



**National Association of Community Development Extension Professionals  
Board Retreat  
MINUTES  
16-18 September, 2015 – Burlington, VT**

The NACDEP Board met in September to prepare for the 2016 conference in Vermont and address some strategic and business priorities. While this was not a formal business meeting, the Board convened as needed for a few motions as noted below.

**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 (Wednesday only):** University of Vermont and ANREP

Lisa Chase  
Amy Rowe  
Mary Peabody  
Ellen Rowe

**WEDNESDAY**

**Conference Discussion**

June 26-19, 2016 Joint NACDEP/ANREP Conference  
Building a Path Toward Resiliency: Uniting Natural Resources and Community Development  
Facility tour  
Draft Schedule – 11-12 potential concurrent sessions  
Assumptions – Presidents and Treasurers will review budget and determine registration fee

**Committees/Volunteers**

Steering  
Presentations/Poster solicitation – Reviewing RFPs from both associations  
Plenary Speakers (Keynote, Other 2?)  
Marketing/Communications Committee  
Sponsorship Committee  
Mobile Workshops (6-10 some walking and some bus 30-40 min ride, nice blend for both orgs)  
Networking/Fun/Hospitality  
Silent Auction  
5K Memorial Fun Run (ANREP)  
Evaluation  
Session Moderators  
Awards



## **National Extension Tourism (NET) Design Team**

(1994 Design Teams were created by USDA for community and economic development)

Oct 2015 Texas Conference (every other year)

NACDEP and NET 'together' in Charleston, SC

Opportunity to better 'link' NET and NACDEP

The National Endowment for the Arts (NEA) project and interest from the National Urban extension Leaders group are other examples of potential collaborative efforts or initiatives. If initiative groups are formed, pre- or post-conference meetings might be appropriate.

Alison made a motion to form a special committee to explore different frameworks and models for special interest initiatives, communities of practice, or working groups, such as tourism, arts, food, energy, etc. Josh provided the seconded and the motion carried. (4:25 p.m.)

Stacey will appoint co-chairs and the special exploratory committee will provide a proposal for the Board to review.

## **THURSDAY**

### 2017 Conference Update

Big Sky, MT with CDS – June 11-15. Ricky and Karen (CDS Association Management) will discuss roles and responsibilities from management teams, boards, and volunteers

### Credit Card Policy

Notie reviewed the history of NACDEP credit cards and the proposed policy resolution for a resolution for a new policy. Revisions to the draft were discussed and the final policy will be reviewed and noted on at the October Board meeting.

Notie made a motion to eliminate the debit card upon receipt of the new credit card. Susan provided the second and the motion carried. (8:42 a.m.)

### Benefits of NACDEP for Marketing Committee

Stacey reviewed member benefits listed on website and current brochure. Brochure suggestions included adding leadership elements; using less words; including more pictures of people's faces and quotes from members; including opportunities for state chapters.

Discussed designing a brochure or one page flyer template for states to customize.

Website changes suggested include more frequent website updates, storytelling such as member spotlights and state highlights (monthly), and developing video clips from Conferences (interviews of members, speaker snippets, clips from presenters). Need to create a schedule for member and state spotlights. Also, we need to get analytics from website and member portal.

We will explore Board liaison for each committee.

Should we hire someone to develop a new logo?

### Discussion of Regional Representative Recruitment Proposal

Susan distributed a proposal and discussed a state chapter toolkit to recruit members. Regional reps would support Program Leader state efforts. Stacey reviewed existing Regional Representative policy. Regional reps revisit proposal in context of previous marketing committee discussion and will bring back a more specific request.

### Budget Requests for Finance Committee

Notie provided a budget overview and explanation of line items. Discussion items for the finance committee; including annual board retreat expense; JCEP liaison expenses; regional rep state chapter support; award funds; conference sponsorship income, fundraisers and nonmember registrations; membership options; program leader funded conference scholarships and other revenue generation.



## Consideration of Kansas Chapter Application

The Board reviewed the application and support materials. Connie (Regional Representative) expressed support for the request.

Jennifer from Kansas joined the conversation and responded to a few board questions.

Alison made a motion to accept Kansas as a state chapter of NACDEP. Kelly provided second and the motion carried.

Need to welcome KACDEP as a state chapter in next newsletter, social media and at annual conference.

The board requested that TAS link to state chapters on the website and discussed evaluating if state chapters help increase membership.

## Brainstorming for Strategic Priorities

### National Endowment for the Arts

Full proposal due in December. Alison is leading the next application and will re-convene the project team

### Innovation in Extension – infusing in all we do

#### Conference

Parliamentary Procedure Prep

Pre-Post Workshops/Events

Integrated projects (for example, AFRI 2017)

Innovation

Videos

Inviting strategic partners to participate

#### Member-oriented suggestions (votes)

Issue Teams (Urban, Tourism, ...)

