

National Association of Community Development Extension Professionals Board/Committee Chairs

Friday, May 18, 2018

START TIMES: 9 am (PACIFIC) / 10 am (MOUNTAIN) /11 am (CENTRAL) / noon (EASTERN)

**Welcome/Call to Order
Introductions/Roll Call**

Trudy Rice
Suzette Barta

Trudy Rice
Kelly Nix
David Civittolo
Suzette Barta
Nancy Bowen Ellzey
Brian Raison
Mary Peabody
Susan Kelly
Laura Ryser
Adam Hodges
John Phillips
Ricky Atkins, Executive Director

Committee Chairs/Liaisons also in attendance:

Kevin Andrews
Steve Burr
Michael Dougherty
Brent Elrod
Mary Emery
Julie Fox
Laura Fuller
Melinda Grismer
Stacey McCullough
Rebecca Sero-Lynn
Peggy Schlechter
Dave Shideler
Mark Skidmore
Michael Wilcox
Rachel Welborn
Guest: Daniel Eades

Approval of the agenda

Motion to approve by: Kelly Nix. Second by Nancy Bowen Ellzey. Motion carried.

Approve April Minutes

Motion to approve by Laura Ryser. Second by Susan Kelly. Motion carried.

Accept Treasurer's report and file

The 2018 April Balance Sheet and Budget vs. Actual documents were posted to Member Clicks by the Treasurer. Nancy added that we are still within our budget for the year. She also noted that our membership/registration is down by about 30%. After conference, she suggests that we take a hard look at what is happening with our numbers.

Motion to accept and file for future audit by: David Civittolo. Second by: Mary Peabody. Motion Carried.

Executive Committee Report by Trudy Rice. Trudy reminded everyone to send her a PowerPoint slide that she will use at conference.

Committee/Liaison Reports

National Institute of Food & Agriculture (NIFA): Report posted by Brent Elrod. (See Posted Committee Reports.)

Regional Rural Development Centers: Report by Mark Skidmore. The regional development centers have been budgeted \$2 million which is encouraging. He has participated in a survey of CRD program leaders across the country asking about CRD programs that can be shared across state lines. 32 responses were received and will be used for discussion at the program leaders meeting at conference.

North American Food Systems Network (NAFSN): No Report

Member Services Committee: No report.

Communications Committee: Report by Melinda Grismer. The committee met earlier today and are getting ready for the conference.

- One videographer is lined up. They are still seeking one more.
- Working on an “un-conference” to replace the table topic activity.
- Members will judge at the poster session.
- Members are available to help with the new-comer session.
- Committee will be putting together a video—piecing together snippets to show at the final luncheon.

Marketing Committee: by Dave Shideler (See Posted Committee Reports)

Finance Committee: by Steve Burr. Daniel Eades will be the incoming chair. He attended today’s Zoom meeting. The committee will likely work on a financial mission and an investment policy in the upcoming year.

Policy and Procedure and By-Laws: Kelly Nix. The suggested by-laws amendment will be presented at the business meeting at conference.

Journal of Extension – by Julie Fox. JOE will have a display at the conference and they hope to feature NACDEP authors. They would also like a chance to make an announcement in a general session.

PILD Conference 2019: No report

JCEP Leadership Conference 2019 Report by Trudy Rice. The committee met this week in Fort Worth and hopes to announce the keynote speaker by our conference time.

Recognition Committee: Report by Michael Dougherty. There is a committee meeting schedule for next week. Winners have been notified. They are working on a press release for winners to be able to use. Stacy McCullough will be the emcee. They are still developing the script and the PowerPoint.

Development Committee – Report by Michael Wilcox. They are working on silent auction. 3 emails are prepared to go out regarding this. A Google form has been set up to pre-register auction items. He encouraged the board to bring an auction item. There has not been much donation activity since December. At the conference, the committee will primarily be marketing the link to make donations online as opposed to collecting checks in Cleveland.

2018 Annual Conference-Cleveland, OH: Report by David Civittolo. Preparations continue. The committee will go to the hotel next week to finalize resources. We have 167 registered. Some mobile workshops have been cancelled due to the low numbers. “Guidebook” will be used for the mobile app. They committee would like to ask some survey questions during the conference and have people answer via Guidebook.

