

## ASRED Report to SR/AHS and CARET – July 2021

1. Administrative News
  - a. Dr. Ashley Stokes is Dean and Director, University of Tennessee, as of February 2021.
  - b. Dr. J. Mike Phillips is Director of the Alabama Cooperative Extension System as of March 2021.
  - c. The University of Florida is in the search process to replace Dr. Nick Place, who moved to the role of Dean at the University of Georgia.
  - d. About half the Extension Directors in the region have been in their current roles less than two years.
  - e. Dr. Kevin Kephart is NIFA Liaison to the Southern Region.
2. Awards
  - a. Dr. Gary Lemme, retired Director, Alabama Cooperative Extension Service, was recognized in April 2021 as winner of the ASRED Distinguished Leadership Award.
  - b. Dr. Ed Jones, Associate Dean and Director, Virginia Tech, has been selected to receive the 2021 National Ruby Award from Epsilon Sigma Phi, the national honor society for extension professionals. The National Ruby Award is the most prestigious recognition presented by ESP and recognizes truly outstanding thinking, performance and leadership in Extension.
  - c. The highest award recognizing programmatic excellence nationally is the National Excellence in Extension Award. The Southern Region has won this award the last two years (James D. Ellis, University of Florida, 2020, and Matthew Devereaux, 2019, University of Tennessee) and six of the last ten years. The 2021 award will be announced soon, and our region is once again a strong contender.
  - d. The Southern Region has won the National Extension Diversity Award three times in the last decade, most recently by Ronald Cox, Oklahoma State University, in 2018. Our region being chosen again this year would not be a surprise.
3. ASRED Directors and AEA Administrators are continuing their Coming Together for Racial Understanding program, led by Rachel Welborn, Southern Rural Development Center.
4. The recently renamed Extension Foundation has announced a new tool for inventorying Extension programs, the National Registry of Cooperative Extension Programs and Assets (NRCEPA). It is being piloted by the National Extension Climate Initiative (NECI). This is planned to be a living inventory tool useful for program planning as well as supportive of partnership development and legislative advocacy.
5. National 4-H Congress was not held in 2020, which was the 100<sup>th</sup> anniversary year. The 100<sup>th</sup> anniversary theme will be carried forward into the in-person event planned for November 2021. Some states will be sending both 2020 and 2021 4-H delegations. Although being planned as a face to face meeting, some virtual components will be added.
6. The ECOP Program Committee and the Budget and Legislative Committee are working together on seven concept papers that can be used in advocacy and program development. They are:
  - a. Workforce Development and Recovery
  - b. Diversity, Equity and Inclusion
  - c. Urban Agriculture and Extension
  - d. Broadband Infrastructure, Access and Literacy
  - e. Climate Extension
  - f. Health Extension
  - g. 4-H Positive Youth Development Pathways Project

Each of these teams includes Extension program leaders from across the nation and NIFA NPLs, as well as non-academic representatives. Each team will design and test a national leadership model for a particular program and work together to secure funding. All of the teams have some startup funds either from ECOP, appropriate Foundations, and/or from NIFA via the Extension Foundation National Technology in Agriculture Extension program.

7. The Extension Health Initiative, led by the Health Innovation Task Force, announced a two-phased Immunization Initiative with funding from the Centers for Disease Control branded as EXCITE (Extension Collaborative on Immunization Teaching and Engagement). First is an immunization campaign some base funding for every LGU (~\$24K for 1862s and ~\$26K for 1890s and 1994s) followed by 20 competitive projects up to \$200K each.
8. The Southern Region and North Central Region Agriculture State Program Leaders met jointly in June with a focus on issues such as Climate-Smart Agriculture, Biden Administrative perspectives on agriculture, carbon credits, and the USDA Climate Hubs. Speakers included Zippy Duvall, Farm Bureau, Ann Marsh, Climate Hub lead, Parag Chitnis, NIFA, and others.