



# Conference Planning Playbook

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## Introduction

The NACDEP Annual Conference has been a central feature of belonging to the NACDEP organization since the first conference, held in Las Vegas, Nevada in 2005. This professional development event gives members an opportunity to present and share their work, to learn more about Community Development work being conducted through Cooperative Extension around the country, hone leadership skills, and meet colleagues who become friends. For a complete list of conference locations and sample programs visit:

<https://www.nacdep.net/past-nacdep-conferences>

A successful conference will not only provide members with professional development and leadership opportunities, it will provide financial benefits to the organization through membership dues and conference registrations. Hosting a NACDEP Conference provides benefits to the host state, and is also a large responsibility because of the financial structure of the organization.

Benefits of hosting a NACDEP Conference:

- Offers team-building and leadership development for the host group
- Raises the profile of community development extension in the state
- Provides a great opportunity for extension professionals from other disciplines in that state to attend a national community development conference

Typical considerations when choosing an Annual Conference Site include but are not limited to:

- Regional rotation
- Capacity of the local host (number of NACDEP members and time to devote to conference planning)
- Ease and cost of transportation to the location
- Good community development tour options
- A desirable location (to visit, bring family, etc.)
- Cost of hotels and local transportation

## Host Committee Responsibilities and Committee Structure

The Conference Host Committee could include:

- NACDEP members from that state (s)
- NACDEP Committee members related to that topic (in red on the organizational chart)
- Host committee members for the NEXT conference
- Interested NACDEP members from around the country

See the organizational chart for the connections to standing NACDEP Committees and Officers. The Host Committee Chair or Co-Chairs should begin attending NACDEP Board meetings monthly to give updates of the upcoming conference shortly after the conference location is selected.

### **Steering Committee**

The host state chair and the NACDEP President Elect are the official co-chairs of the conference. The NACDEP President Elect should attend host committee meetings and offer advice and may serve on a committee as well. The Steering Committee is the driver of the conference, setting up host team meetings, making sure deadlines are met, taking care of any items that fall through the cracks, and communicating with the Association Manager and the hotel about spaces needed and capacity. It is helpful to have an assistant, when available to help with the printed program, correspondent and management of the conference.

### **Budget Committee**

The budget committee consists of the host state chair, the NACDEP Treasurer and the Association Manager. It will be helpful to obtain copies of the previous conference budget. Early in the process this committee will determine the budget, including the targeted number of attendees and this will determine many of the expenses/activities of the conference. A budget template can be found in the appendix of this document.

### **Speakers Committee**

The speakers committee will work with the steering committee to determine what type of speakers are needed, if there is a particular message that would be desirable, if any coordination of the speakers to the theme or location is required, etc. Once it is determined the number and type of keynote, capnote, welcome sessions are being planned, this committee will identify and secure the speakers. Arrangements should be made for payment, lodging and any special technology needs. This committee should coordinate with the hospitality committee to handle speaker gifts.

### **Publicity**

This committee would work closely with NACDEP Communications Committee to develop materials and promote the conference. One of the first activities for this

committee is to help determine the theme of the conference and develop a logo that can be used for publicity. This committee may be involved in posting conference news on social media, creating signage for the conference, assisting with the creation of the program (printed and virtual), and (possibly) putting together a host basket if there is a silent auction. If a conference app is being used, this committee would manage that information and operate the app during the conference.

### **Hospitality**

The hospitality committee is in charge of welcoming, creating networking opportunities, engaging the participants and providing entertainment. Some activities that have occurred in past years are: securing greeters for the arrival periods, arranging for “goodie” bags with local business and recreation information, working at the registration desk, and planning social events, free time and networking activities. If there are musical or entertainment groups, this committee would manage the contracts and negotiations. Some hospitality committees have planned morning walks, exercise breaks, play dough sculpture competitions, karaoke, speed networking, DJ and dancing, local dance demonstrations (as examples).

### **Mobile Workshops**

This committee works with the local community to develop a variety of mobile workshop opportunities. These usually take place all in one day and include an active tour (rafting, biking, etc.), cultural tour, food or beverage tour, and tours focused on places of community development interest. The committee will have to develop the tours, establish a price to charge, and market the tours. The NACDEP Board will visit the location 7-8 months before the conference and this committee will have an opportunity to demonstrate some of the tours and get feedback from the Board. Transportation, meals and entrance fees should be considered when planning the tours and establishing a price.

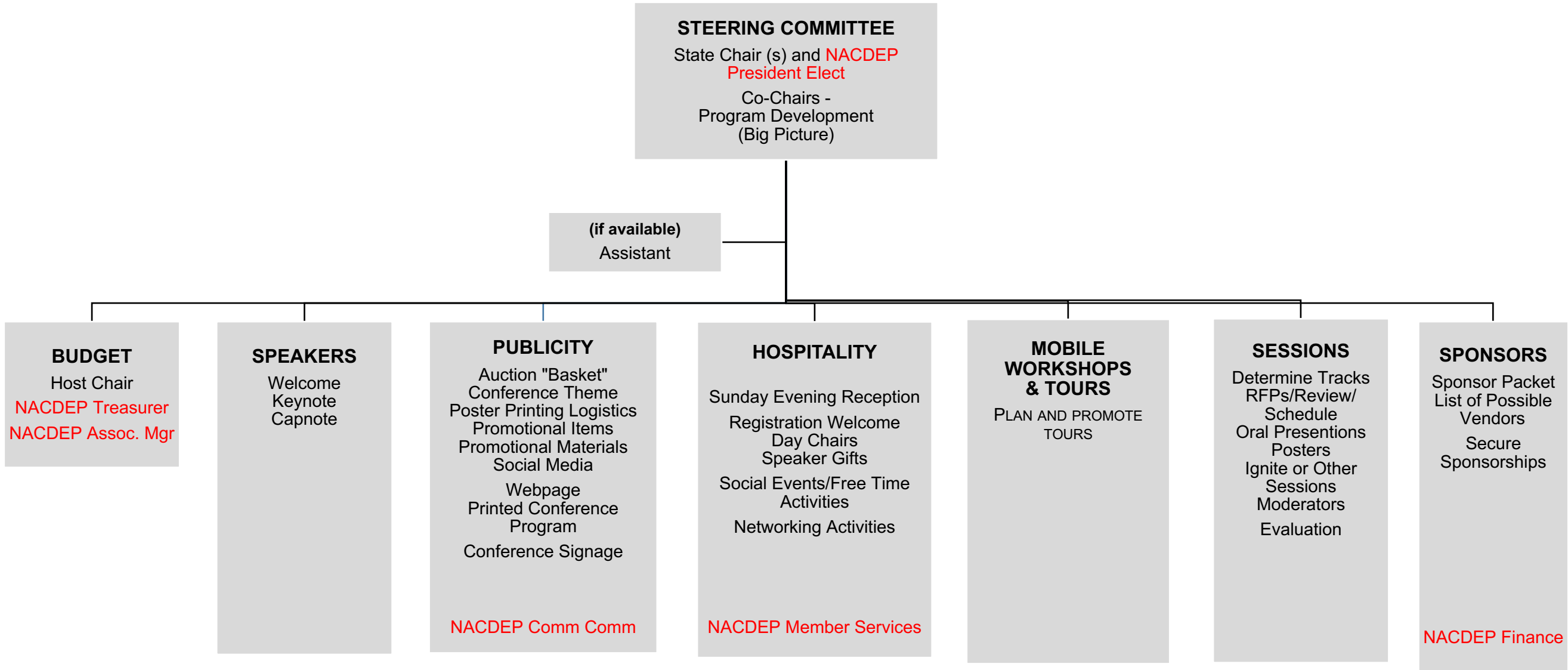
### **Sessions**

The sessions committee is responsible for several tasks that are quite time-consuming, and it is a good idea to have a fairly large group of people who are able to devote some time to the committee. First, the committee will need to determine the program they will use to facilitate the solicitation, peer review, notification and publication of the concurrent and poster sessions. The cost of the program will be communicated with the Budget Committee and the committee members will have to be trained in its use. Moderators and presenters will be recruited from the entire NACDEP organization. Session themes or topics will be determined and a call for presentations made. This committee will be receiving 100-150 presentation abstracts and will manage the review, acceptance and rejection process. They will work with the Steering Committee to determine the number of rooms and capacity needed, as well as plan for the poster session. They will communicate with the presenters, collect presentations (if the situation calls for them) to be collected, and create an evaluation.

**Sponsors**

The Budget Committee will ask this committee to determine a targeted amount of sponsorships they will seek for budgeting purposes. The Sponsor Committee will seek out sponsorships, will develop a sponsor application, and determine amenities for sponsorship levels. It will be helpful to obtain the list of sponsors that were contacted in previous years. The NACDEP Finance Committee would be helpful in providing any leads for industry or institutional sponsors.

# Sample NACDEP Conference Host Committees





***Annual Conference Site Application Form***

**PROPOSAL FOR 2023 ANNUAL CONFERENCE IN SOUTHERN REGION**

All forms and supplemental information must be submitted to Susan Kelly, Past President, NACDEP, via e-mail to [assoc.manager@nacdep.net](mailto:assoc.manager@nacdep.net). Submissions of applications should be made by July 12, 2021 for full consideration. Multi-state applications are welcome.

