



**National Association of Community Development Extension Professionals Board/Committee Chairs
Board Meeting
MINUTES
Friday, December 16, 2016**

Voting Participants: (Present members highlighted in YELLOW)

Kelly Nix, President
Stacey McCullough,, Past President
Trudi Rice, President-Elect
Connie Hancock, Secretary
Nancy Bowen-Ellzey, Treasurer
Adam Hodges, 1890 Representative
John Phillips, 1994 Representative
Connie Mefford, North Central Representative
Mary Peabody, Northeastern Representative
Susan Kelly, Southern Representative
Roslynn Brain, Western Representative

Non-Voting Participants:

Brent Elrod, National Institute of Food & Agriculture (NIFA)
Don Albrecht, Regional Rural Development Center Representative
Peggy Schlechter, Member Services Committee
Brian Raison, Communications Committee
Rebekka Dudensing, Marketing Committee
Steve Burr, Finance Committee
Michael Dougherty, Recognition
Mary Emery, Journal of Extension
Norm Schwertfeger, PILD Conference
Trudy Rice, State Affiliate Committee
Michael Wilcox, Development Committee
Paul Lachapelle, Annual Conference Committee
Greg Davis, 2018 Annual Conference Committee
Kevin Andrews, Historian Report
Ricky Atkins, Karrin Naeff, Cindy Rossen, TAS

Welcome	Kelly Nix
Introductions/Roll Call	Connie Hancock/Susan Kelly
Approval of the agenda	Kelly Nix
	Motion by Nancy, motion carried
Approve minutes:	Kelly Nix
November 18, 2016 Board Meeting	Motion by Connie M., 2 nd by Nancy, motion carried
Accept Treasurer's report and file	Nancy Bowen Ellzey

Nancy posted on Member Clicks a revised report that included the conference 3 way split of \$47,808. The net income from the 2016 conference was approximately \$36,000 and the financials are looking very good.



Committee/Liaison Reports (20 minutes, written reports are preferred)

Natl. Institute of Food & Agriculture (NIFA)

Brent Elrod (Brent sent a report but was unable to attend)

- NIFA's Division of Family & Consumer Sciences posted a vacancy announcement for a **Social Science Specialist (National Program Leader-Behavioral Economics) GS-0101-13/15**
 - **Closing date: Monday December 19, 2016**
 - <https://www.usajobs.gov/GetJob/ViewDetails/458451600>
 - <https://www.usajobs.gov/GetJob/ViewDetails/458451100>
- NIFA's Division of Community and Education posted a vacancy announcement for a **Biological Science/ Social Science Specialist GS-0401/0101-13/15**
 - **Closing date: Tuesday, January 3, 2017**
 - <https://www.usajobs.gov/GetJob/ViewDetails/459308800>
 - <https://www.usajobs.gov/GetJob/ViewDetails/459308200>
- NIFA is currently operating under a fiscal year (FY) 2017 temporary Continuing Resolution (CR) that provides funds for our discretionary programs through April 28, 2017. The Regional Rural Development Centers FY17 budget will be determined once Congress approves the annual budget.
- A transition team has begun work at USDA. No definitive information has been received about the potential nominee for USDA Secretary. The majority of USDA political appointees' last day coincides with the inauguration on 20 January 2017. This does NOT include Sonny's position as NIFA director.
- The RRDC directors visit DC 21-22 February 2017 for collaborative discussions with federal and non-governmental partners.
- The USDA Agricultural Outlook Forum (<http://www.usda.gov/oce/forum/>) is scheduled 23-24 February in Arlington, VA. There will be a pre-forum field trip on 22 February to the University of District Columbia Urban Farm, Beltsville, MD.
- eXtension has extended the deadline for nominations to the Diversity & Inclusion Issue Corps until 5 January. The updated Call for Proposals is [here](#).

Regional Rural Development Centers Rep.

Don Albrecht – Nothing in addition to Brent's report

North American Food Systems Network (NAFSN)

Susan Kelly – No report

Member Services Committee

Peggy Schlechter – Not present

Connie M. asked the question about whether marketing or member services would be in charge of purchasing and selling NACDEP promotional items. Rebekka said that the Marketing committee pulled together prices to assist the membership committee. Both should work together to determine the impact of promotional items on the budget (Trudy). Rebekka suggested taking orders rather than having items on hand. Ros mentioned that she would like to raise money with the promotional items to provide travel assistance for board members. Nancy stated that funds are set aside for the purpose but more is needed.

