



National Association of Community Development Extension Professionals

February 16, 2024 Board Meeting
12-1:30 p.m. ET

<https://us02web.zoom.us/j/84451494282>

Agenda

Welcome/Call to Order ~ *Crystal Tyler-Mackey*

- Meeting called to order by the NACDEP President at 12:02 PM ET

Roll Call ~ *Michael Dougherty*

- Crystal Tyler-Mackey, President
- Michelle Eley, President Elect
- Rebekka Dudensing, Immediate Past President
- Daniel Eades, Treasurer
- Michael Dougherty, Secretary

- Scott Slattery, Northeastern Regional Rep (left 1:10 PM)
- Jan Steen, North Central Regional Rep
- Hunter Goodman, Southern Regional Rep
- Iris Crosby, 1890 Regional Rep

- Craig Carpenter, Finance Committee Chair
- Eric Walcot, Recognition Committee Co-Chair
- Gwynn Stewart, Communications Committee

- John Green RRDC Representative
- Jamie Rae Walker, JOE Representative (left 12:20 PM)
- Ramona Madhosingh-Hector, PILD Planning Committee Rep (left 1:05 PM)

- La'Toya Scott, 2024 Conference Committee
- Adrianna Palmer, 2024 Conference Committee (joined 12:10 PM), (1210) (2x)

- Adam Hodges, 2025 Conference Committee

- Ricky Adkins, NACDEP Executive Director

Agenda ~ *Crystal Tyler-Mackey*

- Daniel moved to approve the agenda. Iris seconded. Agenda approved.

Approve Minutes of the Last Meeting ~ *Michael Dougherty*

- Michael explained correction to post-meeting item (2023)
- Rebekka moved to approve minutes as corrected. Scott seconded. Minutes approved as corrected.



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President's Report - *Crystal Tyler-Mackey*

- We are at that time where proposals have been submitted for conference presentations. Last night awards were due. Hope we some incredible presentations and award submissions. Hope reviewers have a difficult time. It is an exciting time. Encourage each of us like to tap someone to get them to attend the conference. Hopefully people did for presentations and awards.
- Reminded people to get the word out about conference registration.
- Thanked the committee for their work. A lot of work is happening. The committee is identifying sponsorships for conference and one way they will be used is for scholarships. When asked about it at a meeting – the response was more sponsorships, more scholarships. Send information about potential sponsors so we can make those asks. We don't want finances to be what keeps people from joining us for the conference.

Treasurer's Report ~ *Daniel Eades*

- Seconded what Crysyal said about sponsorships and conference financing.
- Have \$197,712 in total assets, in \$57,000 in the endowment, as of Jan. 31, 2024.
- Will have budget ready by next month. Working with conference committee to get final numbers.
- Conference team and Board have been pushing really hard on sponsorships. Have \$11,750 as of Jan. 31 in sponsorships. Last year we had \$12,750 total.
- Membership dues received is \$15,000 – less than last year, but the same as 2022.
- Hunter asked about who received letter at each institution in the chat. Added wanted to see if anyone else had. Daniel said the “ask” would be coming through the Regional Reps and added that it good to make sure everyone is communicating. Crystal noted in the Chat that Iris will be able to share the sponsorship strategy. Daniel added Michelle could do this as well. as well.
- Michelle asked about budget approval next month. Daniel said that is the goal. Budget spreadsheet all filled in. Just need to confirm the numbers. So should be able to move quickly
- Hunter moved to accept the treasurer's report. Rebekka seconded. Report accepted.

The Association Source ~ *Ricky Atkins, NACDEP Executive Director*

- Uploaded reports to MemberClicks, including national office report and regional rosters.
- Should be able to see who has already renewed on the rosters. So far had about 295 out of just over 400 members have renewed, so it is moving in right direction.

Partner Reports

- NIFA liaison ~ *Sarah Rocker*
 - Not present. No report.



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- Regional Rural Development Centers Rep.- SRDC – *John Green*
 - RRDCs jointly sponsoring conference at the platinum level. Been in communication with Nate [Peterson of the Conference Committee] about logos.
 - Been working with organizations about Program Leader meeting. Have committee formed. Will be combination of a NIFA panel and a discussion around indicators (work that Michael Wilcox and others are doing). Organizing coming together.
 - Recently completed report on 1890-1862 collaborations that work. Been disseminating it at several conferences. Presented it at ELC and will be presenting at PILD. Discusses what we learned and what works. Report link: <https://srdc.msstate.edu/publications/special-topics/collaborations-that-work>
 - Crystal thanked the RRDCs for their support.