**I. Proposed Conference City:**

**State:**

**II. Proposed Dates<sup>1</sup>** *(please consider hotel/conference room availability)*

**III. Proposed Committee Members**

**Conference Co-chair** *(Local Conference Chair serving with NACDEP President-Elect)*

**Additional Local Conference Committee Members** *(option to attach list of additional members)*

***Full List of Local Conference Committee Attached***

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<sup>1</sup>The Executive Committee will review proposals and select the site of the NACDEP Annual Conference. Conference dates will be proposed by the sponsoring state. Historically, NACDEP Annual Conference takes place between Sunday and Wednesday in a given week sometime from March through June. Favorable seasonal weather conditions should be considered when selecting dates. Furthermore, conflicts with other organizations such as the Community Development Society; National Extension Tourism (NET) Conference; other JCEP member organizations; state/regional organization conferences; and academic discipline conferences such as AAEA, Rural Sociology, etc., should also be considered in date selection.





**IV. Please discuss the proposed conference site's ability to attract conference attendees<sup>2</sup>:**

- a. *General information (please include information on airport airline service, population of host city, and other pertinent details, etc.)*
  
- b. *Examples of off-site experiential professional development opportunities.*
  
- c. *Tourism and recreational opportunities for both participants and guests.*

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<sup>2</sup> The NACDEP Annual Conference is typically held Sunday thru Wednesday with dates ranging from mid-March to mid-June.



Hotel Contact Information	Number of Lodging Rooms Available for NACDEP Block (125 minimum)	Proposed Daily Lodging Room Rate (incl. taxes & fees)	Number of Available Meeting Rooms (30 person min.)	Free Internet in Rooms^ (Y/N)	Distance from Airport (Miles & Minutes)	Free Airport Shuttle* (Y/N)	Free Hotel Parking ^ (Y/N)	Spillover Hotel Option~ (Y/N)	Incentives, Comments & Notes
1 <sup>st</sup>									
2 <sup>nd</sup>									
3 <sup>rd</sup>									

**V. Conference Hotel Options by Choice. Please attach sample menu and AV list with current prices for each potential location and provide the following information.**

See Attached

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- ^ If no, please provide daily cost. For Internet, please include information for hotel public areas, meeting rooms & lodging rooms.
- \* If no, please provide average one-way taxi fare or fares for other transportation options (e.g., Super Shuttle).
- ~ If yes, the hotel needs to be conveniently located near one of the other hotels listed.

<b>Year Before Conference</b>	<b>WHO</b>	<b>TO DO ITEMS</b>
January	Conference Chair	Reach out to incoming NACDEP President Elect (who will be conference committee co-chair) to determine involvement prior to taking office in summer.
Jan-Dec	Conference Co-Chairs	Participate in monthly Board of Directors meetings.
Jan-Conference	Conference Chairs and Committee Chairs and/or Co-Chairs	Host committee meetings (monthly or as needed), primarily focused on determining conference theme, fleshing out mobile workshop ideas, selecting keynote speakers, and identifying potential conference enhancements and unique touches.
Jan-Conference	Publicity	Work with convention and visitors' bureau to secure brochures, swag, video, etc. for current year's conference.
March	Publicity	Finalize conference theme.
March	Publicity	Submit article for NACDEP newsletter (very brief, not to overshadow current year's conference).
March-June	Publicity	Create promotional artwork.
March-June	Sponsors	Develop sponsorship (including exhibitors) and communication plans.
June	Publicity via DC	Work with association manager to post initial information about conference on NACDEP website (dates, location, artwork, city info, etc.).
During Conference	Publicity and Mobile Workshops & Tours	Conference Exhibit table during conference. For example, brochures from convention and visitors' bureau and a voting booth for attendees to vote on their top choices from the wide variety of mobile workshops available.
During Conference	Publicity via DC	Brief presentation during annual business meeting.

NACDEP CONFERENCE – Suggested Timeline

During Conference	All	Circulate committee sign-up sheet at regional meetings. We solicited volunteers for overall steering committee, proposal reviewer, and session moderator (see Attachment B).
July-Sep	DC	Work with NACDEP President on conference-related activities for Board of Directors fall retreat.
July-Sep	All Committee Chairs via DC	Continue recruiting volunteers (overall planning, subcommittees, proposal review, moderators, etc).
July-Oct	Conference Co-Chairs	Develop conference draft conference agenda. Work with other committees, board members, and partners responsible for agenda items to identify needs. (e.g., Member Services Committee, Regional Reps, Program Leaders, etc.) as appropriate.
July-Oct	Budget	Develop conference budget proposal.
July-Dec	Conference Chairs & Co-Chairs	Monthly steering committee meetings.
July-Dec	Sponsors and Publicity	Implement sponsorship (including exhibitors) and communications plans.
September	Conference Co-Chairs	Attend Board of Directors fall retreat at conference location.
September	Publicity via DC	Submit article for NACDEP newsletter.
October	Sessions	Call for proposals and presentations (poster, concurrent session, ignite, pre- or post-conference workshops).
Oct-Nov	Budget	Submit conference budget proposal to Finance Committee.
November	Speakers	Confirm keynote speakers and solicit bios and presentation synopsis.

NACDEP CONFERENCE – Suggested Timeline

November	Conference Co-Chairs	Post draft conference agenda (at a glance) to website.
November	Sessions via Conference Co-Chairs	Issue call for proposals for presentations (poster, concurrent session, ignite, pre- or post-conference workshops).
December	Publicity	Send out periodic reminders of call for proposals for presentations (email, social media accounts).
December	Cross your fingers...	Board of Directors approves NACDEP budget (including conference budget).
December	Mobile Workshops & Tours	Finalize mobile workshop details; work with association manager to finalize contracts.
December	Publicity via Conference Co-Chairs	Submit article for NACDEP newsletter (call for proposals reminder, other updates).

<b>Year of Conference</b>	<b>WHO</b>	<b>TO DO ITEMS</b>
Early Jan	Sessions	Deadline for presentation proposals (poster, concurrent session, ignite).
Late Jan	Sessions	Presentation proposal recommendations due from review teams.
January	Conference Co-Chairs	Work with association manager to set up registration page. Include: Accommodation and dietary needs as well as poster printing.

NACDEP CONFERENCE – Suggested Timeline

Jan-Mar	Sessions	Secure AV and other equipment for concurrent sessions (5 screens, 5 laptops, 5 projectors – 1 for each session room)
Jan-Mar	Conference Co-Chairs	Work with association manager to address general session AV needs.
Jan-Conference	Conference Co-Chairs	Participate in monthly Board of Directors meetings.
Jan-Conference	Sponsors and Publicity	Continue implementation of sponsorship and communications plans.
Mid Feb	Sessions	Send proposal acceptance/rejection notifications.
March 1	Sessions	Due date for presenter confirmation of conference attendance.
March	Sessions	Notify association manager of poster display needs (NOTE: hotel may provide displays).
March	Sessions with Conference Co-Chairs	Slot concurrent session presentations.
March	Publicity via Conference Co-Chairs	Submit article for NACDEP newsletter (registration reminder, other updates).
March	Hospitality (i.e. Sunday Evening Reception) and Conference Co-Chairs	Work with association manager to finalize menus.
April	Sessions	Assign concurrent session moderators and send notifications.

NACDEP CONFERENCE – Suggested Timeline

April	Sessions with Conference Co-Chairs	Post detailed draft conference agenda, including presenters and concurrent session information (e.g. presenter name, day, time, etc).
April	Sponsors	Confirm needs of exhibitors.
April		Early bird registration closes.
April May	Sessions with Conference Co-Chairs	Finalize conference program (including rooms, presidors and session moderators, etc.) & participant materials for printing.
May	TBD	Construct evaluation instrument(s).
May	All fingers crossed	Registration closes. Management firm provides registration lists to host committee.
June	Conference Co-Chairs	Send out mobile workshop or other final conference instructions.
June	Publicity and all	Assemble welcome packets/swag for participants; management firm will put together registration materials (nametags, etc.).
June	Sessions	Assemble instructions for session moderators (email and/or provide at registration).
June	Publicity via Conference Co-Chairs	Submit article for NACDEP newsletter (final reminders or conference recap depending on timing of conference).
June	Conference Co-Chairs	Make final volunteer assignments. Distribute list and cell numbers to volunteers and association manager.
<b>Conference</b>	<b>ALL</b>	<b>Enjoy the conference!</b>

NACDEP CONFERENCE – Suggested Timeline

June-July	Sessions via Conference Co- Chairs	Post conference proceedings on website.
June-July	Conference Co- Chairs	Analyze evaluation results and share with NACDEP Board of Directors and next year's conference co-chairs.
July-Sept	Budget and Conference Co- Chairs	Work with treasurer and association manager on final statement of income and expenses.