Communications Committee

Brian Raison –

Brian will post minutes from today's Com Com meeting on Member Clicks. Exciting work is happening in the committee to make the conference more fun.

Marketing Committee

Rebekka Dudensing – report uploaded and follows:

- Videos of selected sessions
- Contact award winners for video production
- Revised definition

NACDEP Marketing Committee Meeting 12/13/16

The Marketing Committee met via web conference 12/13/16 to discuss moving forward with the proposed definition and planning for sales of NACDEP merchandise.

Definition:



- Michael Darger and Rebekka Dudensing drafted a newsletter item explaining the work to date on identifying a definition of CD and recommending NACDEP adopt the global definition adopted by IACD and CDS.
- Several marketing committee members are willing to be on hand for regional webinars to help explain the process and answer questions.
- It is important to the committee that the second statement on Extension professional's role in CD accompany the global definition if adopted as many Extension professionals view CD and their role somewhat differently than our colleagues in other orgs.
- We were cautioned to be aware of possible resistance to social justice and sustainability in the global definition as those are often not considered core Extension CRED programs.

Promotional sales (we are looking here at ideas with a marketing value to the association):

- We need to know the board's intent with the sales to price items appropriately and to avoid overlap/competition of resources as various committees engage in sales and gift campaigns. Is the goal of this sale to make money? If so, where will that money go? What is the expected profit level? Answers to these questions will help us select items and price points.
- Sales items for which the committee sees a strong market (this first year, we think we should keep it simple). Links to items are included on the next page:
 - Polo shirts. Men's, women's and extended sizes will be needed. We recommend one single color (probably navy blue). Wrinkle-resistance is important. Whether we have a dri-weave or thicker cotton shirt will need to be decided. Most people seem to prefer the lighter dry-weave shirts but some do like the heavier shirts as they tend to be less clingy and therefore more flattering on some.
 - A bag/satchel if they can be ordered in small quantity.
 - Travel cups.
- Ideas for conference give-aways:
 - Magnetic notes (we'll need a quote from the companies)
 - <https://teslaamazing.com/>
 - <https://www.ecostaticinc.com/potential-retailers/>
 - Larger notepads
 - Business card/post-it holder <http://www.adweartex.com/deskitemsnotebooks.htm> item number Item #VEGZH-HLXGF
 - Selfie stick, which could promote social media and engagement (student is pricing them)—there is some debate about fun/novelty/usefulness
 - There is also some sense that it is nice to have a bag to put papers in.
- Ideas on hold for further exploration by other committees (e.g., devo) and/or at other times:
 - Luggage tags (member services interested)—student did go ahead and pull prices on the tags and phone chargers if they are interested—see attached
 - Lapel pins (development committee)
 - Membership/giving/service plaques
 -

(Note – see report on Member Clicks for full list of promotional items, descriptions and prices).

Rebekka would like to be on the Board Meeting agenda for next month.

Finance Committee

Steve Burr

- The audit has not yet been completed but will hopefully be ready by the next Board Meeting

Nominations Committee

Stacey McCullough

- *An announcement should be made in the next week with election results.*

Journal of Extension

Mary Emery

- The next issue of JOE will have an editorial addressing the transition and some concerns that have been raised by the time for review.

PILD Conference 2017

Norm Schwertfeger/Laura Fuller – report follows:

- Registration will be opening the first week of January. The draft agenda is located on the jcep.org website in the PILD conference tab.
 - The concurrent session subcommittee meets tomorrow (12/14/16) to finalize the selection. **If you have any comments (pro or con) regarding any of the top 16 or so that appear on the list that Bob sent out yesterday, please get that information to Glenda today!**
 - Glenda will get the final slate to Bob, so he can include it as part of the registration information.
- We do have a planning committee meeting on the morning of Sunday, April 2. Please plan to arrive on Saturday. There is also the conference wrap-up meeting Wednesday evening. For those of us going off the committee, this is where we say "Bye!" - after giving our final thoughts on how the conference went.
- Bob will need several people to assist at the Registration table on Sunday and Monday: at least 3 each day. Plus someone able to help on Tuesday. If you are able to take a turn at the desk and you haven't given him your name already, please do so. The more folks he can schedule, the shorter your turn at the desk!
- Bob will be submitting the tour bus deposit for the Sunday evening tour.
- Glenda will be at the Registration table prior to the DC tour, so she can check lists and collect both names and cell phone numbers.
- L. Washington Lyons will have the materials for Hill visit around March 1st. He plans to get in touch with Jim Richards sometime in January to begin arranging the House and Senate staffer speakers.
- He mentioned that Lyla will start getting Cornerstone details in January.
- He also mentioned that the administrators are already asking about the time set aside for them to meet for the Admin. & Dir. Meeting at PILD. He said they are looking forward to it.
- AV - Bob will contact PSAV and the other vendor, to remind them about submitting bids. We will better know what equipment we will need to bring after that.
- Program book: must be finalized by March 1st, so it can go out for printing. Therefore, keynote speaker bios need to be back before then. I will contact the speakers for those.
- Cynthia, Terri, and I need to discuss speakers gifts.
- Jeff Holland sent me the ppt for the pre-conference webinar from last year. I will take a look at it in the next month.

