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**Project/Activity #: SERA-37/2017**

**Project/Activity Title: Latinos in the New South**

**Period Covered: August 28, 2015 – August 27, 2016**

**Date of this Report: April 4, 2016**

**Annual Meeting Date(s): 2015-16: August 27-28, 2015; proposed 2016-17: August 25-26, 2016**

**Participants (pre-registered):**

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Pardo, Elver, pardoe@ufl.edu, University of Florida IFAS Extension, Orange County 4-H

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Storm, Julia, jfstorm@ncsu.edu, NC Cooperative Extension, NC State University

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Worthen, Dreamal, diw116@hotmail.com, Florida A & M University

**ANNUAL MEETING and Accomplishments Summary; August 27-28, 2015, Orlando, Florida:**

An enthusiastic group of 25 participants from 7 states in the Southern Region had a productive meeting. Products and outcomes from the meeting included:

* Exchange of information on: multiple programs engaging Latino audiences in the areas of youth, families, agriculture, and community development; integrated community programs for cultural exchange and enrichment; and staff development programs for cultural competency (see Agenda);
* Initial development of a resource repository, including SERA-37 meeting presentations, (to be housed initially on the SRDC website);
* Development of overall priorities involving four workgroups with draft Plan of Work for 2015-2016;
* Election of leaders for the group.

Workgroups were established for the following priority areas (members):

* Program Resource Repository (**Joe Hunnings**, Julia Storm, Jayne McBurney, Karla Shelnutt) [merged with Best Practices as of March 2016 to form *Program Resource and Best Practices Work Group*]
* Best Practices (**Terence Martin**, Juana Macias-Christian , Vianca Solorio, Silvia Vaca-Diez, *Lupe Landeros (interim liaison)*) [merged with Program Resource Repository as of March 2016 to form the *Program Resource and Best Practices Work Group*]
* Staff Development (**Jorge Atiles**, Elaine Fries, Dreamal Worthen, Ruben Saldana)
* Youth Programs (**Laura Valencia**, Elver Pardo, Cintia Aguilar, Rukeia Draw-Hood).

Leadership for 2015-2016 was elected:

Chair: Ruben Saldana, TX; rjsaldana@ag.tamu.edu

Chair elect: Elver Pardo, FL; pardoe@ufl.edu

Secretary: Julia Storm (will compile Annual Report for 2015)

Additional members of the Executive Committee include the Workgroup Leaders/Liaisons:

Joe Hunnings (VA), hunnings@vt.edu; Jorge Atiles (OK), jorge.atiles@okstate.edu; Laura Valencia (FL,) lauraval@ufl.edu; Lupe Landeros (National 4-H Council, TX), llanderos@fourhcouncil.edu; Terence Martin (AL), tzm0018@aces.edu

**Accomplishments (based on Objectives and Procedures/Activities outlined in SERA-37 Project Proposal** **for 10/01/2012 to 09/30/2017):**

**Objectives and related Accomplishments for 2015-16**

1. Expand information effective evidence-based programs/promising practices exchange
   1. Annual meeting focused on highlighting state programs; appropriate workgroups established; specific tasks established in new plan of work
2. Expand current research/Extension resources
   1. Program Resource Repository and Best Practices work groups were established; repository and web updates initiated; during the year, the leadership team decided to merge these two work groups into one, called the *Program Resource and Best Practices Work Group*, with shared leadership
3. Identify existing gaps in research/Extension resources
   1. Several activities of work groups address establishing inventories and surveys; will coordinate with similar efforts being undertaken by National 4-H Hispanic/Latino Initiative
4. Disseminate information briefs (demographics, etc.): no activity
5. Design/sponsor staff development program(s)
   1. Staff Development work group established to identify and deliver programs and capacity building, with intermediate milestones in Years 1 and 2 leading to major conference in year 3 (2018-2019)

**Procedures and Activities and related Accomplishments for 2015-16**

1. Hold every-other-month conference calls with SERA-37 leadership team; host annual/every other year meetings of SERA membership
   1. Conference calls (5) held November 2015, January, March, April, and scheduled for May 2016
   2. In-person meeting of leadership attending Cambio de Colores (June 2016)
   3. Annual meeting for 2016-17 tentatively planned for August 25-26, 2016 in conjunction with PLN in Nashville, TN
2. Update the current website: in progress with SRDC
3. Facilitate joint research across land-grant schools: TBD through work groups
4. Information sharing of research and evidence based programs: in progress through annual and informal meetings, and work groups
5. Capacity-building: specific steps in progress through work group

**Impacts:**

Our accomplishments are not measured in terms of impacts as yet, although the re-building efforts of 2015-2016 resulted in an invigorating annual meeting, development of work groups, and development of a new plan of work, and are anticipated to result in measurable indicators and impacts over the coming years.

**Publications:**

Atiles, J. H., Eubanks, G. (2014). Family & Consumer Sciences and Cooperative Extension in a Diverse World, *Journal of Extension*, 52(3).

LePrevost, C.E., Storm, J.F., Asuaje, C. R., Cope, W.G. (2014). The Pesticides and Farmworker Health Toolkit: An Innovative Model for Developing an Evidence-Informed Program for a Low-Literacy, Latino Immigrant Audience, *Journal of Extension*, 52(3).

LePrevost, C.E., Storm, J.F., Blanchard, M.R., Asuaje, C. R., Cope, W.G. (2013). Engaging Latino Farmworkers in the Development of Symbols to Improve Pesticide Safety and Health Education and Risk Communication, *Journal of Immigrant and Minority Health,* 15(5): 975-981.