# Appendix

## NACDEP Conference Planning Playbook

**Sample budget from 2019 Conference**

**Mobile Learning Workshop Descriptions**

**Debriefing from 2020 and 2019 Committee Chairs**

**Virtual Conference (2020) Brief Schedule**

Conference Location: Asheville, NC				Dates: June 9-12, 2018			
		PROPOSED		ACTUAL			
REVENUE		Number	Rate	Amount	Number	Rate	Amount
<b>1.1</b>	<b>REGISTRATION FEES</b>						
1.1	Member -super early	50	450	\$ 22,500.00			
1.11	Member-early	50	475	\$ 23,750.00			
1.12	Member-late	10	500	\$ 5,000.00			
1.13	*Non-member super early	30	525	\$ 15,750.00			
1.13	*Non-member-early	35	550	\$ 24,250.00			
1.14	*Non-member-late	5	600	\$ 3,000.00			
1.15	Student	0	300	\$ -			
1.18	Life Member	0	200	\$ -			
1.19	One Day Non Member	10	125	\$ 1,250.00			
	<b>SUBTOTAL REGISTRATION FEES</b>	<b>130</b>		<b>\$ 95,500.00</b>	<b>0</b>		<b>\$ -</b>
<b>1.2</b>	<b>OTHER REVENUE</b>						
1.21	Pre Conference Connection Before Content	20	40	\$ 800.00			
1.22	Pre Conference World Cafe	20	40	\$ 800.00			
1.23	Asheville River Arts District (van)	15	15	\$ 225.00			
1.24	Biltmore Grounds Tour (van)	25	90	\$ 2,250.00			
1.25	Hops Hopping (bus)	25	70	\$ 1,750.00			
1.26	Downtown Asheville Walking Tour (no transportat	15	40	\$ 600.00			
1.27	Lake Lure/Chimney Rock (van)	10	25	\$ 250.00			
1.28	Flat Rock (van)	10	30	\$ 300.00			
1.29	Earthhaven Ecovillage (van)	10	30	\$ 300.00			
1.291	Penland School of Crafts (van)	10	40	\$ 400.00			
1.29	Raft the French Broad River (van)	10	70	\$ 700.00			
1.29	Hike the BlueRidge (van)	15	30	\$ 450.00			
1.29	Farm Tour (van)	10	30	\$ 300.00			
	<b>SUBTOTAL OTHER REVENUE</b>	<b>155</b>		<b>\$ 9,125.00</b>			
<b>1.3</b>	<b>SPONSOR CONTRIBUTIONS</b>						
1.31	Asheville CVB			\$ 1,000.00			
1.32	RRDC's			\$ 2,000.00			
1.33	NCSU			\$ 5,000.00			
1.34	Other Universities			\$ 5,000.00			
1.35	Non-profit organizations			\$ 2,000.00			
1.36	For-profit organizations			\$ 2,000.00			
1.37	Exhibitors			\$ 500.00			
1.38							
1.39							
1.310							
1.31							
1.32							
1.32							
	<b>SUBTOTAL SPONSOR CONTRIBUTIONS</b>			<b>\$ 17,500.00</b>			<b>\$ -</b>
	<b>TOTAL REVENUE</b>			<b>\$122,125.00</b>			<b>\$ -</b>
	<b>EXPENSES</b>	<b>Number</b>	<b>Rate</b>	<b>Amount</b>	<b>Number</b>	<b>Rate</b>	<b>Amount</b>
	<b>Planning and Management -</b>						
<b>2.1</b>	<b>Administrative Management Services</b>						
2.10	Audio Visual Equipment Rental			\$ 8,000.00			
2.11	Conference Facility Rental			\$ 6,100.00			
2.12	Tables						
2.13	NACDEP Staff Lodging and Travel						
2.14	Taxes/Surcharges			\$ 9,478.00			
2.15	Miscellaneous?			\$ 1,500.00			
2.16	Bank charges			\$ 4,500.00			
2.17	Presentation proposal submission program (FastTrack)			\$ 2,500.00			
2.18	Poster submission and display program			\$ 300.00			
	<b>SUBTOTAL PLANNING AND MANAGEMENT</b>			<b>\$ 32,378.00</b>			
	<b>Food and Beverage</b>						
2.22	Sun Welcome Reception - Heavy hor dev	150	28	\$ 4,200.00			
2.23	Sun Welcome Reception cash bar - barter	2	150	\$ 300.00			
2.23	NACDEP Social (Sunday or Monday night)	2	150	\$ 300.00			
2.23	NACDEP Social (Sun or Mon night) - snacks (self pay?)						
2.24	Monday Breakfast Buffet - traditional	150	26	\$ 3,900.00			
2.25	Monday Business Meeting Plated Lunch	160	29	\$ 4,640.00			
2.26	Tuesday Breakfast Buffet - hearty	150	29	\$ 4,350.00			
2.27	Tuesday Boxed lunches for MLW	100	20	\$ 2,000.00			
2.28	Tuesday Awards Banquet Plated Dinner	150	53	\$ 7,950.00			
2.29	Tuesday Awards Banquet cash bar - barter	2	150	\$ 300.00			
2.3	Wednesday Breakfast Buffet - traditional	150	26	\$ 3,900.00			
2.31	Wednesday Plated Lunch	0		\$ -			
2.32	Thursday Breakfast Buffett - traditional	37	26	\$ 962.00			
2.33	Breaks (morning) x 3 days	450	16	\$ 7,200.00			

4 tours have special lunches

Adjourn before noon

2.34	Breaks (afternoon) x 1 day	160	14	\$ 2,240.00			
	<b>SUBTOTALS FOOD AND BEVERAGE</b>			<b>\$ 42,242.00</b>		<b>\$ -</b>	<b>\$ -</b>
<b>2.3</b>	<b>Speakers</b>						
2.31	Honoraria/Fees			\$ 9,000.00			
2.32	Speaker Travel/Lodging			\$ 1,000.00			
2.33	Other*						
	<b>SUBTOTAL SPEAKERS</b>			<b>\$ 10,000.00</b>		<b>\$ -</b>	<b>\$ -</b>
<b>2.4</b>	<b>Supplies/Logistics</b>						
2.41	Supplies			\$ 900.00			
2.42	Shipping/Postage			\$ 1,000.00			
2.43	Printing/Copies			\$ 50.00			
2.44	Programs - printing						
2.45	Signage						
2.46	Board Plaques & Special Awards			\$ 400.00			
2.47	Exhibit Costs			\$ 1,000.00			
2.48	Miscellaneous/Petty Cash			\$ 200.00			
2.49	Other (specify) - general liability insurance			\$ 1,200.00			
	<b>SUBTOTAL SUPPLIES/LOGISTICS</b>			<b>\$ 4,750.00</b>		<b>\$ -</b>	<b>\$ -</b>
<b>2.5</b>	<b>TOURS/ACTIVITIES</b>						
2.51	Transportation for Monday night - N/A						
2.52	Mobile Learning Workshops Food			\$ 1,100.00			
2.53	Bus/transportation for MLW			\$ 2,575.00			
2.54	Site Access Costs						
2.55	Misc costs & contingency for MLW			\$ 200.00			
2.56							
2.57	Preconference workshop #1						
2.58	Preconference workshop #2						
2.59	Postconference workshop						
####	Entertainment/Arts/Performance			\$ 3,300.00			
2.51	Other (specify) - Videography			\$ 1,000.00			
2.51	contingency						
	<b>SUBTOTAL TOURS/ACTIVITIES</b>			<b>\$ 8,175.00</b>		<b>\$ -</b>	<b>\$ -</b>
	<b>TOTAL EXPENSES</b>			<b>\$ 97,545.00</b>		<b>\$ -</b>	<b>\$ -</b>
	<b>CONFERENCE NET PROFIT OR LOSS</b>			<b>\$ 24,580.00</b>		<b>\$ -</b>	<b>\$ -</b>

Is there an exhibit cost if in the ballroom?

\* actual revenue shows with dues included



60010 · Board Meetings	3,853.13	4,393.71	1,319.09	3,500.00	2,350.07	3,500.00	3,500.00	3,500.00	3,500.00
60012 · President's Discretionary Fund	0.00	0.00	0.00	500.00	0.00	0.00	0.00	0.00	0.00
60015 · Supplies	240.00	80.00	4.95	80.00	319.59	325.00	325.00	325.00	325.00
60017 · Website	1,217.50	300.00	219.91	300.00	101.96	125.00	125.00	125.00	125.00
60020 · Postage	128.48	16.02	74.47	16.02	31.95	65.00	65.00	65.00	65.00
60024 · Florida Corporate Fees	61.25	0.00	61.25	61.25	61.25	61.25	61.25	61.25	61.25
60025 · Audit & Tax Prep	3,175.00	525.00	0.00	3,275.00	3,275.00	500.00	500.00	500.00	500.00
60027 · AMS Software - MemberClicks	3,049.37	3,417.00	3,417.00	3,400.00	3,621.00	3,700.00	3,700.00	3,700.00	3,700.00
60030 · Insurance Expense	1,030.25	895.57	1,510.61	1,000.00	620.00	1,200.00	1,200.00	1,200.00	1,200.00
60050 · Bank Service Fees	0.00	33.30	26.25	50.00	0.00	50.00	50.00	50.00	50.00
60052 · Credit Card Fees	875.31	759.36	1,307.28	100.00	1,450.77	1,500.00	1,500.00	1,500.00	1,500.00
60064 · Recognition	815.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
60065 · Membership	0.00	0.00	0.00	500.00	0.00	0.00	0.00	0.00	0.00
60080 · Association Manager	33,000.00	33,000.00	34,320.00	34,338.00	34,320.00	34,400.00	34,400.00	34,400.00	34,400.00
60084 · Intern Expense (website, social media	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
60085 · Assoc Mgr Conf Travel Per-Diem	757.21	2,031.33	3,683.90	3,000.00	3,549.78	3,500.00	3,500.00	3,500.00	3,500.00
60200 · JCEP and PILD Liason	3,929.13	2,488.21	1,611.25	2,500.00	620.00	2,000.00	2,000.00	2,000.00	2,000.00
<b>Total 60000 · Association Expenses</b>	<b>52,131.79</b>	<b>47,939.50</b>	<b>47,555.96</b>	<b>52,620.27</b>	<b>50,321.37</b>	<b>50,926.25</b>	<b>50,926.25</b>	<b>50,926.25</b>	<b>50,926.25</b>
NACDEP Merchandise for Sale			1,003.54						
<b>Total Budget / Expense</b>	<b>109,942.25</b>	<b>223,696.99</b>	<b>183,909.01</b>	<b>177,106.27</b>	<b>155,851.43</b>	<b>146,271.25</b>	<b>142,421.25</b>	<b>142,421.25</b>	<b>142,421.25</b>
<b>NET OPERATING INCOME</b>	<b>2,939.75</b>	<b>32,616.01</b>	<b>(7,402.13)</b>	<b>718.73</b>	<b>(27,329.11)</b>	<b>(9,946.93)</b>	<b>(6,971.25)</b>	<b>(1,971.25)</b>	<b>828.75</b>
70300 Other income									
70350 · Interest	285.90	428.99	284.69	428.99	54.15	300.00	300.00	300.00	300.00
<b>TOTAL OTHER INCOME</b>	<b>285.90</b>	<b>428.99</b>	<b>284.69</b>	<b>428.99</b>	<b>54.15</b>	<b>300.00</b>	<b>300.00</b>	<b>300.00</b>	<b>300.00</b>
<b>NET INCOME</b>	<b>3,225.65</b>	<b>33,045.00</b>	<b>(7,117.44)</b>	<b>1,147.72</b>	<b>(27,274.96)</b>	<b>(9,646.93)</b>	<b>(6,671.25)</b>	<b>(1,671.25)</b>	<b>1,128.75</b>