Volunteer & Administrators Night Out - anyone want to join me in wrangling folks on Monday evening? This is during the Association Night Out, so you would either be missing that or adding volunteers and admin to your group. I'm particularly thinking of the ANREP, NACDEP, and NAEPSDP folks, since you historically have few numbers at PILD. Think about it.

JCEP Leadership Conference 2017

Kelly Nix – report uploaded and follows:

- Marketing materials have been produced and the first promotion was submitted this week.
- Registration Deadline in January 30, 2017
- Seven Tracks
 - Leadership Skills
 - Responding to Emerging Issues
 - Gauging Extension' Response to Emerging Issues
 - Strategic Planning and Program Evaluation
 - Program Evaluation Planning and Program Improvement
 - Leadership Challenges

Kelly also mentioned that NACDEP is being asked to sponsor a break for their members at JCEP Leadership Conference and the cost can come out of the President's Discretionary Funds.

Recognition Committee

Michael Dougherty – report uploaded and follows:

- Work is underway for an early 2017 opening of the NACDEP Awards.
 - A small article was placed in the December newsletter.
 - Committee member Carroll Welte has volunteered to list document needed to be submitted for each award (to avoid what occurred last year where the on-line system "ate" materials).

- There is still work to be done.
 - Final updates to and posting of all the award applications and rules.
 - Determination of a due date for the awards submissions.
 - Promotion of the NACDEP Awards, any JCEP award, and possibly a joint CDS award.
 - Finding judges and alternates from each region (will be done in 2017).
- Request for information/feedback from the board.
 - Is JCEP giving out any awards this year? The Creative Excellence Award posted in for 2016.
 - Any comments on the proposed CDS award for a member of both organizations (below)?
- SPECIAL AWARD FOR A MEMBER OF BOTH ORGANIZATIONS (CDS & NACDEP) (DRAFT)
- Description: Presented to a CDS member who is also a member of NACDEP in recognition of his or her community development-related efforts over the last year. These efforts can be programmatic or organizational in nature.
 - They should exemplify the Principles of Good Practice as adopted by the Society.
 - Eligibility:
 - Must be a current member of CDS and NACDEP
 - Self-nominations will not be accepted
 - Exemplifies the Principles of Good Practice of CDS.
 - Reflective of the Vision of NACDEP
 - Displays quality -- the effort shows excellence in content and process
 - Requires two (2) letters of support from current CDS members – one of which can be the nomination form.
 - Resume, vitae, or biographic information needed
 -

Discussion of the proposed Joint Award. Stacey asked whether NACDEP want to consider it more a joint award than a CDS award for someone who is also a NACDEP member? It currently reads like a CDS award not a joint award. Kelly suggested that Michael collect thoughts from Board Members and the NACDEP Recognition Committee.

Development Committee

Michael Wilcox/Melissa Bond – Not present

2016 Annual Conference w/ANREP #'s Wrap up

Ricky Atkins & Others – nothing to report

2017 Annual Conference w/CDS

Trudy Rice/Ros Brain/Paul Lachapelle/Ricky Atkins & Others

Trudy reported that 170 proposals for workshops and posters have been received and are almost finished with reviewing. Ignite and Pre-Conference proposals are due Jan. 15 and will have a fast turn-around to be ready for the registration opening on Feb. 1. (Goal) Paul and the local host committee are doing a great job and there are 8 tours. Sponsorship is critical and they are planning to give good visibility to sponsors in the breakfast area at the conference.

