

Health SERA 19 Strategic Planning Notes

Chair: Alan Barefield, Associate Director, Southern Rural Development Center

September 10, 2007

Dr. Gail Cramer's Report (Experiment Station Advisor)

Time to start working on SERA reauthorization

- Proposal due in Aug. 2008
- Need to plan for this in the business meeting
- Enlarge the group – whatever it takes to do the job
- May need to change foci
- Dr. John Wheat won the 2007 Distinguished Educator of the Year Award from the National Rural Health Association
- Need list of publications for the SERA Annual Report
- Southern Association of Agricultural Experiment Station Directors – The top priority for research is food, nutrition & health for USDA-CSREES
 - Sub-priorities (in order of importance)
 - Food Safety
 - Obesity & Consumer Behavior
 - Functional foods and nutrition centers
- Environment – Water Quality & Quantity
- Rural Community Vitality and Economic Development
- A message should be sent to the Directors to tell them to put money where the priorities are
- Priorities will help to form CSREES budgets

How could this group tap into the nutrition funding?

- Talk to Experiment Station Directors
- Look at integrated activities under NRI

House & Senate Budgets

- 2008 funding looks reasonably good for Extension, but not so good for Experiment Stations
 - The Senate has reduced the research funding by 5.7% and the House has reduced research funding by 13%
- Experiment station debate has been focused on formula versus grant funding. If research funding goes to competitive grant funding, then those RFP's will be broadened to more than LGU's

Dr. Jim Trapp – (Extension Advisor)

- Gerontology is another issue – Also bio fuels and water
- Green products – construction products
- Joe Wysocki (Housing NPL) is on the National Committee

Strategic Planning – Have to point to something that would not have happened if this group had not been in existence.

- Should include outputs from group work into the next Health SERA 19 reauthorization proposal, which is due August 2008.

Julia Storm

- How is extension going?
 - 12 – 14 sites about to come on
 - Develop a proposal & apply for funding or do it yourselves
 - Convene a working group at Priester

Dr. Cramer will ask Dr. Paul Coreil (Extension Director in Louisiana) about the types of projects that are approved by the extension selection committee.

Appointment of Nominating Committee for SERA 19 Offices

Group unanimously voted in favor of:

Sandy Wiggins – NCSU

Marcus Comer – NC A&T

Kathleen Tajeu – Auburn

Priester Conference – April 8-10, 2008

Location will be in the Research Triangle Park in North Carolina. For further information, talk to Sandy Wiggins or Julia Storm

Update from Bobbi Clarke

- Overview of CCEP progress to date
- Bobbi offered the group the option of developing rural health modules to fit within existing subject categories
- Bobbi needs powerpoint presentations adapted to a set of guidelines for publishing, including objectives, learning outcomes, etc.
- Bobbi will send group a template of what has to be added to convert powerpoint presentations into CCEP modules

Strategic plan update by Alan Barefield

- History of SERA (Doeksen, Whitacre) ↑
- Membership Benefits/Costs (Barnes, Whitacre)↑
- Relevant publications/curriculum on website (Barnes, Barefield) ↔
- Invitation of attendees and future members from Hispanic and 1890 institutions (Wheat, Carter, Cramer) ↓
- Logo, name, phrase branding (Julia Storm, Emily Shaw) ↑
- SERA-19 brochure ↑ (Emily Shaw and Julia Storm)
- Update SERA-19 webpage with new material (Carter, Julia Storm) ↔
- Productivity needs assessment (Alexander) ↓
- eXtension CoP proposal (Alexander, Howell) ↓
- SERA-19 track for the Priester Conference (Storm, Doeksen, Alexander) ↑

Future Activities

- Learning from the World (Julia Storm)
- Health Curriculum for CCEP (Bobbi Clarke)
- eXtension proposal
- Develop Extension/research agenda for health issues
- Southern Rural Development Center
 - New policy series format
 - Toolkit for Extension agents and specialists

Strategic Planning Discussion

- Develop a Research and Extension Agenda for Rural Health Priorities for the South. This should be a brief 2-4 page paper.
- Develop a series of policy papers; policy papers and/or tools can be then transformed into CCEP modules
- Develop a series of tools
- Tools and policy series papers on rural health can fit into SRDC goals
- Possible organization of policy and tools series:
 - Working group meeting – develop, edit and publish rough draft of papers at Priester Meeting in 2008.
 - Regular health SERA 19 meeting in 2008 – presentation of papers and final comments from group members
 - Proceedings could be generated from meeting as well (need editors, structure, deadline of submissions for regular SERA 19 meeting).

- Review Grants.gov for funding via NRI and extension led projects

September 11, 2007

▪ **Julia Storm Presentation** – The Latino Initiative for Cooperative Extension will be comprised of teams from three Southern states. Each delegation should be ten members. Julia Storm presented to the group an overview of this project. Submissions for consideration are due by December 1, 2007 to Julia Storm at: jfstorm@tox.ncsu.edu.

▪ Develop Research/Extension paper for rural health issues in South. Categories to follow from Rural Health Institute.

▪ SRDC

- New policy series format
- Toolkit for Extension agents

▪ Health Curriculum for CECP (Bobbi Clarke)

- April 7th 2007 SERA members agreed to meet to work on policy series before Priester Meeting

eXtension Proposal

- Must be larger than southern region

September 12, 2007

Business Meeting

Development of Research and Extension Priorities Paper. Chair – Gerald Doeksen; members include: James Barnes and Julia Storm. Paper should be brief, perhaps 2-4 pages. Deadline for producing bullet points for subject areas is 60 days after this meeting, or approximately November 15, 2007. Group agreed to have a draft of the entire paper ready for review at the Priester Meeting in April, 2008. This paper should be finalized by June/July.

- Julia to email a model of this paper to everyone

Proposal for Renewing HEALTH SERA 19 and Annual Report. Chair: Gail Cramer; members include Sandy Wiggins and Brian Whitacre. Group agreed report should reflect the Priester Conference as an output or accomplishment of SERA 19.

Priester Conference Meeting. Planning Committee is Sandy Wiggins and Bobbi Clarke

2008 Meeting/Program Planning Committee. Chair – Alan Barefield; Members include: Laura Booth, Bonnie Carew, Brian Whitacre and Marcus Comer

- Location: Group agreed Houston, Tx for 2008 and Puerto Rico for 2009.
- Date: Alan Barefield to take a poll of possible fall dates in 2008, either July, August or September.
- Leverage being close to Rice University research cluster.
- Gail Cramer and Sandy Wiggins to work on finding location for meeting
- Members of 2007 planning committee encouraged 2008 committee to begin now to get costs down and organize local speakers.
- Possible contact may also be Dr. Gene Nelson, former Dept. Head, A&M.

Membership Expansion

- Focus on researchers; recruit from each institution; send Alan new list serves of dept. heads, public health researchers, etc.
- Committee: Alan Barefield, Debbie Murray, Kathleen Tajeu, Marcus Comer,

Proceedings for 2007 Meeting

- Committee: Chair: James Barnes – develop template and guidelines and distribute to SERA members who presented.
- Members: Sandy Wiggins
- Considerations: 1 page abstract in length of abstract not to preclude publication of related information elsewhere.

Nominating Committee Report

- Chair-elect

James Barnes – LSU

- Secretary

Marcus Comer – NC A&T

Adjourn