



National Association of Community Development Extension Professionals
Board Meeting
MINUTES
Thursday, 19 June, 2015

Voting Participants: (Present members highlighted in YELLOW)

Stacey McCullough, President

Alison Davis, Past President

Joshua Clements, President Elect

Julie Fox, Secretary

Notie Lansford, Treasurer

Adam Hodges, 1890 Representative

John Phillips, 1994 Representative

Connie Mefford, North Central Representative

Kelly Nix, Northeastern Representative (left meeting at 1:17)

Susan Kelly, Southern Representative

Roslynn Brain, Western Representative

Non-Voting Participants:

Brent Elrod, National Institute of Food & Agriculture (NIFA)

Stephan Goetz, Regional Rural Development Center Representative

Trudy Rice State Affiliate Committee

Michael Dougherty, Recognition Committee

Paul Lachapelle, Former NACDEP board member and CDS representative

Kevin Andrews, Historian Report

Rebekka Dudensing, Marketing Committee

Call to Order: McCullough called the meeting to order at 12:07 pm Eastern time. She opened the meeting with approval of the agenda. Kelly made a motion and the agenda was approved as presented.

Minutes Review: Clements moved to approve the May 17 minutes from the pre-conference board meeting. Motion carried. Clements moved to approve the May 20 meeting minutes from the post-conference board meeting. Motion carried. Annual Business Meeting minutes were discussed and will be approved at next year's Business Meeting.

Treasurer's Report:

Lansford had provided the May financial reports to the Board through basecamp. Conference receipts are still pending and the final financial impact of the conference will be reviewed in a few months. The rest of the report was reviewed and will be filed, subject to audit.

Committee/Liaison Reports

Natl. Institute of Food & Agriculture (NIFA).

Brent Elrod

Elrod provided a written report. He mentioned the [New Technologies for Ag Extension \(NTAE\)](#) RFA, with proposal due July 20, 2015. This is not a direct continuation of eXtension.

The National Institute of Food and Agriculture (NIFA) addresses many challenges facing the nation through exemplary leadership for research, education and outreach and in partnership with many institutions and individuals, including other federal agencies and the Land-Grant University and Cooperative Extension System. In collaboration with the Regional Rural Development Centers and multi-disciplinary teams, NIFA's Community and Rural Development portfolio helps tackle the challenges American communities face related to



workforce development and employability, economic and community development, and rural health and safety. By proactively infusing evidenced-based practices promoting educational and workforce opportunities, effective leadership, and improved health status and social support, the quality of life for individual and families and the communities in which they live is strengthened.

NIFA's community and rural development portfolio encompasses many programs and activities and is primarily administered through the Institute of Youth, Family and Community's Division of [Family & Consumer Sciences](#). This portfolio includes program leadership and annual federal assistance for four [Regional Rural Development Centers](#). In addition, NIFA provides program leadership for the work of members of the [National Association of Community Development Extension Professionals \(NACDEP\)](#), efforts of other regional Extension groups, and the work of multistate research and extension committees engaged in rural and community development. NIFA partners with USDA Rural Development (RD) on [Stronger Economies Together \(SET\)](#), and with the Agriculture Marketing Service (AMS) to provide [training and technical assistance](#) on AMS grant programs. NIFA partners with AMS, RD and the Natural Resources Conservation Service on the [Asian American Pacific Islander Resource Center](#). NIFA also collaborates with the Department of Health & Human Services to promote [behavioral planning and education](#) at the community level.

Competitive grant programs that NIFA administers to promote community and rural vitality include the Agriculture and Food Research Initiative's foundational program in [Agricultural Economics and Rural Communities](#), the [Small Business and Innovation Research Program](#) in Rural and Community Development and Small and Medium-Sized Farms, the [Sustainable Agriculture Research and Education Program](#), and [New Technologies for Ag Extension](#). NIFA also administers several programs that strengthen [vulnerable youth and the communities](#) in which they live.

NIFA's community and rural development program area advances Goal 1 of [USDA Strategic Plan](#), Goal 7 of the [REE Action Plan](#), and Goal 1 of [NIFA's Strategic Plan](#). NIFA and its partners measure progress toward these goals, and report the [impacts](#) of their work.

Other Funding: McCullough noted that the [National Endowment for the Arts](#) planned to announce funded proposals for "Projects that Build Knowledge about Creative Placemaking" in July, 2015.

Regional Rural Development Centers.