Standing Committee Reports (please include a brief Standing Committee Report)

- Communications Committee ~ *Jaime Menon/Gwynn Stewart/Jan Steen*
 - Gwynn reported committee met February 2.
 - Conference videography plans moving forward after budget approval. Provided updates on how to promote the conference – asked everyone to use #NACDEP24.
 - Released social media survey in newsletter, will share results shortly. Posted Land Use CoP webinar to YouTube. Promoted Wednesday Webinars.
- Diversity, Equity & Inclusion (DEI) Committee ~ *Amber Tweety/Lupe Valtierra/Lisa Hinz*
 - Michelle reported committee met February 13.
 - Discussed plans for the integrative DEI in CD Drop-In Conversions. Will start February 23 at 11 AM ET. Also discussing plans for a book club.
 - Crystal said looking forward to new opportunities to engage.
- Finance Committee ~ *Craig Carpenter*
 - Talked at last quarterly meeting about approving the budget virtually. Should be able to turnaround fairly quickly.
- Marketing Committee ~ *Tanya Lamo/Donna Rewalt*
 - Not present. No report (Reps in transit from ELC).
- Member Services Committee ~ *Nicole Walker/Charissa Puryear/Michael Dougherty*
 - Michael reported the committee met February 2.
 - Work continues in preparation for the conference. Planning for the conference buddy program. We have partnered with the Conference Committee for the Newcomers Mixer. The Conference Committee will add some exciting and fresh elements for this year!



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- First Wednesday Webinar is this coming Wednesday, February 21 with Thomas Blaine from Ohio State presenting “Engaging Extension Audiences in Controversial Topics.”
- When conference registration opens, members will get details on how to sign up for a conference buddy or to be a mentor as well as how to apply for a conference scholarship. Glad to have funds from the association’s endowment to support scholarships this year.
- Next meeting is Friday, March 1, 10:00 am Eastern.
- Crystal encouraged people to be buddies (mentors).

- Recognition Committee ~ *Eric Walcott/Tamara Ogle*
 - Eric noted that awards closed last night (February 15).
 - Awards closed last night. Got flood of applications yesterday. Everything went smoothly. Qualtrics worked and should ensure no disqualifications based on formatting. Next step is getting applications out to judges for review. Keep moving forward.
 - Michael asked about acknowledgments. Eric said reply comes at the end. Crystal said received auto-reply and appreciated Qualtrics removing formatting issues.

- Nomination/Policy & Procedures Committee ~ *Rebekka Dudensing*
 - Encouraged Playbook reviews – a lot of outdated Playbooks. “Out of cycle” on some things. So Playbooks need to be updated. Will be circling back. Now is time to begin reviewing.
 - Crystal noted these are important to guide NACDEP’s work.
 - Also a mismatch exists between the Policy & Procedures (P&P) document and the Playbooks. Using the P&P as base – So if something is in the Playbook, you will want to advocate for that.

- Historian Report ~ *Stacey McCullough*
 - Not present. No report.

Updates from Regions & Partners (please include a brief Region/Partner Report)

- Northeast ~ *Scott Slattery*
 - Have not met since NACDEP New Year; had a great debrief then.
 - Encouraged session and award submissions. Impressed by the quality of submissions reviewed.
 - Will continue to push for sponsorships and renewals.

- North Central ~ *Jan Steen*
 - Sent thank you notes on behalf of NACDEP for sponsorships from Purdue and NCRCD.



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- Southern ~ *Hunter Goodman*
 - Last full gathering at NACDEP New Year. Next meeting April 2.
 - Articulated importance of sponsorships and scholarships. Repeated this when it came up at CRD meeting. Thanked everyone for moving forward on this.

- Western ~ *Juliet Daniels*
 - Not present. No report.
 - Crystal noted Juliet had a teaching conflict but an no update

- 1890 ~ *Iris Crosby*
 - Had engaging conversations after sponsorship meeting. Followed up with Carolyn Williams, College of Agriculture and Human Sciences Executive Associate Director for Extension at Prairie View A&M. Will send out to 1890 Administrators. Set goal for \$25,000 for the 1890 Region. Asking each institution for sponsorship at \$2,500 which provides it two registrations and display opportunity. (\$25,000 means at least 10 of the 19 1890 institutions contributing at that level).
 - 1890 institutions have two conferences – Extension (Association of Extension Administrators) and Research. Carolyn knows how existing sponsorship mechanism works. Will be working with AEA on the right mechanism to get this message out. Looking to have it done by March 15.
 - Been talking with Ricky. When get feedback, will have invoice ready to share for whatever business part of thing needs for processing. By April we should know whether/what we will have for sponsorships. Have already received funds from six to eight 1890s; they are committed to support the conference and sending people.
 - Crystal said NACDEP would be making an ask to the 1890s Foundation as well.
 - Iris continued that will be sharing materials at 1890 Association of 1890 Research Directors in April in Nashville. Reaching out, following up, with deans for support. Conference has an attendance of 1200-plus
 - Wanted to make sure with Trailblazer Awards that 1890 early members don't "fall through the cracks" (are missed). Want to make sure identifying all.
 - Crystal noted important build on this group's collective knowledge and memory.
 - Iris continued had conversation with new director 1890 Foundation regarding sponsorship reach out. Was very supportive. Asked about attending to bring greetings. Committed to donating "19 Strong" items for silent auction.
 - Important to know that ask is coming to 1890s directors and program leaders. Do not know if there is a (similar) strategy to reach out to 1862s. Michelle said that it had not come up in conversation. Took approach to reach out to the 1890s as Prairie View hosting. Want to show solidarity with them and make sure have good presence. Crystal added that those of us at 1862s have voice to make a (sponsorship) ask.
 - Iris added that target is to increase membership at 1890s. Funding controlled by Extension administrators. Have to get buy in on that level. Goal is to have more 1890 universities/people at NACDEP and to promote that as a resource for Extension professionals – the "bigger picture."
 - Carolyn Williams supporting by example as a platinum-level sponsor.