# Cast Your Vote for Our 2015 Mobile Workshops



## Mark your top 3 choices:

- Life After the Presidency** – The William J. Clinton Center is more than just a library. It is also home to the University of Arkansas Clinton School of Public Service and an extension of the Clinton Foundation and Clinton Global Initiative. Learn a little bit about presidential history and the role these institutions in affecting change in Arkansas and around the world.
- Economic Revitalization & Environmental Sustainability** – Experience interactive global education activities at Heifer Village, participate in the Green Building Tour showcasing how a brownfield was transformed into LEED Platinum certified facility, and learn about the Seeds of Change Initiative to increase access to healthy locally-produced food and economic viability. Then, hop on a streetcar to see and learn about other revitalization efforts in the area.
- Embracing cultural diversity** – You can't erase the past, but you can learn from it. The Little Rock Racial and Cultural Diversity Commission is committed to dismantling racism and reducing prejudice through modeling, education, and policy development and celebration. This workshop highlights the commission's efforts and related points of interest including the Little Rock Central High School National Historic Landmark (pivotal point in civil rights and desegregation history), Mosaic Templars Cultural Center, and Consulate of Mexico.
- Downtown Revitalization through Art, Food and Public-Private Partnerships** – Learn and snack your way through revitalization efforts occurring through out the city including, South Main's (SOMA) Purse Museum, Root Café, Bernice Garden, Oxford American Magazine and other venues; Stone Throw's Brewery and food truck network; Main Street housing, environmental streetscaping, and cultural initiatives; and Little Rock's downtown and other farmers markets.
- Build It and They Will Come** – Grab a bicycle and ride along the downtown sections of the 88-mile Arkansas River Trail System that winds through multiple counties and municipalities. Take part in a Q&A session with local leaders about collaboration and investments to create and expand this local jewel.
- Intersection of History, Culture, Nature and the Economy** – Learn about the economic and quality of life impacts related to Arkansas State Parks System. Then experience hiking or other interpretive activities at Pinnacle Mountain, Arkansas's first state park adjoining a major metropolitan area.
- Conway, Arkansas: Downtown Revitalization, Higher Education Center, High Tech Hub, and New Urbanism Hotspot** – With the theme "Get Smart", Conway is one of the fastest growing communities in the state. Learn how this town has leveraged its strategic location, three institutions of higher education, beautiful natural surroundings, and high quality of life to become a high tech hub and model for downtown revitalization. Workshop will feature the Hendrix Village, Central Landing Project, urban horticulture projects, Volunteer Conway, and other initiatives.
- Rice, Ducks, Murals, and More** – Travel to the rice and duck capital of the world and learn about how Stuttgart became a leader in these industries. Talk with community leaders about Paint Stuttgart and other initiatives to revitalize this Delta community.
- 1890 Innovation and Excellence** – As an 1890 land-grant institution, the University of Arkansas at Pine Bluff (UAPB) is a valuable resource in our state. Learn about how UAPB is providing technical assistance and a hands-on learning environment for limited resource farmers through its Experimental Kitchen and Value Added Product Laboratory; bringing STEM to underserved, rural and minority populations; and supporting the aquaculture and fisheries industry through its nationally known Center for Excellence.

Pre-conference Workshops

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**Stone Laboratory, Gibraltar Island on Lake Erie\***

Established in 1895, Stone Laboratory is the oldest freshwater biological field station in the United States. Located on Gibraltar Island near Put-in-Bay, Ohio, join us for a tour of Gibraltar Island and experience our passion for education and research as well as a close up look at Civil War financier Jay Cooke's Castle, Oliver Perry's War of 1812 Lookout, the island's glacial grooves, our unique colony of Lake Erie Water Snakes, the solar pavilion and the Stone Laboratory classroom building. Visit the solar panels and solar thermal installations on the island to learn about the partnership between OSU Extension and Stone Lab to promote renewable energy through research, education, and outreach. Other activities may include a science cruise aboard one of our research boats, a tour of the Aquatic Visitors Center – a historic fish hatchery on South Bass Island – and a visit to the South Bass Island Lighthouse which was first lit July 10, 1897.

\*Please note a minimum of 10 people are required to conduct the science cruise. If there are not enough people for the science cruise a tour of the lighthouse will be offered instead. It is suggested that you wear substantial shoes, carry water, and bring a jacket in case of rain. Lunch is included; drive time is roughly 3 hours round-trip (transportation provided). Maximum: 20

To learn more: <https://stonelab.osu.edu/> <https://ohioseagrant.osu.edu/> <https://www.putinbay.com/>  
<https://www.nps.gov/pevi/index.htm> <https://www.millerferry.com/cal/put-in-bay-music-festival/>

**Engaging Community Through the Performing Arts**

**BEAUTIFUL: The Carole King Musical** tells the inspiring true story of King's remarkable rise to stardom, from being part of a hit songwriting team with her husband Gerry Goffin, to her relationship with fellow writers and best friends Cynthia Weil and Barry Mann, to becoming one of the most successful solo acts in popular music history. Along the way, she made more than beautiful music, she wrote the soundtrack to a generation. (*Show Run Time: Approximately 2 hours 50 minutes*)

After the show, take a behind the scenes educational tour. With five fully restored historic theaters (built 1921-22), Playhouse Square is the largest theater restoration project in the world. Join us for a tour and find out how these gems were saved from the wrecking ball. Today, Playhouse Square is the largest performing arts center outside of New York City, hosting nearly one million guests and 1,000 curtains each year. Maximum: 50

To learn more: <http://www.playhousesquare.org/>

**Shared-Use Kitchen Development and Support for Community Development Professionals**

Ashley Colpaart, The Food Corridor, LLC; [ashley@thefoodcorridor.com](mailto:ashley@thefoodcorridor.com)

Jodee Ellett, Local Foods Coordinator, Purdue Extension, [jellett@purdue.edu](mailto:jellett@purdue.edu), (main contact)

Tanya Hall, Regional Community Development Educator, Purdue Extension, [tjhall@purdue.edu](mailto:tjhall@purdue.edu)

Dawn Meader McCausland, Fruition Planning & Management, LLC; dawn@dawnmmconsulting.com

\$30, Minimum 10 people, 9am – 3pm with possible tour of shared-kitchen

In this workshop, we will learn about the different definitions and models of shared kitchens and the planning process for creating a kitchen in a community. We will highlight the benefits of shared kitchens and explore the potential roles for Extension agents in regards to supporting shared kitchens. We will discuss many of the different assessments; technical assistance and facilitation processes involved and help participants understand the needs of a kitchen project in their communities.

On the research side, we will learn about two national surveys conducted to assess shared kitchen models as well as the process for evaluating the economic impact of kitchens using IMPLAN.

This workshop is for Extension agents with and without experience with shared kitchens. Each participant will receive a copy of the *Shared Kitchen Toolkit*, written and developed by Ms. Meader McCausland and Dr. Ashley Colpaart, Owner of The Food Corridor.

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#### Tuesday's Mobile Learning Workshops

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##### **Ohio City: Hyper-local Sustainability\***

Witness hyper-local sustainability efforts in the historic Cleveland neighborhood of Ohio City by visiting three local food sites that are all within one street block of each other. The Ohio City Farm, Great Lakes Brewing Company, and Mitchell's Ice Cream have promoted neighborhood revitalization and the local foods movement through collaborative local sourcing. Participants will begin their tour at the Ohio City Farm, the largest contiguous urban farm in the United States. Tour the farm while enjoying a view of the city skyline and learn about farm tenant and local non-profit Refugee Response. Then head over to the Great Lakes Brewing Company (GLBC), for a tour of the brewpub and facilities. GLBC partners with Ohio City Farm each year to grow hops that are used to produce small batch microbrews, and purchases local produce from Refugee Response. GLBC has a variety of environmental and social sustainability practices, including social panels, waste diversion, fair wages, and more. End your tour at Mitchell's Ice Cream who also sources local ingredients, including beer from GLBC for special limited edition ice creams. Mitchell's Ice Cream has incorporated sustainability into their business model as well, including a rainwater harvesting system that collects and filters gray water, which is used in Mitchell's restrooms. This tour



emphasizes neighborhood collaboration and sustainability at a truly hyper-local scale. Minimum: 15, maximum: 30.

