

ASRED Report to SAAESD, April 2021

1. New Extension Directors/Deans in the Southern Region
 - a. Dr. Tom Obreza is Interim Dean and Director, University of Florida
 - b. Dr. Ashley Stokes is Dean and Director, University of Tennessee
 - c. Dr. Mike Phillips is Director of the Alabama Cooperative Extension System
2. ASRED Directors are interested in recommendations for a Regional Leadership Development program and have formed a task force to make recommendations at our August meeting.
3. We also have a regional task force studying the impacts of educational strategy changes made by Extension as a result of COVID 19. Most state Extension Services recorded exponential increases in contacts via social media. Many were customers were new to Extension.
4. The Extension Health Initiative, led by the Health Innovation Task Force, announced a two-phased Immunization Initiative, with a focus on COVID 19, but not limited to COVID.
 - a. Immunization Campaign – base amount of funding for every LGU (~\$24K for 1862s and ~\$26K for 1890s and 1994s)
 - b. Innovative Immunization Education Projects (~20, up to \$200K)
5. Due to the need to make contractual decisions early, the ASRED/AEA/PLN meeting in August will be a virtual meeting.
6. ASRED Directors and AEA Administrators are continuing and extending their *Coming Together for Racial Understanding* program.
7. Directors recently reviewed an idea that may be useful as part of the next Farm Bill. See Community Learning through Data Driven Discovery (CLD3).
8. The ECOP Program Committee and the Budget and Legislative Committee are working together on six concept papers that can be used in advocacy and program development. They are:
 - a. Workforce Development and Recovery
 - b. Urban Agriculture and Extension
 - c. Broadband Infrastructure
 - d. Climate Extension
 - e. Health Extension
 - f. 4-H Positive Youth Development