[Stephan J. Goetz](#)

Goetz provided a written report. Goetz summarized the key points as follows:

NERCRD is moving ahead with CRD impact indicators work, led by George Morse; also supporting the region-wide dissemination of the First Impressions Program (WV) and an Emergency Economic Impact Analysis and Futures Workshop.

AMSTA (Ag Marketing Service Technical Assistance) project: training was completed and submissions are currently being reviewed. We are still awaiting exact numbers but the number of applications increased substantially.

Update on Center Director searches (SRDC, NCRCRD).

SET V states were trained on the new curriculum last week: 13 states, nearly 60 participants.

SRDC is hosting a local/regional foods meeting for Extension and Research personnel in the South August 11-13.



Notes from the NACDEP roundtables are almost finished being typed – just cleaning up a few hard to read places. We will send these to the lead contacts in each group and to NACDEP to post/use as they see fit.

Plan now to join us in Bozeman, Montana for the Extension Climate Science Conference; December 8-10, 2015.

Membership Services Committee.

McCullough working to identify a new committee chair.

Currently without committee chair

Communications and Website Committee

Written report provided.

Brian Raison

Marketing Committee

No report this month.

Rebekka Dudensing

Finance Committee

Written report provided.

Nancy Bowen-Elzey

The Finance committee met at the NACDEP conference on May 19th from 8-9 a.m. In attendance were Stephen Burr, Jane Haskell, Greg Davis, Notie Lansford and Wayne Miller. New board member and North Central Region representative Connie Mefford, also attended the meeting.

We discussed audit and budget timeline and Notie distributed audit reports. We then talked about our previous recommendation to retain NACDEP retirees by offering a reduced registration and/or membership. We decided to investigate other conference registration options. Our “homework” was to identify and compare registration components for other conferences that include guest and senior/retiree incentives.

The Finance committee convened by conference call again on June 12th to review the research and discuss our recommendations to the board. In attendance were Stephen Burr, Jane Haskell, Craig Hertel, Notie Lansford and Wayne Miller.

The committee reviewed a spreadsheet of research results comparing membership and conference registration fees for regular members, retirees/seniors, and students and to identify whether a family/guest option was available. The committee’s main premise is to retain and attract senior members/attendees by incentivizing their participation. The committee agreed on several recommendations:

1. Recommendations be reviewed and further determined viable by the Conference Committee based on cost and the ability to break-even on any of the incentives provided.
2. Membership Committee review recommendations and provide input.
3. An additional senior membership option is provided in addition to the life option for seniors that want to re-up on an annual basis. The reduced membership cost would be no more than half the basic membership.
4. Senior, guest and student conference registration options be provided at \$100, if: 1) the senior is already a member, 2) guest with full paid regular members, 3) students no pre-requisite.
5. Additional senior conference registration option if paper is being presented at potentially 50% of registration. Provide senior conference track to draw interest in attending conference.
6. A guest registration should be provided at \$100 per guest to include some meals and sessions/tours.

State Affiliate Committee

Rice presented some of the highlights of the State Chapter proposal, including changes to the Policy and Procedures.

Trudy Rice



Discussion: Josh commended the committee on a job well done.

Ricky had several improvements to the recommendations including: Requiring a reporting system such as an annual report of the State Chapters, that would include number of members, financial information, etc.

Consider asking each chapter to use the NACDEP name with a state chapter name following. Make sure the constitution and bylaws of the State Chapters do not conflict with NACDEP policies.

Trudy stated that she would like to have the chapter names consistent with the other extension professional associations

Stacey would like to have a provision for when a state chapter wishes to separate from NACDEP.

Michael Dougherty agreed with Trudy to format the state names with the state initials or name in front of NACDEP.

Motion by Josh Clements: Ask Ricky Atkins to draft language with proposed changes to the committee's recommendations and consider them at the next meeting. This motion was withdrawn by the author.

Motion by Susan Kelly: Move to approve the State Chapter Committee recommendations as presented, with any changes to be made later as the committee works through the process. The motion carried.

Stacey will appoint a State Chapter Chairperson. She will also work to determine if current chairpersons are interested in staying in the position and appoint any additional chairs.

Journal of Extension

Mary Emery

McCullough stated that reviewers are needed and to contact Mary.

PILD Conference 2016

Deb Jo Kinsella

McCullough is working to appoint a junior member to PILD. Information and dates about the conference are on the NACDEP website.

JCEP Leadership 2016

McCullough reported that it is important for NACDEP to take a role in leadership at the next conference.