To learn more: <http://www.ohiocity.org/>

### **Cleveland: What a Surprise!\***

Experience one of National Geographic Traveler's '[Best of the World' places to visit in 2018](#)! Discover Cleveland's new cultural energy and modern-day renaissance, where historical and traditional roots remain strong. Join this professionally narrated tour: First stop is Edgewater Park for a box lunch. Then on to: Ohio City & Tremont developing neighborhoods; the Gateway Sports Complex (Quicken Loans Arena & Progressive Field); Playhouse Square (largest theater district outside of NYC); the Cleveland Clinic Campus; Little Italy & Lakeview Cemetery; University Circle's renewed cultural center (four museums & home of the Cleveland Orchestra); the Cultural Gardens; then along the Lake Erie Shoreline back to North Coast Harbor (Rock & Roll Hall of Fame, Great Lakes Science Center & First Energy Stadium); Downtown; the Flats East Bank & the Warehouse District. There will be several stops to stretch, enjoy the scenery, and take photos. Maximum: 38

For more info: <https://lollytrolley.com/>

### **Spice Acres: Regional Collaboration for Rural/Urban Health\***

Nestled within the 5-county Greater Cleveland MSA containing over 2 million people, what is known today as the Cuyahoga Valley National Park owes its origins to engaged and forward-thinking local citizens, state and national officials ([check out some history here](#)). It was established as the Cuyahoga Valley National Recreation Area in 1974 and the CVNP name became official in 2000.

In 1999, The [Countryside Initiative](#), an effort of the Countryside Conservancy, was begun as a way to enable farming within the rural landscape of the CVNP.

The Spice Acres farm is one of the eleven working farms that are part of this initiative. This workshop will enable you to tour the farm and learn about the collaborative partnerships that support small-scale sustainable farming practices in a national park situated within 20 miles of the Cleveland urban core. Engage in planting, picking, and learn how to prepare these fresh, local and healthy foods by the chefs at Spice Kitchen + Bar. Minimum: 25, maximum: 30.

For more info: <http://spiceacres.com/>

### **From Burning to Earning: Restoring the Cuyahoga River\***

Take a scenic trip up the Lower Cuyahoga River Area of Concern on the Cleveland Metroparks water taxi. The journey will start at Merwin's Wharf, a Metroparks-owned pub located on the river in the heart of the city, and wind up the 'Crooked River' pausing to observe areas where river restoration actions have been implemented. Examples include areas where fish habitat has been installed within the shipping channel, erosion has been remediated along the river banks with best management practices, and public

access points have been established. Members of the Cuyahoga River Area of Concern Advisory Council will serve as our guides. Total time of the tour (not including lunch) will be approximately 2 hours. Includes a waterfront buffet lunch at the Cleveland Metroparks' Merwin's Wharf restaurant. Minimum: 10, maximum: 15.

For more info: <https://clevelandmetroparks.com/parks/visit/parks/lakefront-reservation/merwin-s-wharf>

### **Cleveland Neighborhood Progress\***

Cleveland Neighborhood Progress is a local community development funding intermediary with nearly thirty years of experience investing in community revitalization work in the city of Cleveland. It serves a unique function as the only local intermediary in the region and is proud to be a nationally recognized as a leader for engaging the best practices in various facets of nonprofit programming. Through a network of locally based Community Development Corporations, CNP provides funding, service, training, capacity building support to all neighborhoods in the city of Cleveland.

Join us for a tour of Cleveland neighborhoods – Slavic Village, Old St. Luke's Hospital area, Gordon Square Arts District and Battery Park/Edgewater Park - to learn about CNP's success and engage with local stakeholders and CDC staff. Minimum: 20, maximum: 35.

For more info: <http://www.clevelandnp.org/>

### **Urban Agriculture Innovation Zone\***

Urban agriculture is a fundamental thread that connects the tapestries of the Cleveland neighborhoods together. Cleveland is nationally known for its support of urban agriculture through policy, zoning, and funding; this is an opportunity to experience successful urban agriculture businesses that promote social equity, inclusion, and innovative business ventures. First stop will be at The Vineyards and Bio-cellar of Chateau Hough: an urban vineyard devoted to growing quality produce and revitalizing Cleveland, while utilizing innovative educational and entrepreneurial strategies to assist at-risk youth, veterans, and previously incarcerated individuals. Continuing on the tour, the second stop will be Rid-All Green Partnership – Growing Food, Jobs, and Green Neighborhoods. Hear about the innovative farming techniques Rid-All is utilizing and their success in growing healthy communities, relationships, and food. Lastly, ranked as the largest food-production greenhouse in an urban core in the US, Evergreen Cooperative prides itself on quality, sustainability, and transforming the lives of local neighborhoods through green jobs. Explore the Evergreen Cooperative facilities and experience a unique urban agriculture experience unlike any other. Lettuce show you Cleveland, you can't *beet* this tour! Minimum: 20; maximum: 35.

### **Revitalization in the Historic Warehouse District**

Deemed Cleveland's first neighborhood, take a walk through the Warehouse District in the heart of Downtown Cleveland. Guided by the Gateway District Staff, the tour will begin at Constantino's Market,

an urban fresh market located at the bottom floor of a renovated warehouse building. While walking, tour attendees will encounter historical actors that portray local, change makers in Cleveland's history who will explain the city's importance during the industrial revolution era and current efforts in historic preservation. Included in this tour is the opportunity to stop into buildings, small boutiques, and learn more about current development projects in the Warehouse District and the Flats. Minimum: 20; maximum: 30.

### **Bike the Emerald Necklace\***

Join us for a guided bike tour of the Cleveland Metroparks recent development projects including Rivergate Park and Edgewater Beach. Cleveland Metroparks owns and manages 18 parks and the Cleveland Metroparks Zoo, which together contain over 23,200 acres, hundreds of trail miles, seven nature/science visitor centers, eight golf courses, over 50 picnic areas, and other high-quality park infrastructure. By providing park areas and access to an array of outdoor activities, Cleveland Metroparks generates numerous economic benefits within the local community. The 6-mile round trip bike tour will make stops in various neighborhoods to explore the community impacts of park and trail projects and hear from other critical community partners. A \$40 charge covers bike/helmet rental and a waterfront buffet lunch at the Cleveland Metroparks Merwin's Wharf restaurant. Minimum: 20; maximum: 30.

For more info: <https://clevelandmetroparks.com/parks/visit/parks/lakefront-reservation/merwin-s-wharf>

### **Cleveland Rocks! Or Great Lakes Science Center (self-guided)**

Located on Cleveland's North Coast, participants can spend their Tuesday afternoon visiting the world's foremost museum devoted to the celebration and preservation of rock and roll music. As one recent visitor noted: There is so much to see—a sensory overload. Great displays and a mixture of things to see and read, along with hands-on activities. We're already talking about going back within the year.

If you prefer science instead of music, a visit to the Great Lakes Science Center is a must: invent, design, tinker and create! Home of the NASA Glenn Visitor Center, makes science come alive through hundreds of hands-on exhibits, special traveling exhibitions, and the six-story Cleveland Clinic Dome Theater.

Lastly, perhaps you would like to go back in time and see what life was like on board a working Great Lakes freighter and tour the William Mather Steamship, a restored 618-foot historic flagship. Visitors can explore the 1925-built Mather from stem to stern and see its huge cargo holds, brass and oak pilot house, elegant guest quarters and four-story engine room. Walk the decks and marvel at the "engineering firsts" that helped transform Northeast Ohio into a great industrial center. Experience the golden era of steamships on one of the best. Steamship tour is included in either the Rock Hall of Fame or Great Lakes Science Center. No participation minimum or maximum.

All tours are self-guided.

For more info: <https://www.rockhall.com/> <http://greatscience.com/>  
<http://greatscience.com/explore/exhibits/william-g-mather-steamship>

Wednesday/Thursday Post-Conference Workshops

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### **Collaboration for Extension Programming in Community Development**

Communities face a variety of external and internal factors that influence their choices of how to identify, plan for, and organize community responses to critical issues. However, as state Extension budgets adjust to new and changing conditions, many states do not have the capacity to develop and adapt programming or potentially provide the breadth of programming that a given community may need to respond adequately to the issues they face now and in the future. Thus, CD program leaders in the north-central region are establishing a framework, plan and process for collaborating across the region to allow sharing, collaborative developing, training, and cross-state programming to benefit more communities. This NACDEP post-conference workshop will be the first national effort to organize this framework and plan and to start this collaboration. NOTE: Includes Thursday morning breakfast buffet. Minimum: 15, maximum: 50.

## #1 Explore the River Arts District of Asheville: Walking tour focused on downtown revitalization through the arts economy



The River Arts District (RAD) of Asheville (<https://www.riverartsdistrict.com/>) has played a special role in the revitalization and rebranding of Asheville. What used to be empty and underutilized warehouse spaces in what once was the industrial area of town has been transformed to artist work spaces and studios. Many are open to the public to view and explore. The district tells a special side of the Asheville story and the fortitude of small business owners and artists who came together to redefine an entire district of town.

Join us for a self-guided walking tour of the district and studios that will end at a local brewery in the district for food and drinks.

Tour Guide: Hannah Bundy, Polk County Extension

Tour Length: Lunch at food trucks in the District (on your own)  
2 hours of walking and tour stops  
Afternoon libations (on your own)  
Tour Price: \$10

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## #2 Asheville Region Farm and Vineyard tour: Bus tour with 2 stops focused on farm stay opportunities and agritourism

Join us on a tour of two of the area's most successful agritourism operations and learn how these families revitalized their family farms through the additional revenue opportunities generated by this business sector.

**Franny's Farm** (<https://frannysfarm.com/>) was founded in 2012 by Jeff, Frances, Zach & Blue Tacy. Their farm is located in Leicester, North Carolina only 10 miles from downtown Asheville. They are dedicated to family, sustainability, ethical business and offering an organic farm for visitors to celebrate, learn, explore, relax and have a memorable time. Franny's Farm is at the core an organic, sustainable farm that is home to many animals such as chickens, turkeys, sheep, goats and a donkey. There are vegetable, fruit, flower, bee and pollinator gardens as well as a u-pick blueberry hill. Franny's Farm serves as an event venue and hosts farm weddings and festivals such as Hemp X & Asheville BARNAROO. Its facility is available for public and private events, educational opportunities, and getaways in eco cabins.