2019 Annual Conference – Asheville, NC Report by Susan Kelly. (See Posted Committee Reports.) Here is the logo they developed:



2020 Conference – No report.

Updates from the Regions & Partners

Northeast: Mary Peabody reported that she is touching base with former NE members to encourage repeated membership. She is thinking about the agenda for the regional meeting at conference.

North Central: Brian Raison reported that he is also thinking about the meeting agenda. He asked regional reps to stay on after the meeting to talk about agendas.

Southern: Susan Kelly reported that Amanda Perez will be the new Southern rep and will co-host the regional meeting at conference.

Western: Report posted by Laura Ryser. (See posted committee reports.) She added that she is reaching out to people one-on-one to encourage conference attendance.

1890: No report.

1994/FALCON: There will be a new representative joining in June and will be at the post-conference meeting.

Joint Council of Extension Professionals (JCEP): Trudy represented NACDEP at JCEP in Fort Worth and reported discussion around 3 topics. 1. JCEP to create a calendar of webinars that are beneficially across organizations. 2. JCEP considering the purchase of tools that all members could use (ie Constant Contact). 3. JCEP is wondering what data we are collecting on our members.

Update from TAS: Report posted by Ricky Atkins (See Posted Committee Reports.)

Unfinished Business: Laura Ryser asked the question “Do NACDEP state chapter members have to be members of NACDEP?” Trudy indicated that the Policy and Procedure committee may need to consider a by-laws change for next year.

New Business: None

Comments and Announcements – Rachel Welborn offered to coordinate photos for incoming and outgoing officer team at conference. Kelly suggested getting playbook out to new officers.

Adjournment - Susan Kelly moved to adjourn. No opposition to the motion.

Next Board mtg. is May 18, 2018 at 11:00 Central Time/12:00 Eastern Time.

Next Board meeting is for the 2017-18 NACDEP Executive Board (elected officers and regional representatives) and will take place in Cleveland, Ohio at NACDEP conference hotel on Sunday, June 10th from 11:30-1:00 and will include lunch. The main objective of this meeting will be to review the conference schedule and responsibilities for board members during the conference.

The 2018-2019 Executive Board will meet for an organizational meeting in Cleveland, Ohio at NACDEP conference hotel on Wednesday, June 13th from 1-3 p.m.

Posted Committee Reports

NACDEP Nation Office Report, Submitted by Ricky Atkins

Since the last board meeting the NACDEP National Office (TAS) has engaged in the following scope of work.

Finance:

- TAS has reconciled financials for April and sent to the treasurer for their report.
- TAS continues to monitor all accounts receivable and payable for the association
- TAS is working with the auditor for the formal audit

Membership:

- TAS is currently processing Membership renewals for the 2018 membership year. 309 members have renewed through the online renewal system or through conference registration.

Communications:

- TAS has worked with Greg Davis to send weekly updates regarding conference
- TAS has sent out an email regarding the June newsletter.

Web:

- TAS has updated landing page for the 2018 Conference
- TAS has made general updates and web site changes

2018 Conference

- TAS has created the sponsorship form and will be completing all sponsorships online for this year.
- TAS has worked with David Civittolo and Greg Davis to open registration and we currently have 164 attendees registered.
- TAS has secured direct billing and a sales tax waiver for the conference.
- TAS has executed the contract for conference transportation

2019 Conference

- TAS has reviewed the contract and executed for the 2019 conference at the renaissance downtown Asheville.

NACDEP West report for May, Board of Directors Call – 5/18/18, Submitted by Laura Ryser

Action Items Related to NACDEP Framework:

Priority #1: Communication Strategy – No updates at this time.

Priority #2: Member Engagement – No new member engagement was conducted since the April meeting, Q2 newsletter was sent out in April.

Priority #3: Financial Stability – No updates at this time.

Priority #4: Committee/Board Structure and Function – Participated with the planning team for the CD program leaders meeting to be held at the Cleveland conference. I was also a judge for the CD awards to be given out at the Cleveland conference.

NIFA Community Development Update for NACDEP, May 2018, Provided by Brent Elrod

1. NIFA Welcomes [Dr. Thomas Shanower](#) – Acting NIFA Director
2. New Funding Opportunity for [Sustainable Agricultural Systems \(SAS\)](#)
Funding is made through a new program within NIFA's Agriculture and Food Research Initiative (AFRI) - Sustainable Agricultural Systems (SAS) program. SAS program focuses on system-level approaches that promote transformational changes in food and agricultural systems. SAS supports **trans-disciplinary** projects that aim to transform agricultural systems that provide safe, nutritious, abundant, and affordable food for a growing population, while enhancing economic opportunities for Americans, especially those in rural areas.

