

Meeting Minutes

Tuesday, April 2, 2013

9:00 a.m.

Location:

Burden Research Center

Present:

Harold Kirby, Fatemeh Malekian, Kate Watts, Gypsie Bryan for Carlos Sam, Donna Montgomery, Gaynelle Wolff, Anthony Ponton, Ashley Rivere, Felecia Barnes, Levyyette Matthews, Claire Fontenot, Gina Eubanks, Michael Haggen, Tyra Banks, Karen Stevens, Eva Davis, Terrence Marshall, Kristen Brandon, Shawn Zeringue, Kaci Ernest, Abigail Greenbaum, Mark Williams, Emily Becnel, Passion Mason, Layne Langley.

Action Items:

Roles of Parish Advisory Leadership Council
Understanding the Extension Service <ul style="list-style-type: none">• Mission• Organization• Funding• EBR Parish staff educational programming responsibilities.
Review of Fall ALC minutes

Opening:

The regular meeting of the Advisory Leadership Councils was called to order at 9:00 a.m. on April 2, 2013, at the Burden Research Center, by Karen Stevens, who thanked everyone for coming out. The ALC committee introduced themselves along with the LCES staff.

A. Open Issues

Purpose of the Advisory Leadership Council:

- Meet twice a year

- Overall goal is to establish the needs for the community.
- Disseminate research based information to the public

Roles of ALC:

Karen asked ALC members to take a look at their brochure the Role of the ALC were posted as followed.

To provide a mechanism for stakeholder involvement in assuring that education, outreach and research programs conducted by the LSU and Southern University AgCenters are in keeping with the mission, vision and goals of the LSU and Southern University AgCenters and the related program areas are:

- Effective in meeting the needs of clientele.
- Delivered in a manner that makes them accessible to all people.
- Constantly assessed for relevance to insure that they remain current.

To assist AgCenters' faculty in providing services to stakeholders by:

- Marketing LSU and Southern University AgCenters programs.
- Identifying issues of concern to potential audiences.
- Collaborating in LSU and Southern University AgCenters programs and projects, as appropriate.

To legitimize and communicate LSU and Southern University AgCenters programs and projects among representative stakeholders.

To develop personally as leaders and receive recognition for their contribution.

B. Understanding Extension - we represent LSU & Southern University

1. Mission – to help the people of Louisiana
2. Organization – LCES and Administrative Structure
3. Funding - Big businesses, local corporations, medical institutions, universities, banks.
4. EBRP staff educational programming responsibilities – educated programs in three major areas; Agriculture & Natural Resources, Family/Nutrition/Health, & 4-H Youth development

C. Karen asked members to look at minutes from last meeting to see if we need to amend any, and she also passed out yellow cards for suggestion. They are as followed:

Claire Fontenot – continue to advertise on radio, t.v., newspaper.

Passion – Social Media (Facebook, twitter, and instagram).

Harold Kirby – Exxon Newsletter

Ashley Rivere – Community newsletter; welcome bag.

Levyette Matthews – do a morning show with local radio stations on topics like livestock, farming, sewing & cooking, etc.

Anthony Ponton – If city could donate land, start a community garden.

Donna Montgomery - If an agent can teach nutrition and gardening.

Karen Stevens – Indicated that farming can work with nutrition.

Michael Haggan – City Year is a program in the school system (works with the coaches). Ask for volunteers with local churches. Mr. Haggan also invited the 4H staff to come out to a principal meeting with the EBRP School System.

Fatemeh Malekian – Provide grant funds to local stores that provide nutritional products.

D. Discussion on how to Change the Perception of Extension from farming to more modernized?

1. Money Management
2. Smart Shopping
3. After school programs
4. BREC partnership

E. Summary

Extension brings the resources of the University to the the people of Louisiana for improved quality of life.

Adjournment:

Meeting was adjourned at 11:40 a.m. by Karen Stevens.

Minutes submitted by: Stephanie Dozier