**Addison Farms Vineyard** (<http://www.addisonfarms.net/>) is a family-owned vineyard and winery situated on 55 acres in Leicester, NC. Located approximately 17 miles northwest of Asheville, NC, the property has been in

the family for four generations. Addison Farmer and his parents purchased the property in 1937. Addison and Ines were married in 1942, and they raised their family on the farm. In 2009, they started the vineyard and winery as a way to preserve the family farm for future generations.



Tour Guide: Steve Duckett, Buncombe County Extension

Tour Length: 5 hours; box lunch included, Optional Wine Tasting \$10-14

Tour Price: \$10

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### #3 Hops Hopping (Farm to Brewery tour): Bus Tour with 2 stops focused on agribusiness and tourism development



Hops are the dried, cone-like flowers from a bine (not a vine!) that give our favorite adult beverage its bitter and tangy flavor and aroma. Wanna see how they grow? Join us for a visit to the Mountain Horticultural Research and Extension Center

(<https://newcropsorganics.ces.ncsu.edu/specialty-crops/nc-hops/>) to see how different varieties of hops are being grown and tested for use in the booming craft brewery industry. We'll conclude this 'farm to brewery'

tour at the Sierra Nevada Brewery (<https://sierranevada.com/brewery/north-carolina/brewery-tour>) to see (and taste) how these flavorful flowers are used in the final product. In 1980, Ken Grossman founded Sierra Nevada Brewing Co. in a 3,000 square foot, rented, metal warehouse. He started with a love for American hops and a simple goal: brew the beer we want to drink. Today, Sierra Nevada breweries in Chico, CA and Mills River, NC carry on this ambition.

Tour Guide: Jim Hamilton, Watauga County Cooperative Extension

Tour Length: 5 hours; box lunch and guided tour included

Tour Price: \$35/person

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**#4 Sustainable, Resilient, and Intentional Living at the Earthaven Ecovillage:** Van Tour with 1 stop focused on the alternative (new) economy (some cross-terrain walking and narrow, winding mountain roads involved)

Earthaven (<http://www.earthaven.org/>) is an aspiring ecovillage in a mountain forest setting near Asheville. Its residents are dedicated to caring for people and the Earth by learning, living, and demonstrating a holistic, sustainable culture. While they are in the process of developing their own village-scale economy, many Earthaven members are income independent of the village by earning their living outside of the village.

Nonetheless, members are encouraged to make a living in the village by operating their own small-scale ecologically sound businesses, by hiring each other whenever possible, and by investing in other members' homesite development projects and businesses. Our tour will consist of the community's history, introduction to its Three-Legged Stool of Sustainability (Social, Environmental, Economic), overview of its challenges and opportunities, an introduction to integrated agriculture/permaculture, natural building/ off-grid energy, and a discussion of intergenerational living.



Tour Guide: Becky Bowen, NC State Extension

Tour Length: 5 hours; box lunch included

Tour Cost: \$25/person (Limited to 18 people, first come-first served)

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**#5 Like a Phoenix, Downtown Asheville Rising:** Walking Tour of Downtown Asheville focused on the impact of social-entrepreneurial collaborations on downtown revitalization

Asheville currently enjoys good standing on every "top ten" list – best beer city, best small city, coolest, quirkiest, most hipster friendly – is almost unfathomable when considering that it was previously recognized as "rundown and shabby" in a Tennessee Valley Authority study. This stature is largely due to the success of Asheville's social-entrepreneurial coalition in "integrating a vibrant downtown that complements the natural environment, attractive residential neighborhoods and long-standing tourist destinations."



Excerpt from <https://ced.sog.unc.edu/how-asheville-revitalized-its-downtown-part-i/>

Our tour will consist of several stops at local businesses that have been assisted by a community-driven effort to revitalize downtown Asheville. The tour will be guided by Rick Fornoff who has intimate knowledge of how Asheville residents turned their downtown around.

Tour Guide: Rick Fornoff

Tour Length: Box Lunch Provided, 2 hours of walking and tour stops; afternoon libations (on your own)

Tour Cost: \$20

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**#6 The Flowering Bridge: Growing Community and the Local Economy:** Bus Tour stopping at beautiful Lake Lure focused on rural development and tourism (some cross-terrain walking and narrow, winding mountain roads involved)

Step onto the Flowering Bridge <http://lakelurefloweringbridge.org/> and learn how the community took an old state highway bridge scheduled for demolition and created a destination that is literally “growing” the local economy. Hear how new partnerships have “sprouted” to make the project sustainable. Participants will meet with a panel of local stakeholders to hear the history of the project, how it evolved, how it is managed and how it has become an economic driver.

The Flowering Bridge is located in one of the most beautiful areas in the Blue Ridge captured by Hollywood, including Lake Lure (<http://www.townoflakelure.com/about-lake-lure.php>) and Chimney Rock (<https://www.chimneyrockpark.com/>). Such film classics as *Last of the Mohicans* and *Dirty Dancing*, were filmed here.

Tour Guide: Tres Magner, Yancey County Extension

Tour Length: 5 hours; box lunch included

Tour Cost: \$20/person



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**#7 Arts and Crafts Penland Style:** Van tour of the Penland International School of Crafts in Mitchell, NC focused on the arts economy (some narrow, winding mountain roads involved)

Penland is an international center for craft education located in North Carolina’s Blue Ridge Mountains. Penland’s focus on excellence, its long history, and its inspiring, retreat setting have made it a model of experiential education. The school offers workshops in books and paper, clay, drawing and painting, glass, iron, metals, photography, printmaking and letterpress, textiles, wood, and other media. Penland sponsors artist residencies, a gallery and visitors center, and community education programs. It is an integral part of the local crafts industry so dominant in western North Carolina and attracts investment and attention from around the globe, including a segment on the late Anthony Bourdain’s *Parts Unknown* series. Meet and speak with artists and administrators on how the local communities have tied the arts to the local economy.



Tour Guide: Jeff Vance, Rutherford County Extension

Tour Length: 5 hours, box lunch included

Tour Cost: \$10/person

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**#8 Raft the French Broad River:** Bus to Madison County ecotourism business, focused on ecotourism and community development, then ride the rapids down for 5 miles (some narrow, winding mountain roads involved)

For the thrillseekers, this tour is the #1 requested active mobile learning tour of the 2019 NACDEP conference. But, in addition to having a whole lotta fun, participants will also learn first-hand how Blue Heron Whitewater (<https://www.blueheronwhitewater.com/>) was launched, supported, and how it has impacted the surrounding mountain communities.

Tour Guide: Ross Young, Madison County Extension

Tour Length: 5 hours, box lunch included

Tour Cost: \$50/person

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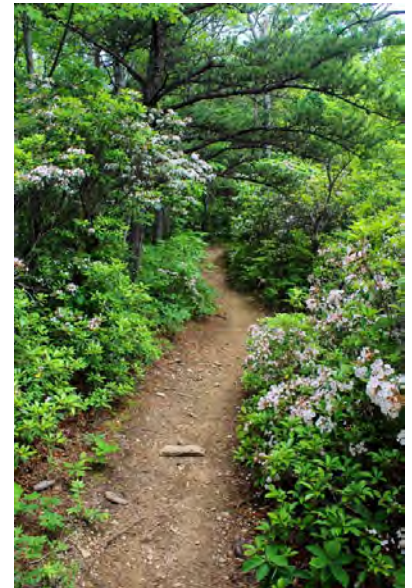
**#9 Hike the Blue Ridge (and a piece of the Appalachian Trail):** Bus to base of Kitsuma Peak, focused on ecotourism (some rough terrain, narrow winding mountain roads involved)

Kitsuma Peak (<https://www.summitpost.org/kitsuma-peak-north-carolina-blue-ridge/1000554>) stands astride the two eastern approaches to Swannanoa Gap, a key gateway in the Blue Ridge front that has channeled North Carolina's central transportation artery for more than a century. The mountain and its access trails are owned by Pisgah National Forest. Kitsuma Peak is a small summit on the Blue Ridge crest that punches well above its weight for trail quality, beautiful flora, and summit views, including the highest peak in the east, Mount Mitchell. The hike will be 1.75 miles roundtrip, with an elevation gain of 350 feet.

Tour Guide: Rob Hawk, Mitchell County Extension

Tour Length: 5 hours, box lunch included

Tour Cost: \$10/person



## NACDEP Conference Sub-Committee Roadmap

Dear NACDEP Conference Committee/Sub Committee Chair, we are interested in garnering your input on the key tasks that your sub-committee engaged in, as well as a timeline and any best practices and recommendations you could provide to future conference subcommittees. Your thoughts and experiences are important for future planning, particularly given the challenges and successes of this year's need to go virtual with two months to go. Please fill out the following:



### Committee Name

- |                                   |   |   |
|-----------------------------------|---|---|
| <input type="checkbox"/> Host     | <input type="checkbox"/> Fundraising                          | <input type="checkbox"/> Hospitality        |
| <input type="checkbox"/> Sessions | <input checked="" type="checkbox"/> Mobile Learning Workshops | <input type="checkbox"/> Virtual Conference |
| <input type="checkbox"/> Speakers | <input type="checkbox"/> Promotion                            |   |

### Sub-Committee Charge

Please write a brief paragraph outlining your committee's charge. What was the overall purpose of the sub-committee and what were the deliverables it was responsible for?

