



Association of Southern Region Extension Directors

ASRED Meeting

August 20 – 23, 2017

The Florida Hotel and Conference Center

Orlando, FL

1. **A pre-conference: “National Impacts Database (NID)”** discussed the general path moving forward for improving Extension programming. Extension is using the NID. Committee is working on structure and new database. Each institution will be provided human resource roles / requirements to manage and submit state information. SE Region will have six (3 ASRED and 3 SAAESD) members on the review team.
2. **Current ASRED Chair** – Gary Lemme; ASRED Chair for 2019 - Nick Place; ASRED Chair-elect for 2019 - Tom Dobbins (Slated to be ASRED Chair for 2020).
3. **Winners of the Excellence in Extension Award** for ASRED for 2018 are Dwayne Elmore, OK, as the regional winner and Larry Steckel, TN, as the runner-up.
4. **Training of extension field agents** remains as issue for professional development and online degree programs were discussed – Report being developed by Gary Palmer.
5. **Documenting productivity (metrics) in Extension** by faculty and Departments - Laura Johnson. Comments supported the concept that metrics should focus on faculty programming and the corresponding impacts rather than on activities.
6. **Issues Associated with 9-month Extension Appointments** – Rich Bonanno. General comments indicated that this is a difficult policy to implement for Extension.
7. **The 2019 Southern Mini-LG agenda was shared.** ASRED will not participate in the optional tour and will conclude their meeting at noon on Thursday.
8. **Two SERA’s were approved** (SERA17) - “Organization to Minimize nutrient Loss from the Landscape”- AA's: Nathan McKinney, AR (Res.) and Paul Mask, AL (Ext.) ; and (SERA18) “Rice Technical Working Group” - AA's: Eric Young, NC (Res.) and Steve Martin, MS (Ext.)
9. **Regional Forestry Update** – Bill Hubbard (transition to Univ. of MD, Feb. 2019).
 - 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.
10. **Southern Region Forestry Committee Report** – Laura Johnson; Approved a motion as presented by UGA (Laura Johnson), to phase out the Southern Region Forestry program and transition employees to other positions by June 30, 2019. Included in the final motion was to : a) to brief the USFS and regional Forestry Deans about this change and the desire to maintain positive working relationships; and b) to work with the USFS and Forestry Deans to propose a new SERA.
11. **ECOP Actions and Discussion** – Ed Jones, Tom Dobbins and Gary Jackson
- Recent ECOP 4-H Leadership Committee – Ed Jones
 - a. Diversity and inclusion issue was discussed, especially with Iowa State University. Guidelines in place for respective institutions.
 - b. Consideration is being given to one 4-H Online contract for the national Extension system to resolve inconsistencies in reporting.
 - Budget Line Consolidation Plans and Feedback – Ed Jones
 - a. Plan was to reduce NIFA request from 30 to 12 lines. There was discussion of a one-line strategy, with the idea that if the number of lines is reduced, it could be advantageous as a priori algorithm for dividing funds.
12. **Rachel Welborn discussed SRDC activities.**
13. NIFA News - Jeffrey Steiner, Division Director for Plant Production in the Institute of Food Production & Sustainability, NIFA
- USDA NIFA Move, official announcement by USDA & Federal register notice - “Notice of Request for Expression of Interest; Leadership changes at NIFA; 2019 RFA’s.
14. **Nutrition Education programming** - Laura Stephenson and Andrea Morris; If authority for the current SNAP-Ed and EFNEP programs are merged under one umbrella through the LGU Extension system Extension will be: a) heavily scrutinized by Nutrition & Health professionals as well as legislators; b) quickly show the results of the investment; and c) seamlessly implement a high quality program with the appropriate targets.
15. **National 4-H Congress** – New organizational structure proposes a two-fold management structure: Advisory Council (focused on management) and Design Team (focused on program).
16. **System Data for Program Management** – Damona Doye, Nick Place; SE Region staffing was compared by position and by program area in a preliminary report.
17. **ASRED Webinar Host Selections** (Three/year).

18. Other Items, Updates, and Report

- County/Parish Staffing and Support Personnel – Gina Eubanks
- Southern Region Aquaculture Center Update – Rick Cartwright
- National Impacts Database Users, Reviewers, and Data – Ron Brown/ALL
- Middle Manager report

19. **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.