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- 1994/FALCON ~ *Henry Thompson*
 - Not present. No report.

- Journal of Extension ~ *Jamie Rae Walker*
 - Not present. No report.
 - Crystal noted Jamie Rae had WiFi challenges.
 - Jamie Rae posted there was no updates in the Chat before dropping off.

- Joint Council of Extension Professionals (JCEP) ~ *Rebekka Dudensing/Crystal Tyler-Mackey*
 - Rebekka reported that JCEP looking for feedback on potential webinars for mid-career professionals and posted more information in the Chat. Said would like feedback. The sessions are designed to be a nationwide discussion and would be done for a fee. Question was whether administrators or associations would be willing to pay for this.
 - Michael asked about registration fee. Rebekka said JCEP wanted to package these. Gwynn noted the proposed cost was \$25-\$35 per session. Reb added appreciated the per session option versus only a package option.
 - From the Chat, Hunter reported that Paul Hill of Utah was our winner for the Excellence in Extension Award. His program info and the application for this year are at <https://www.jcep.org/awards>.
 - ELC has just wrapped up. Information on the Excellence in Scholarship award posted at the JCEP website.

- ELC ~ *Donna Rewalt/Karen Tanner*
 - Crystal announced the representatives were travelling and thus unable to attend (since the meeting just finished) Added they would have information at the next meeting.

- PILD ~ *Ramona Madhosingh-Hector/Erin Ling*
 - No update.

Conference Reports

- 2024 Conference – *Jimmy Henry/Nate Peterson/Talia Washington*
 - LaToya Scott provided conference update as Nate unable to attend.
 - Shared conference flier. Noted link will take directly to registration. Separate link will be used for hotel booking. Information will be on website regarding mobile workshops.
 - Planning team created hype video (which was played). It features committee members talking about their favorite thing about Houston. Will be shared with Comm-Comm to distribute out. Conference committee will be sharing it out as well.
 - Excited about people coming and being about to enjoy the culture.
 - . Registration will be ready to go by March 1. Will then share the information to distribute. Reiterated sharing of flier at 1890 Research Conference.
 - Proposed Port of Houston tour mobile workshop will not be available since workers will now be off Juneteenth. Seeking financial sponsorship instead.

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- Hotel booking link will be released once presenters selected for concurrent sessions. Want to prioritize for presenters and speakers at conference hotel.
 - Excited about having everyone here.
 - Iris asked about conference lodging rate. Ricky said it was \$220 (and early bird member conference registration is \$545).
 - Ricky said had received and posted booking link; asked if should be taken down. LaToya asked for it to be removed until we are ready to launch. Ricky said It will be replaced with a “coming soon” notice.
 - Crystal liked the video. It was fun and liked that everyone wore Cowboy hats.
- 2025 Conference – *Adam Hodges*
 - Reported trying to organize core group. Set up Google drive. Have all information in one spot.
 - Have spoken with director of communications. Will meet to start branding. Will show preview video to promote in Houston.
 - Know Crystal signed contract. Locked in at Embassy Suites. Rate will be in \$140 range for suites. Look for premiere experience since low costs in state.
 - LaToya noted that Adam has been working with video staff. Been great. Adam added he “vountun-told” people they would be on committees for conference to learn conference.
 - Crystal noted about how importance of people working on conferences.

Old Business

- None

New Business

- Budget request for updated marketing visuals, including website update (\$1000) and logo update (\$500)
 - Daniel noted request is included in the budget moving so from a financial aspect, all good.
 - Scott moved to approve the expenditure request. Iris seconded. Expenditure request approved.

Announcements

- Hunter wanted to mention that at a recent regional CRD meeting learned that younger professionals want a place to connect. Crystal suggested sharing that with Member Services.
- Latoya announced conference hosts want to hold an on-line auction. Originally planned for March, it may now wait until April. Purpose is to generate funds for additional scholarships. It is not designed to take away from the (annual) Silent Auction; it is being done in addition to it. Have been in communication with Daniel about it. Will have article in upcoming newsletter. Will be held during the workday on a Tuesday or Wednesday when all at computers. Looking at experiential items— for example a pair of Astros’ (Major League Baseball) tickets. Want to do early so people can make their travel plans.



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- Next meeting – March 15, 2024
 - Crystal noted that a lot of things happening behind the scenes. Thanked all for work seen and unseen.
 - Iris said might not be to be at March board meeting because of other Rural Life Conference. Said would get on meeting if able to do so.

Adjourn

- Meeting adjourned at 1:15 PM ET.

Board meetings are by Zoom on the 3rd Friday of each month
START TIMES: 9 a.m. (PACIFIC) • 10 a.m. (MOUNTAIN)
11 a.m. (CENTRAL) • noon (EASTERN)