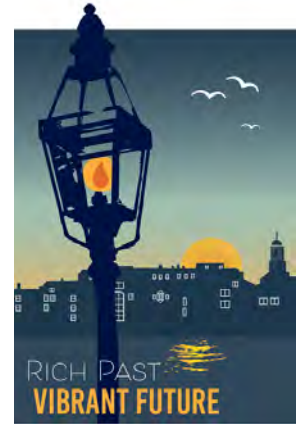
The overall purpose of the Mobile Learning Workshops Committee is to research and plan 8-10 half-day learning workshops that highlight the region where the conference is located and a variety of community and economic development topics.

### Sub-Committee Tasks

Please, bullet out the key tasks, along with basic details about each task. If you have suggestions for how the tasks could be done differently in the future, please include that.

- Research different options for mobile learning workshops. Often, there is a mix of purely fun and adventurous options (ex: white water rafting or surfing lessons) and educational opportunities (ex: walking tours, historic boat cruise, etc.). Other ideas include local foods tours, beer/wine tastings, bicycle tours.
- Gather feedback about mobile learning workshops. We set up a table at the conference prior and asked people to vote for their favorite workshops, which helped narrow down the options.
- Determining mobile learning workshops. We relied on the feedback gathered from conference attendees and committee members to ultimately determine the MLWs. We considered variables like the length of the MLWs, cost, and transportation needed. Transportation costs proved to be prohibitive so our tours relied on conference attendees walking from the hotel and had only one tour requiring transportation.
- Write descriptions for MLWs. We also prepared social media posts highlighting each MLW to help with registration.
- Contracts. We worked with Ricky Atkins, Association Manager to review, sign and put down deposits for the mobile learning workshops which we were paying for.
- Determining Cost of MLWs. The host committee decided to subsidize some of the MLWs by allocating a portion of each registration fee to go to the budget of the MLWs. It is really helpful if this is determined as soon as possible as it helps to better plan.

- Logistics. Since the MLWs were ultimately cancelled for NACDEP 2020, I had only started working on logistics like recruiting volunteers to go on each MLW, determining the start and end time of each MLW and staggering these for ease of leaving the hotel, purchasing snacks/water for each MLW, etc.



### **Timeline for Preparation**

A timeline helps ensure that each sub-committee allocates sufficient time to plan the conference. As such, please provide key milestones with rough timeline, along with a brief description of each milestone. Note that we will convert the milestones to a standard graphic for each of the conference sub-committees. As well, please share any ideas for how to keep people engaged on the subcommittee.

- Research options for mobile learning workshops (1 year before conference)
- At the conference, offer voting to gather feedback about the next year's conference (1 year before the conference)
- Determine day of mobile learning workshops and budget for mobile learning workshops (Summer before the conference)
- Narrow down mobile learning workshops and prepare for NACDEP Board Meeting to pilot mobile learning workshops (September)
- Work with NACDEP Association Manager to sign and pay contracts (September – January)
- Determine pricing of mobile learning workshops before conference registration opens (December)
- Write descriptions of MLWs & develop social media materials to promote MLWs (January)
- Monitor conference registration & registration for MLWs
- Determine logistics for MLWs (time of departure, recruit volunteers to accompany participants on tours, etc.) (January – May)

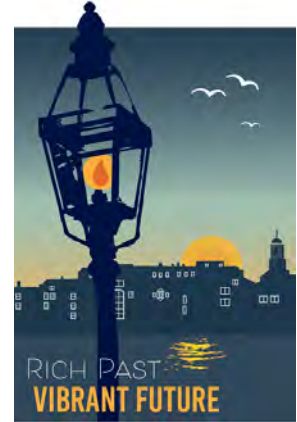
### **Best Practices for the Future**

Provide your thoughts on what worked particularly well and what you would do differently for future conferences. What innovations or adaptations did you make for this year's conference?

Researching and presenting a list of possible MLWs to share at the conference prior to ours was very helpful to gather feedback about what workshops were most appealing to conference attendees. Determining the price and budget of the MLWs was the most challenging task. It is helpful if the host committee can develop a budget to share with the committee ASAP. Unfortunately, the MLWs were ultimately cancelled for the NACDEP 2020 conference so I have limited feedback.

## NACDEP Conference Sub-Committee Roadmap

Dear NACDEP Conference Sub Committee Chair, we are interested in garnering your input on the key tasks that your sub-committee engaged in, as well as a timeline and any best practices and recommendations you could provide to future conference subcommittees. Your thoughts and experiences are important for future planning, particularly given the challenges and successes of this year's need to go virtual with two months to go. Please fill out the following:



### Committee Name

- |                                   |   |   |
|-----------------------------------|---|---|
| <input type="checkbox"/> Host     | <input type="checkbox"/> Fundraising                          | <input type="checkbox"/> Hospitality        |
| <input type="checkbox"/> Sessions | <input checked="" type="checkbox"/> Mobile Learning Workshops | <input type="checkbox"/> Virtual Conference |
| <input type="checkbox"/> Speakers | <input type="checkbox"/> Promotion                            |   |

### Sub-Committee Charge

Please write a brief paragraph outlining your committee's charge. What was the overall purpose of the sub-committee and what were the deliverables it was responsible for?

The Mobile Learning Workshops committee was responsible for identifying, marketing, organizing, and implementing a variety of mobile learning workshop opportunities. Approximately 11 different workshops were identified as potential mobile learning opportunities prior to the 2018 NACDEP conference in Cleveland. Attendees at the 2018 NACDEP conference narrowed the number of activities down from 11 to 9 through a Guidepost app that surveyed their preferences. The committee gave special attention to offering a diverse array of mobile learning workshop activities, both in terms of level of exertion and price.

### Deliverables:

- Develop brief description of 10-12 activities for survey – made available to conference attendees the year prior to the host year.
- Prepare final version of selected activities – we included photos to make the descriptions more visually appealing. This document was then loaded onto the conference website. Our 2019 final MLW selections document is attached.
- Arrange for tour host for each MLW activity.
- Arrange for transportation and other logistics for each MLW activity.
- Schedule departure times and locations for each MLW activity.
- Provide list of registrants for each MLW activity to the appropriate tour host.
- Ensure that all registrants attend their selected activity and that all fee-based activity vendors are paid.

### Sub-Committee Tasks

Please, bullet out the key tasks, along with basic details about each task. If you have suggestions for how the tasks could be done differently in the future, please include that.

Please see table below.

### Timeline for Preparation

A timeline helps ensure that each sub-committee allocates sufficient time to plan the conference. As such, please provide key milestones with rough timeline, along with a brief description of each milestone. Note that we will convert the milestones to a standard graphic for each of the conference sub-committees. As well, please share any ideas for how to keep people engaged on the subcommittee.



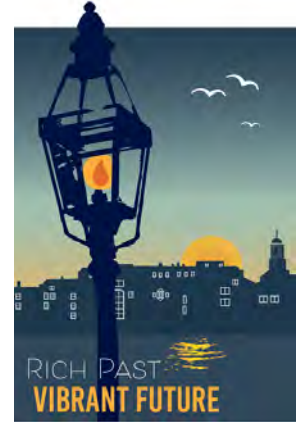
Task	Timeline	Responsible Party and Description
Potential MLW activity identification	Mar/Apr of the prior year  May of the prior year	Co-Chairs contacted Extension directors in Buncombe and all neighboring counties for ideas; at one point, we had over 20 suggestions; we held at least 2 conference calls to narrow them down, confirm descriptions, costs, and contact names for all activities; lots of follow-up emails were required.  One co-chair developed the descriptions for the final list of activities to be voted on by conference attendees the year prior to the host year. This list was provided to the incoming President of NACDEP for distribution to conference attendees.
Finalization of MLW activities/preparation for host year conference	July of the prior year  Sept of the prior year	Analyze results of the survey and pick the top 8-10 activities for dry runs for the NACDEP Board and Conference Host Committee in the Fall of the prior year; coordinate with committee members to arrange for dry runs (preferably at no cost).  Accompany NACDEP Board member on dry runs of MLW activities. Confirm Board approval of selected MLW activities.
Preparation of Final List of MLW activities	Feb of the host year	Co-chair prepares final list of activities, with exertion level, maximum # of participants, length of tour, and cost. We offered a few no-cost options, but most of the tours did have a charge associated with them. We used county Extension vans as much as possible to keep the transportation costs down.
Logistics Finalization	Apr/May of the host year	Co-chairs monitor the number of registrations to determine whether to close out or cancel certain MLW activities. Co-chairs also determine the passenger capacity of vans and confirm the number of vans needed for each activity. Co-chairs create a schedule and location for passenger pickup for each MLW activity. This schedule is given to the tour guide who is responsible for contacting all registrants for their MLW activity with information specific to their activity.
Day of	June of the host year	One co-chair is inside the hotel common area to make sure all registrants go to the proper passenger pickup location; the other co-chair is outside directing passengers to the proper pickup location.

### Best Practices for the Future

Provide your thoughts on what worked particularly well and what you would do differently for future conferences. What innovations or adaptations did you make for this year's conference?

The Mobile Learning Workshop committee plays an extremely important role in the conference, not only on the afternoon dedicated to the tours, but also in helping the speaker committee identify potential keynote speakers and local leaders who can offer pre and post-conference workshops or otherwise participate in opening social and other gatherings. By reaching out to our Extension colleagues 15 months in advance of the conference, we were able to mine their knowledge of the area to discover unique journeys that would appeal to every interest. We also delegated most of the tasks associated with each MLW tour to one person, an Extension colleague, who was responsible for describing the activity, negotiating with the vendor (if any), determining the maximum number of participants, length of tour, and arranging for the transportation. These tasks were made very clear to our committee members from the outset.

