – (Four-year term ending November 2023, replacing Gary Jackson; term begins following the APLU Annual Meeting in November, 2019): Jeff Hyde</p> <p>13. SR-PLN: PLC Representative and Exec. Comm. Member – (Two-year term, replacing Robert Burns; term begins following the APLU Annual Meeting in November, 2019): Robert Burns</p> <p>14. eXtension Southern Region Board Member (chosen by and from Directors at member institutions) (two-year renewable term; begin at the NEDA meeting each year; the Board meets about 9-10 times per year for one hour, plus one face-to-face meeting at NEDA. Board members are Directors or Administrators nominated from each region's eXtension members. The proposed Board member from the region is affirmed orally at the annual membership meeting at NEDA). Southern Region: 2019 eXtension members from ASRED nominate: Damona Doye who will be considered by the eXtension board.</p> <p>15. Consumer Horticulture coordinating committee. Tom Melton was the administrative advisor. Tom has since retired. A new appointment is needed: Note: Consumer Horticulture coordinating committee. Tom Melton was the administrative advisor. Tom has since retired. A new appointment is needed. Selected was Dean A. Kopsell, Professor and Chair, Environmental Horticulture Department University of Florida; 1545 Fifield Hall PO Box 110670 Gainesville, FL 32611-0670; Direct: (352) 294-3059 Main Office: (352) 392-1831 Office Fax: (352) 392-3870; Email: dean.kopsell@ufl.edu</p>
20	<p>Resolutions Committee Report – Paula Threadgill</p> <p>Note: [Resolutions will be sent to Ron Brown]</p> <p>Note: Laura Johnson made motion to accept resolutions committee report. Tom Dobbins seconded the motion. Approved</p>
21	<p>SERA Review Committee Recommendations – Nick Place</p> <p>(SERA41) “Improving Production Efficiency of the Beef Cow Herd in Southeastern” – AA’s: David White, TN (Research) and Mark McCann, GA (Extension). Recommend approval for 5 years with the following suggestions to be followed: Complete Appendix E</p>

	<p>participant list and develop more specific and measurable goals and objectives</p> <p>(SERA43) “Southern Region Integrated Water Resources Coordinating Committee” – AA’s: Wes Burger, MS (Research) and Saqib Mukhtar, FL (Extension). Recommend approval for 5 years with the following suggestions to be followed: Complete Appendix E participant list, Upload past annual meetings minutes and Add timelines and metrics to objectives.</p> <p>(SERA45) “Crop diversification opportunities to enhance the viability of small farms” – AA’s: Lesley Oliver, KY (Research) and Rogers Leonard, LA (Extension). Recommend approval for 5 years with the following suggestions to be followed: Revise objectives and procedures so that they are measurable and add measurable objectives related to research, Need more clarification on Objectives 3 and 4, and Consider recruiting participants from more Southern Region states.</p> <p>(SERA46) “Framework for Nutrient Reduction Strategy Collaboration: The Role for Land Grant Universities” – AA’s: Eric Young, NC (Research) and Robin Shepard, WI (Extension). Recommend approval for 5 years</p> <p>(SERA48) “Turf” – AA’s: John Davis, FL (Research) and Gary Lemme, AL (Extension). Recommend approval for 5 years with the following suggestions to be followed: Complete Appendix E participant list and Develop more specific and measurable objectives, especially for the Extension activities</p> <p><u>Note:</u> Nick Place made motion to approve five SERA Review Committee recommendations. Ed Jones seconded the motion. Approved</p>
	<p>Journal of Extension Discussion – Tom Dobbins</p> <p><u>Note:</u> If states use JOE national job bank, it does support Journal operations. Tom will submit a written report after next national meeting in Vermont in September.</p>
22	<p>Other Items, Updates, and Reports</p> <ul style="list-style-type: none"> • ANR Program Leaders Committee Report – Laura Johnson, Administrative Advisor (written report only) • 2020 Spring ASRED Meeting – Laura Johnson (handout only) • Administrative Advisor Middle Manager Report <p><u>Additional Agenda Items:</u></p> <p>1. Impact of US Census on Extension and our role.</p>

Note: SRDC will maintain a list-serve (state points of contact) and resources that Extension can use. Each state should let Steve Turner know who their point person is. AL and GA legislatures have budgeted funds to support US Census education.

2. Adding PLN section for Extension and 4-H Development Officers

Note: Recommendation to have Directors from TN, AL, and LA will work with – Ryan Hensley, TN; Seth Tuttle, AL; and Patrick Tuck, LA; -- to prepare a concept paper for adding an Extension and 4-H Development Officers section. It will need to be discussed and proposed in December by PLN. ASRED and AEA would consider at their spring meetings.

3. Three to four questions for Dr. Scott Angle to consider at NEDA meeting in September 2019.

Note:

a. What help do you need from the cooperative extension system to assist in the USDA-NIFA transition?

b. How can land-grant universities partner with USDA-NIFA to provide programmatic leadership in emerging priority areas? Such as contracting for program leadership and management at land-grant universities.

c. How can we help you develop a strategic plan to support capacity funds?

d. How can we help establish interagency partnerships and new funding opportunities?

Note: Ed Jones made motion to reimburse Ron Brown \$350 from ASRED funds for PLN Ignite Presentation awards personally purchased by Ron. Tom Dobbins seconded the motion. Approved

ASRED entered and exited Executive session.

Note: Tom Dobbins made motion to provide an 8% merit salary increase to Ron Brown and effective October 1, 2019. Ed Jones seconded. Approved

Note: Gary Jackson made motion to increase ASRED assessment to \$30,000 per institution effective July 1, 2020. Laura Johnson seconded the motion. Approved

Adjourn