Historian Report

Kevin Andrews

No report this month.

Recognition Committee

Michael Dougherty

Dougherty provided a written report. He submitted an awards report for the newsletter and is waiting to find out the structure of the awards recognition for the next conference. The committee will look at the awards and the distribution of applications this year and discuss how to improve the process.

Another year, another conference, another annual committee meeting, another awards ceremony.

Seven individuals attended the meeting, including four who are new to the committee. (Two other committee members were in other activities that morning and a third was not at the conference.)

The discussion revolved around the format of certain awards as well as what can be done to improve and expand current efforts. Topics discussed are attached.

Since the conference, a newsletter article detailing three-year averages of awards submissions, with a sidebar listing this year's national winners. Additionally, acknowledgements have gone out to all reviewers and committee members for their efforts.



Committee work will begin again next month. Initial activities will include evaluating this year's awards ceremony and categories, as well as proposing fine-tuning of certain requirements. Also, the big project for this year will be the development of an on-line submission system to replace the emailed packets. Finally, the exact composition and scope of the 2016 – and for that matter 2017 – awards ceremonies may be slightly (or somewhat) different because they are joint conferences. Already, thought is being given into the creation of a one-time special (possibly jointly-given) award for next year.

Topics Discussed at from Recognition Committee Meeting (May 19, 2015 in Little Rock, AR)

- Team composition
 - How many people included (10 too small)
 - How many must be members (40% too high sometimes; e.g., Excellence in Teamwork)
 - Level and participation considerations for teams
 - Press release template for winners – include a NACDEP boilerplate of information
 - New on-line submission form to file information – receipt for sender
 - Information on three-year average of submissions by category
- [NOTE: Item submitted for NACDEP Newsletter]
- Can you do Cross Program work as an Individual – Need to check/investigate/confirm
 - Link to JCEP Awards (Teamwork, Excellence in Extension) – Info on NACDEP application
- [NOTE: I can find the Excellence in Teamwork and Professional of the Year]
[NOTE: I cannot find information on Excellence in Extension award]
- Membership timing – when to be a member to qualify for awards

Development Committee

Michael Wilcox

McCullough reported that Wilcox and Melissa Bond are meeting and will have a draft proposal for the August Board Meeting.

2015 Annual Conference

Stacey McCullough

McCullough reported that a section has been set aside on the NACDEP website to house the programs, proceedings and presentations from the 2015 Conference that can serve as an archive. A dropbox has been set up to accept presentations. She is putting together a journal along with the planning committee to share with future conference planners. Evaluations are also posted on the website, there were few written ones completed.

Updates from the Regions & Partners

Northeast Region

Kelly Nix

Nix reported that the NE Region held their meeting on Monday 5/18/15.

Twenty NACDEP members from the Northeast Region met in Little Rock for regional awards recognition and current and possibly future regional collaborative projects.

The region had a networking/social dinner with the Southern Region in Little Rock following the Regional Meetings.

Nix sent a NE Regional newsletter early June, 2015. This newsletter included regional award pictures, as well as a call for conference volunteers for 2016.

North Central Region

Connie Mefford

Mefford reported that she is working with Josh Clements to develop a newsletter and learn the position.

Southern Region

Susan Kelly



Kelly stated that a report was submitted and highlighted the regional meeting at the conference and a newsletter that was sent to the Southern Region.

1. At the 2015 Annual Conference, the Southern Region held a Meeting on Monday 5/18/15. Twenty-nine NACDEP members from the Southern Region met in Little Rock for awards recognition, a report from the Southern Rural Development Center and a discussion of focus areas for collaboration across the region. The ten areas identified were: Funding and Financing, Community Initiatives, Food Systems, Climate Change, Youth Entrepreneurship, Non-Traditional Ballot Issue Participants, Creative Place-making, Community Infrastructure, Hospital Closures/Food Insecurity/Farm Worker Health, CRD Training. Members wishing to collaborate in each area were recorded and the list distributed by email to the group that attended. The region had a networking/social dinner with the Northeast Region in Little Rock following the Regional Meetings. Kelly attended the Regional Rep breakfast on Tuesday 5/19/15.

2. Recruitment Proposal

Kelly developed a proposal for the Regional Representatives to become more involved in recruiting for NACDEP within their region/institutions. Worked via email to discuss the proposal with other regional representatives. Will ask the Board for guidance on this proposal June 19.