Innovation in Extension

Evaluation (4) – Joint Task Force with NAEPSDP

+ contest pick a program to develop plan to be featured at both conferences

State of CED/CRD (3)

Certifications/Credentials (1)

Webinars - Innovation series (3)

#### Internal suggestions (votes)

Website/Portal (7) – need to decide whether to keep maintaining Basecamp and web portal given Memberclicks capacity

Graduate Student/Internships (6) – NACDEP relevant and current website, social media, webinars, history, promotional videos,

LookBook – program/member highlights

Evaluation and Annual Report (6) – What's the biggest bang for NACDEP's buck/ ROA

More substance - beyond conference (4)

Cultivate the Member Experience (3)

Meaningful experiences/short-term commitments/action and connection

Board Orientation (3) – need to annual orientation with new members in presidential cycle

Recruitment - non-member outreach (3) – Marketing toolkit

Inclusive 25% Extension appointment (JCEP)

Committees (2)

Board liaison, Review existing & consider multiple opportunities for engagement, request annual plan of work

Eye toward innovation

Promotional Videos (2)

Partnerships, including Public/Private (1)

Historical documentation plan and implementation

Other Discussion Items



Innovation Investment Request

Innovative Impact Award

Path to Growth – Are we as inclusive as possible? Is 25% Extension appointment realistic given the way field is diversifying? How do we reach people who aren't members? Want to be more than a conference – meatier. Certificate program?

Promotional videos?

#### Strategic Priorities – Next Steps

Graduate Student (Alison job description and management plan – need budget amendment)

Website and social media

Videos

LookBook

Webinars

History

Newsletter articles

Committees liaisons and review (Julie)

Evaluation/Annual Report (Alison, Kelly, Connie)

State of CED (Stacey and Susan)

Webinars - Innovation theme (Ricky and Julie)

Joint Evaluation Task Force – New creation (Stacey)

Issues Teams – New creation (Stacey)

#### FRIDAY

##### Committees

Board Liaisons (we will post committee descriptions and volunteers under leadership on the website)  
Stacey will send a note to committee chairs about board liaison contacts and roles. Committee chairs should let Ricky know meeting times with the intention of providing some continuity.

Resolution & Policy – Past President

Finance – Treasurer

Nominations – Past President and regional reps

Communications – Alison and Susan

Member Services – Connie and John

Conference – Co-chair Present-elect and host committee

Recognition – Josh (and regional reps)

Marketing - Ros

Development - Stacey

Focus Teams – Julie and Adam

Joint Evaluation Task Force – Stacey, Kelly and Susan

##### Discussion of Development Committee Proposal

Michael briefly reviewed the proposal for NACDEP to establish an endowment. The goal is to begin promoting and requesting contributions during the 2016 membership drive and conference. Once funded, the funds generated through the investment will support scholarships, awards, and other uses as approved by the board. The intent is not to touch the principle funds. TAS will assist with developing governing rules, investment options, and management. Discussion included infusing innovation.

Alison made a motion to invest \$15,500 to establish a NACDEP endowment. Susan provided the second and the motion carried.

Alison made a motion to begin requesting endowment contributions during the 2016 membership drive through an optional contribution request. Notie provided the second and the motion carried.



## Additions and revisions to P&P

Stacey reviewed Policy and Procedure changes submitted by the Recognition Committee.

Susan made a motion to accept the Policy and Procedure changes as proposed by the Recognition Committee. Connie provided the second and the motion carried.

## 2018 Conference Site Selection

Stacey, Josh, Alison, and Connie (North Central Region) will finalize the conference site application and move forward with 2018 site selection plans. Stacey reviewed the process for requesting and selecting the conference location/host. Food and AV costs were discussed.

Notie reviewed the conference net income history.

2010 \$44,500

2011 \$32,300

2012 \$30,000

2013 (\$5,000) (Galaxy)

2014 \$40,000

2015 \$35,000 (included \$11,000 sponsorship funds)

Current operating expense \$58,000 - Dues \$23,000

Needed conference net to break even \$35,000

Josh made a motion to modify the conference site application form and process, eliminating the pre-application process. Connie provided the second and the motion carried.

## Budget

The board will discuss potential expenses with the finance committee for the 2016 budget, including board member travel, regional rep support, and graduate student investment to accomplish projects discussed during the retreat.

The 2015 budget was reviewed. Alison requested a budget amendment, transferring \$3,000 from JCEP liaison funds for a graduate student funding to support initiatives discussed during this retreat, including website development, social media, LookBook and webinar exploration. This expense which will appear in a new line item. This is a one-time transfer to be re-evaluated in 2016. Alison will manage the project and coordinate with the Communications Committee.

Julie made a motion to transfer \$3,000 from JCEP liaison funds in the 2015 budget for graduate student funding. Ros provided a second and the motion carried.

Draft Submitted: 19 September 2015

Julie Fox, Secretary