Some highlights and resources:

- \$80 million in funding for **fully integrated** projects (i.e., projects that include research, education and extension);
 - Non-renewable grants of up to \$10 million per award;
 - For project periods of up to 5 years;
 - **Letters of intent are required** and due **June 27th**, 2018.
 - **Full proposals** are due **October 10th**, 2018.
 - [2nd webinar for prospective applicants - May 23rd](#);
 - Answers to [Frequently Asked Questions](#);
 - Guidance on [leading transdisciplinary projects](#);
 - For any questions about this funding opportunity, please contact [AFRI SAS Team](#).
 - Consider applying. If not ready to apply, consider serving as a reviewer (please contact [AFRI SAS Team](#) to let them know of your interest). Also, please consider submitting your thoughts on this particular RFA to Policy@nifa.usda.gov.
3. The FY18 Agriculture and Food Research Initiative (AFRI) Ag Economics and Rural Communities Request for Application release is due any day.
 4. The FY19 House and Senate proposed budgets both have the RRDCs in at \$2M (split between the four Centers).
 5. A number of bills are making their way through Congress to address the opioids crisis. NIFA continues to support USDA Rural Development as it conducts regional rural roundtables related to opioids misuse. Remaining events are scheduled:
 - June 6 in Oklahoma
 - July 11 in Maine
 6. The RRDC directors met in DC 8-9 May on topics that included e-connectivity and workforce development.
 7. Cleveland!

NACDEP Recognition Committee Report – May 2018

- 2018 NACDEP Awards Determined
 - o Judging completed – All judges fulfilled their obligations
 - o Winners (and non-winners) notified
 - o Decision still to be made on NACDEP nominee for JCEP Award
- Committee Conference call Work Moving Forward
 - o Emcee and winners' photos scheduled.
 - o Program, press release, and award mail merge in process.
 - o PowerPoint and award script to be assigned.
- Committee Conference call on May 23
 - o Awards rollout and banquet.
 - o Awards structure and selection process
 - o Future leadership of the committee.

Submitted by: Michael Dougherty,

West Virginia University Extension Service Chair,

NACDEP Recognition Committee

Phone: 304-293-2559. Email: michael.dougherty@mail.wvu.edu

2019 NACDEP Host Committee Report, May 18, 2018, Submitted by Susan A. Kelly

2019 NACDEP Host Committee has been meeting regularly and met once in person at the Renaissance Hotel in Asheville.

For the 2018 Conference we will have an NC Delegation of 16 people! Plans for Cleveland for the NC Delegation includes:

- staffing a table with Asheville promotional information, brochures and surveys
- circulating a survey to narrow down Mobile Learning Workshops and Social Activities
- attending regional meetings to find volunteers for 2019 Committees and Conference
- promoting the conference during the last session Wednesday and providing postcards at tables for members to complete and we will mail when registration opens
- meeting with the Ohio State planning group for breakfast Wednesday at 7AM

A social media campaign has begun using @NACDEP2019 for a Facebook Group and an Instagram account.

A logo and theme have been developed – Homegrown to New Heights, representing the boot-strapping, entrepreneurial spirit of Asheville!

Marketing Committee Report submitted by Dave Shideler

Based upon a review of the documents establishing the Marketing Committee, we, as a committee, conclude the following:

1. Marketing was established as a committee which serves at the discretion of the Executive Board;
2. Marketing is a researching committee; we were to provide research on other organizations – their dues, policies on membership retention and services provided and target audiences – and the expectations of our membership in terms of services (which was completed)
3. Therefore, the marketing committee should not be “in the limelight” regarding communications or member services; rather, the committee exists to provide research support to develop and/or enhance the products and projects of Member Services and CommComm.

In light of these conclusions, and given the more “visible” role that the Marketing Committee seems inclined to take, the members of the Marketing Committee make the following recommendation to the Executive Committee:

- dissolve the Marketing Committee
- revise the Member Services and Comm Comm descriptions/charters to include a research function for each committee.

Our rationale: It seems redundant to have Marketing members participating on Member Services, Communications, and Marketing Committees calls, and it is too tempting to slip from research to action and duplicate the efforts of these other committees.