3. State Chapter Assistance

Kelly discussed coming to Florida during the Extension Professionals Conference with Mike Spranger for the purpose of helping the group there form a NACDEP State Chapter.

4. Communication

Kelly invited 69 region members to join the NACDEP LinkedIn Group and sent a Southern Region newsletter during the week of June 15, 2015.

1890 – Adam Hodges did not submit a report but is working to recruit new members for the 1890 group. He plans to attend the Southern PLN Meeting in Orlando in August to recruit members and network.

1994 – No report and John Phillips was not on the call.

JCEP – Stacey McCullough, Michael Darger, Alison Davis all met in Portland, Oregon with the JCEP Board. Michael Darger is serving as Treasurer.

TAS Update – Ricky Atkins reported that membership is up over 300. The newsletter is coming out today, the financials are looking good.

Unfinished Business

[The International Association for Community Development \(IACD\) Partnership](#)

A report from Paul Lachapelle on the IACD Partnership was inserted into the agenda because of his availability.

Lachapelle described the partnership agreement, now called a collaborative agreement, as a way to better communicate among members and share community development global issues. A MOU was developed and presented to NACDEP and CDS to increase communication, networking and partnerships in the future.

McCullough suggested more formal language be put into the document on how the organizations could partner. Kelly asked if additional organizations, such as CDS were invited to participate. The MOU that was circulated in December will be resent to the Board.



2016 Joint Conference with ANREP Agreement – Josh Clements is reviewing the MOU. One issue is how to run a silent auction with both organizations and decided to leave this out of the MOU and refer to a committee to decide.

- Conference revenues – decided to change the TAS agreement concerning the conference.
- ANREP will discuss the MOU at their Board Meeting next week
- TAS Reimbursement - A motion was made by Susan to produce an invoice will be submitted on Jun 1. ANREP will pay NACDEP \$3300. The motion carried.
- Working on a conference logo
- Structuring sessions so there are at least the same number of NACDEP presenters.
- Next meeting will be June 29th.

2017 Joint Conference with CDS Agreement – Stacey gave an update on the progress

- An issue is how to divide responsibilities between the two association management firms. Ricky and Jodie will work with the other firm to create a plan. Will move forward similarly to the ANREP Conference
- Will include Ros Brain and any others interested in serving on the planning committee.
- Agreement with CDS – Ricky stated that the financial part is a little vague and needs to include more details. Stacey asked Ricky to help put some additional details together and send out to the Board electronically for approval.

New Business

MemberClicks Upgrade – Ricky reported that the basic MemberClicks plan that we have allows us to create 300 customer profiles. NACDEP has more than 300 members so the request is to increase the website plan to \$282 per month for 1000 member profiles. This is a \$63 increase and Ricky will check to see where the website is in the line items of the budget.

Connie moved to add \$400 to the website budget to cover the increased capacity of MemberClicks for the rest of the year. The motion carried.

Travel Policy for TAS –The current policy is to reimburse travel. Should the Policies and Procedures be changed to allow the management company to use a NACDEP debit/credit card for travel and other expenses. Susan moved to modify the Policy and Procedures to all the management firm to direct bill for travel and expenses rather than be reimbursed. The motion carried.

At the next meeting the Board will discuss the acquisition of a credit card as an agenda item when Treasurer Notie Lansford can be present.

Regional Representative Proposal – Susan Kelly, Kelly Nix, Adam Hodges and Connie Mefford were on the call to present the recruitment proposal. The regional representatives presented a plan to develop a recruitment tool kit that could be used to help the reps work with the Program Leaders in the states and institutions to recruit NACDEP members and assist in forming state chapters.

Discussion:

- Connie stated that we should add information about committees to the tool kit.
- Susan stated that a list of Program Leaders for each state and institution is needed, Stacey mentioned that these should be available on RDC websites.
- The reps will reach out to the Marketing Committee to discuss the development of materials



- Reach out to the Development Committee and the Finance Committee concerning the financial impact of the proposal, including representative travel to their regions
- A formal proposal will be accepted at the next meeting or the face-to-face meeting in September.

Reminder: Upcoming Board Meetings

Future board meetings held via conference call: July 17 and Aug 21

Sept. 16 – 18, 2015 at the 2016 conference hotel (Sheraton) in Burlington, VT.

Adjourn: McCullough moved to adjourn the meeting at 1:48 Eastern time.

Draft Submitted: 13 July 2015

Julie Fox, Secretary