

Draft Minutes, March 30th, 2015
National Stakeholder Team for Pesticide Safety Education Program
(PSEP) Funding

All documents and minutes of the Team and its workgroups are posted at <http://psep.us/>

Jim Burnette welcomed everyone to the meeting.

1. Final Color Version - Teaching Consumers to Use Pesticides Safely: A Mission of Land-Grant University Pesticide Safety Education Programs (attachment 1 on agenda)

Carol Black indicated that the “color” version (without links to examples) is now also posted to psep.us. If someone wants the text version for extracting, contact Carol. Both the “color” and “link” versions were developed as tools for use by Goal 1 advisory committees, National Stakeholder Team members, etc., to engage potential stakeholders (industry, administrators, etc.) in supporting PSEP. Several individuals are carrying the message back to individuals in CSPA. It would be appreciated if PSEPs who remove or change a web address that is listed in the “link” version would let us know. The Consumer documents are not targeted to consumers.

2. Update to the AAPCO Board of Directors (attachment 2 on agenda)

The AAPCO Board of Directors received this update from Carol Somody at their March 8th meeting. A number of the ~25 SLA reps who were in attendance are also serving on Goal 1 advisory committees. After the presentation, one SLA rep mentioned the need for additional funding for SLAs as well. Carol noted that both EPA and USDA need to take a harder look at how/where they spend their money – there is money.

3. National Password-Protected Website Landing Page (attachment 3 on agenda)

Wayne Buhler could not attend due to a training conflict but provided this update. Both the front and back ends of the website are ready, and the four PSEP compilers have access for actual loading of PSEP resources. As of last week, the first 3 contributing states had provided 68 resources, some of which are non-public resources currently kept behind the PSEP’s own password-protected website for their own applicators’ use. Carol Somody noted that this was great news, indicating the willingness of some PSEPs to share non-public resources to assist other PSEPs (subject, of course, to the owner’s conditions of use specified on the website). It is hoped that all PSEPs will share both “public” and “private” resources via this website or, at very least, a good description of “private” resources and owner contact information. All PSEP coordinators (and/or their assistant coordinator) should be given access to the website by August (after compiling is largely complete), subject to accepting the conditions of access/use. Wayne will also explore the use of a “private” YouTube channel for videos.

The following are currently under review by the PSEP-IMI steering committee and major funders:

- a) Document allowing PSEPs to copyright state-customized versions of newly-created resources funded by PSEP-IMI, if they desire
- b) Document formalizing the agreement of the five major funders to use the newly created PSEP-IMI resources for internal use only

Linda Johns asked about SLA access to the website, if the SLA was responsible for training certified applicators. Only PSEPs will have access, but can share resources with their partners-in-training from Extension and State Regulatory Agencies, subject to all conditions of use.

4. Compiling Resources for the Password-Protected Website

Kerry Richards noted that Ed Crow and she were compiling for the Northeast PSEPs and that the website will be an aid in answering the continual questions about who has a specific type of resource. It will also help avoid duplication of development effort.

Prioritization of new resource development exclusively for the password-protected website will also be aided by the website and therefore the process (see January notes) has been slightly delayed. A first draft needs list will be distributed to PSEPs, and the PACT meeting (<http://ctaginfo.org/PACT2015>) could be used as a vehicle for further discussion with a poster and sticky notes. Kerry Richards and Carol Black will discuss this with Wayne Buhler.

5. National IPM Dialogue

Jim Burnette reminded the Team that there were positive responses from USDA and the other invited attendees, but that the Team is still waiting for an EPA representative. Carol Somody indicated that she did not understand why EPA is now discussing their participation in the dialogue with USDA. Carol Black said that EPA is interested and is also engaged in relationship-building with USDA, due to new management in both organizations.

6. Business Plan Template

Dean Herzfeld announced that this online business planning tool designed specifically for use by PSEPs is now available for use. It was developed by a national team comprised of PSEP coordinators plus other stakeholders guided by faculty from the University of Minnesota Center for Farm Financial Management and by Dean Herzfeld. To access the business planning tool go to <https://psepbizplan.umn.edu> and register using the case sensitive code: PSEPPlan2015. While anyone can register on PSEPbizPlan, the person who initiates a plan controls who has access to the plan for writing, editing and review.

Sonja Thomas said that anyone could sign-up to attend the business planning workshop (Wednesday, June 3, 8 AM-12 PM, at the Southern Region AAPSE Conference in Lexington KY), plus part or all of the other conference events. Sign up at <http://www.aces.edu/anr/pesticidemgt/AAPSE.php>. Registration fee varies (\$200 for the entire meeting), but there is no fee to attend only the business plan workshop.

If you are attending the KY business planning workshop, be sure to try out the tool beforehand and bring a laptop or tablet to the workshop.

You do not have to attend the KY workshop to learn how to use this tool. It is quite straightforward, and Dean is the contact for anyone who needs help. There is already one video about the financial spreadsheet (the most complicated concept), and there will be another on navigating the tool.

Dean will be speaking to the Goal 1 states in April about the tool and one hurdle in particular – the use of business plans by the public sector.

7. Online/Distance Education Survey of PSEPs and SLAs

No progress has been made since the January meeting.

8. PSEP Educational Resource Priority Needs List

See item 4.

9. Other

A manual development workshop is planned for mid-May in Nebraska – there is still some space. Initial registration is open only to PSEP and SLA programs until April 1. An internet community of practice will be one outcome of the meeting.
<http://pested.unl.edu/manualworkshop>

It will not be possible to circulate drafts of new resources funded by PSEP-IMI to the entire National Stakeholder Team for comment. After the PSEP-IMI steering committee and any others specified in the contracts have provided comments, new resources funded by PSEP-IMI will be accessible to all PSEPs via the password-protected site. Only PSEPs will be able to access and customize these new resources, for their use and the use of their partners in Extension and State Lead Agencies.

Target date for feedback on PSEP-IMI March 15th interim reports is April 7.