2018 Annual Conference – Cleveland OH

David Civittolo/Greg Davis/Ricky Atkins

Ricky reported that the hotel contracts are signed and negotiated with F & B down to \$58,000 and 180 room nights. He will upload the contract to Member Clicks. Kelly gave thanks to Nancy for assistance is going over the contracts.

Historian Report

Kevin Andrews – Not present

Updates from the Regions & Partners (5 minutes)

Northeast

Mary Peabody – no report

North Central

Connie Mefford – no report and will have a Jan newsletter

Southern

Susan Kelly – no report

Western

Ros Brain – no report – will be back on the job mid January and will

have a newsletter then

1890

Adam Hodges – not present



1994/FALCON

John Philips – no report

Joint Council of Extension Professionals (JCEP)

Stacey McCullough/Kelly Nix/Trudy Rice

- *Stacey submitted an article about JCEP to the NACDEP newsletter. A national winner has been selected for the Creative Excellence Award and will be announced soon.*

Update from TAS

Ricky Atkins – report upload and follows:

- **NACDEP
National Office Report
December, 2016
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 November and sent to the treasurer for their report.
- TAS continues to monitor all accounts receivable and payable for the association.

Membership:

- TAS is preparing for Membership renewals for the 2017 membership year. Some members have already renewed through the online renewal system.
- TAS will not run rosters for December since the numbers would include both current and renewed members, but will pull and post rosters starting in January, 2017

Communications:

- TAS has worked with Thomas Blaine to send out the December edition of the NACDEP Newsletter
- TAS has sent out reminder communications regarding the NACDEP Nominations

Web:

- TAS has created a stand-alone form to take donations to the NACDEP Endowment for Sustainability and will be ready to set-up the landing page once the development committee has prepared the language.
- TAS has created a mock-up web page for the NACDEP Endowment for Sustainability Campaign, to review at the December Board Meeting

2017 Conference

- TAS has been participating on the 2017 Conference Steering Committee calls
- TAS is working with the CDS business office to outline and define conference responsibilities for both NACDEP and CDS planners.

2018 Conference

- TAS has negotiated the contract for the 2018 NACDEP conference at the Renaissance Hotel by Marriott in Cleveland, OH.

Unfinished Business

Playbooks

Kelly/All

Kelly mentioned that the playbooks are in the final stages of formatting and revisions and final drafts should be shared soon.

Definition of Community Development

Kelly/All



“Community development is a practice-based profession and an academic discipline that promotes participative democracy, sustainable development, rights, equality, economic opportunity and social justice, through the organization*, education and empowerment of people within their communities, whether these be of locality, identity or interest, in urban** and rural settings.”

Kelly stated that there was a good article in the NACDEP newsletter inviting membership involvement in the definition.

Proposed policy and procedures changes – recognition committee – *this has been updated*

Development Committee

New Business

2017 CDSNACDEP conference budget

Trudy/Nancy

Discussion: Trudy stated that the Steering Committee has looked at the budget and it seemed on target. Historically NACDEP has depended on the conference profit for operating expenses. There will be the same registration fee for both organizations.

Nancy stated that they are working with a very detailed and good template from CDS. There is an issue: CDS does not want to show a profit but strives for breakeven point as is their policy. NACDEP will want to show what profit is expected. A registration of \$400 is recommended. CDS is projecting a conservative attendance of 300. She would like the two organizations to meet in the middle and build an annual budget that satisfies both organizations.

Trudy asked how many joint members there are. Ricky offered to get the CDS roster and cross reference with NACDEP members, to help estimate attendance.

Kelly asked for board agreement on two items related to the 2017 conference.

Nancy moved to make sure the budget reflects income. The motion was seconded by Susan and carried. Nancy will work with Steve to accomplish this.

Susan moved to keep the registration at \$400. The motion was seconded by Nancy and carried. This does not include membership fees.

Paul Lachapelle joined the call and mentioned that sponsorship is a Board responsibility, not just the Sponsorship Committee. The mobile learning workshop budget is currently \$3400 with some decisions yet to be made on bus type and whether fees will be charged.

Stacey would like the budget to reflect revenue as well as expenses. The committee has done a good job keeping expenses low but work needs to be done on the revenue side.

Adjourn – the meeting was adjourned at 12:58 with President Nix wishing everyone a Happy Holiday.

Next Board mtg. is January 20, 2017