Herndon, M.C., Andrew O. Behnke, A.O., Navarro, M., Daniel, J.B., Storm, J.F. (2013). Needs and Perceptions of Cooperative Extension Educators Serving Latino Populations in the South, *Journal of Extension*, 51(1).

Aguilar, C., Leach, B. (2012). *Latino/Hispanic Community Survey: Report on the results of the statewide survey project, NC Cooperative Extension,* October 2012, 58 pp.

Wyman, M., Escobedo, F., Varela, S., Asuaje, C., Mayer, H., Swisher. M. (2011). Analyzing the Natural Resource Extension Needs of Spanish-Speakers: A Perspective from Florida, *Journal of Extension*, 49(2).

Behnke, A. O., & Kelly, C. (2011). Creating Programs to Help Latino Youth Thrive at School: The Influence of Latino Parent Involvement Programs, *Journal of Extension*, 49(1).

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**AGENDA** - **THURSDAY, AUGUST 27, 2015 - Orlando, Florida**

**12 noon:  Lunch (provided)**

**12:45 pm: Welcome/Bienvenidos: What is a SERA?**

Dr. Reuben Moore, Associate Director, Operations, Mississippi Agricultural and Forestry Experiment Station, Mississippi State University, SERA-37 Research Advisor

**1 PM: Introductions *Rapido!*** (Your name, your state, one word describing your connection to this work)

**1:15 PM: Keynote presentation: Maritza Sanz, Founding President/CEO of Latino Leadership**

Latino Leadership, Inc. is a nonprofit organization in Central Florida offering social enrichment programs that incorporate leadership development and empowerment, education advancement, and economic community development to promote the Hispanic community integration into mainstream America.

**2: 15 PM – 3:10 PM: STATE PRESENTATIONS—Tapas/Small plates**

State representatives provide “tapas” presentations-- Latino engagement strategies, highlights of outstanding research, extension, or integrated Latino programs, or glimpses of cross-cultural professional development programs. State “tapas” will whet our appetites for tomorrow’s planning.

**Tapas** are a wide variety of appetizers, or snacks, in Spanish cuisine. They may be cold (olives, cheese) or hot (*chopitos* -battered, fried baby squid). In Central America such snacks are known as *bocas*. In Mexico, similar dishes are called "*botanas*."   
***The serving of tapas*** *is designed to encourage conversation, because people are not so focused upon eating an entire meal that is set before them.*

**Virginia** (12 minutes): Joe Hunnings, Virginia Cooperative Extension, VA Tech

**Texas** (24 minutes):

Lupe Landeros, National 4-H Council, San Antonio, Texas

Ruben Saldana, Texas A&M AgriLife Extension

**Oklahoma** (12 minutes): Jorge Atiles, Oklahoma State University

**3:10 pm BREAK**

**AGENDA - THURSDAY, AUGUST 27, 2015 -Orlando, Florida (continued)**

**3:30PM – 5:20PM: STATE PRESENTATIONS—Tapas/Small plates**

**North Carolina (30 minutes):**

Cintia Aguilar, Latino Affairs Facilitator, NC State University, NC Cooperative Extension (10 min)

Jayne McBurney, FCS Agent, NC Cooperative Extension, Johnston County Center (10 min)

Julia Storm, Agromedicine Information Specialist, NC State University, NC Cooperative Extension, NC Agromedicine Institute (10 minutes)

**Florida (36 minutes):**

Jennifer Taylor, Florida A&M University, Tallahassee (12 minutes)

Laura Valencia, University of Florida IFAS Extension, Osceola County (12 minutes)

Elver Pardo, University of Florida IFAS Extension, Orange County (12 minutes)

**Alabama (24 minutes):**

Terrence Martin, Alabama Cooperative Extension System (12 minutes)

Juana Macias-Christian, Alabama Cooperative Extension System (12 minutes)

**5:30 PM – 6:00 PM:** **SERA-37 Planning: Where are we now? Where do we want to go?**

Overview Presentation of 2014 plan: Nancy Calix, Kentucky State University

Charge for Friday morning: Rachel Welborn and Julia Storm

**6 PM: Dinner (on your own or informal group)**

**AGENDA - FRIDAY, AUGUST 28, 2015 - Orlando, Florida**

**SERA-37 Planning Facilitated by Rachel Welborn and Julia Storm**

8 AM: Large Group Planning: Determine gaps and priorities for integrated activities

9:30 AM: Small Group Sessions: Research, Extension, integrated project small group planning

10: 30 AM: Break

10:45 AM: Large Group Planning: Pulling it All Together (activities, leadership election; next meeting)

12:15 PM: Wrap-Up

12:30 PM: Adjourn/Safe Travels

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**SERA-37 RESOURCE INVENTORY  
Please visit the Qualtrics survey link and enter information on your most promising and proven Extension programs or research projects for Latino communities:**

<https://msudafvm.co1.qualtrics.com/SE/?SID=SV_43hbQVBb9XTSUOV>

The survey takes only 15 minutes per project. Feel free to submit multiple projects; the more we share our great work with each other, the better! This ongoing resource will be compiled and shared soon after the meeting on the SRDC web site and will continue as an ongoing resource.

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Thanks very much to the Southern Rural Development Center for their financial sponsorship of the SERA-37 2015 meeting and to Miranda Tucci and Rachel Welborn for their logistical and organizational support.

<http://srdc.msstate.edu/>