One note of wisdom – while attendees prefer not to have box lunches, in the end we elected to go with box lunches simply because of the cost and time. Some attendees do not like eating in the vans, so we recommend that future hosts allow for enough time for attendees to eat their box lunches before the vans depart. We also figured the cost of the box lunch into the price of each tour that involved transportation. Attendees who chose the walking tours chose to eat at a restaurant at their own cost.



## NACDEP Conference Sub-Committee Roadmap

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| <input type="checkbox"/> Speakers | <input type="checkbox"/> Promotion                 |   |

### Sub-Committee Charge

Please write a brief paragraph outlining your committee's charge. What was the overall purpose of the sub-committee and what were the deliverables it was responsible for?

Fundraising was responsible for finding funding for the conference and NACEP beyond member registrations. This included developing materials and benefits, conducting outreach to potential sponsors, and ensuring sponsors receive benefits.

### Sub-Committee Tasks

Please, bullet out the key tasks, along with basic details about each task. If you have suggestions for how the tasks could be done differently in the future, please include that.

- Determine sponsor benefits and levels
- Develop fundraising and marketing materials that highlight sponsor benefits
- Compile list of potential sponsors
- Identify potential sponsors and conduct outreach
- Once sponsors are committed, work with them to ensure they receive benefits. This includes free memberships, logos on website and materials, etc.

### Timeline for Preparation

A timeline helps ensure that each sub-committee allocates sufficient time to plan the conference. As such, please provide key milestones with rough timeline, along with a brief description of each milestone. Note that we will convert the milestones to a standard graphic for each of the conference sub-committees. As well, please share any ideas for how to keep people engaged on the subcommittee.

- August-September: Identify sponsor benefits and develop sponsor materials. Compile list of potential sponsors to reach out to and assign the person to reach out.
- October-February: Reach out to sponsors.

- March-May: Finish up sponsor outreach, finalize sponsors, and wrap up communication. Make sure invoices are sent out and payments received with Association Manager. Get all logos up on the website and into materials. Make sure all benefit commitments are completed.



### **Best Practices for the Future**

Provide your thoughts on what worked particularly well and what you would do differently for future conferences. What innovations or adaptations did you make for this year's conference?

What worked well:

**The Committee:** A diverse committee with representatives from many different Extensions that had good connections into their own organizations. Extensions saw the benefit of sponsoring the conference. Likely, they saw the value in NACDEP and saw this as a way to support NACDEP and ensure its sustainability.

**Materials:** I thought we had good materials that discussed NACDEP

Areas for Improvement:

**Collaboration with NACDEP Fundraising Committee:** A key to improving fundraising would be more collaboration and alignment with the fundraising committee. It wasn't totally clear what we were fundraising for, what more money would allow the organization to do, etc. These all help to create better pitches for potential sponsors and create a clear fundraising goal.

**Benefits:** Aligning with previous suggestion, more collaboration with NACDEP overall would create better benefits. Fundraising for the conference in isolation doesn't make a lot of sense. Fundraising and sponsors should take place at the org. level, with the conference being one component of that. Benefits should extend beyond conference. Supporter of organization throughout year, logo on email newsletters, sponsor of workshops throughout the year. See this as part of organizations overall fundraising and not limited just to the conference. That would help to improve the benefits that are offered and clearly delineate between different levels.

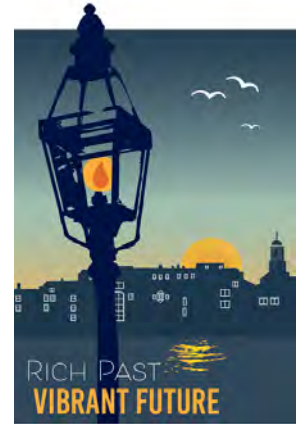
**Building Relationships:** Organizational fundraising is a long-term project. Doesn't make sense to have a conference organization do it. NACDEP as an organization should build relationships with sponsors, have clear organizational goals, and a clear vision for why sponsoring/funding the organization and its conference is a good investment. This is especially important for getting private sector or other nonprofit partners. It's challenging to have a completely new group start from scratch each year.

**Sponsor Follow-Up:** There was no follow up with sponsors following the conference. Once we finished the conference we wrapped up and didn't do anything further. A key for maintain sponsors from year to year is that follow up. There should be a report sent to each sponsor highlighting what they got for their sponsorship, how many people reach, photos of individuals interacting with them, a thank you for sponsoring, and setting up a follow up conversation so they are set up to sponsor the following year.



## NACDEP Conference Sub-Committee Roadmap

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### Sub-Committee Charge

The charge of the Host Committee is to organize the partners in the region to put forth a collaborative effort. In some instances the Host Committee and the Steering Committee are one in the same, and the primary function is to ensure that the logistical items associated with the conference are effectively communicated and coordinated. Such tasks include working with the hotel to ensure capacity, coordinate meeting space, facilitate transportation, and logistical aspects of the conference including food. The Host Committee may double as a steering Committee, which consists of the Chairs of each of the conference organizing sub-committees listed above to ensure coordination of conference planning.

### Sub-Committee Tasks

Please, bullet out the key tasks, along with basic details about each task. If you have suggestions for how the tasks could be done differently in the future, please include that.

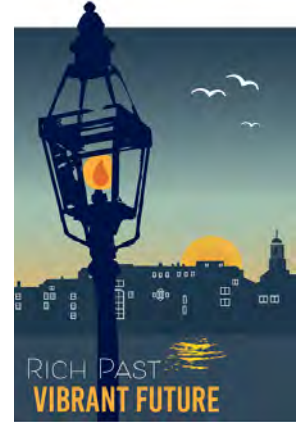
- Engage regional partners
- Liaison with the President Elect and the NACDEP Board
- Work with hotel to coordinate logistics
- Interface with—or serve as—Steering Committee, which convenes the Chairs of each of the conference sub-committees to ensure coordination on overall conference planning

### Timeline for Preparation

A timeline helps ensure that each sub-committee allocates sufficient time to plan the conference. As such, please provide key milestones with rough timeline, along with a brief description of each milestone. Note that we will convert the milestones to a standard graphic for each of the conference sub-committees. As well, please share any ideas for how to keep people engaged on the subcommittee.

- Coordinate with states in Region on proposal development (2.5 years prior to conference)
- Announce venue, if accepted, at conference 2 years prior.

- Convene regular monthly meetings to begin planning process (2 years prior)
- Ensure coordination of planning committees (ongoing)
- Present promotional video or other prior year's conference.
- Coordinate logo, tagline, etc., with marketing committee 1.5 years prior, to be unveiled at prior year's conference.
- Promote conference in NACDEP newsletter post prior year's conference and ongoing until conference date.
- Engage with local institution leadership for welcome and conference kickoff.



### **Best Practices for the Future**

Provide your thoughts on what worked particularly well and what you would do differently for future conferences. What innovations or adaptations did you make for this year's conference?

Start early!! A semblance of a host committee from the region should form during the proposal development process to ensure buy-in. This committee can grow in constituency to be inclusive if the conference venue is accepted.

## NACDEP Conference Sub-Committee Roadmap

Dear NACDEP Conference Committee/Sub Committee Chair, we are interested in garnering your input on the key tasks that your sub-committee engaged in, as well as a timeline and any best practices and recommendations you could provide to future conference subcommittees. Your thoughts and experiences are important for future planning, particularly given the challenges and successes of this year's need to go virtual with two months to go. Please fill out the following:



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### Sub-Committee Charge

Please write a brief paragraph outlining your committee's charge. What was the overall purpose of the sub-committee and what were the deliverables it was responsible for?

*The Speakers Committee was charged with researching, recruiting, contracting with and preparing outside speakers for the conferences general sessions. This included focusing in on a sub-theme related to the conference theme that all speakers would coalesce around.*

### Sub-Committee Tasks

Please, bullet out the key tasks, along with basic details about each task. If you have suggestions for how the tasks could be done differently in the future, please include that.

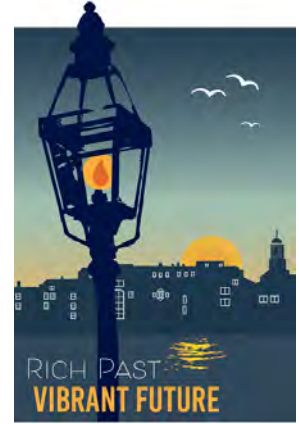
- Bring sub-committee together
- Brainstorm sub-themes related to the conference theme
- Generate a list of potential speakers who could speak to the theme
- Reach out to the speakers to gauge their interest, speaking fees and availability
- Vote on a narrowed list of potential candidates
- Share the candidates with NACDEP board for approval and confirm budget
- Contract with the speakers in collaboration with NACDEP board and Association Manager
- Put together promotional materials about the speakers, including bios and headshot
- If a panel discussion, recruit a moderator
- Work with speakers to prepare their presentations/connect with conference theme
- Introduce speakers at actual conference

### Timeline for Preparation

A timeline helps ensure that each sub-committee allocates sufficient time to plan the conference. As such, please provide key milestones with rough timeline, along with a brief description of each milestone. Note that we will convert the milestones to a standard graphic

for each of the conference sub-committees. As well, please share any ideas for how to keep people engaged on the subcommittee.

- Form subcommittee in Fall before Spring conference and meet several times during the Fall
- Finalize list of potential speakers by December
- Begin working on contracts in January
- Work on promotions in late Winter/early Spring



*We found it helpful to have a limited number of focused meetings with specific agendas. We also engaged the committee through recruitment of speaker ideas and many found the names generated to be inspirational to learn about even if we didn't ultimately book them for the conference. However, there was some attrition on the committee, like most other committees.*

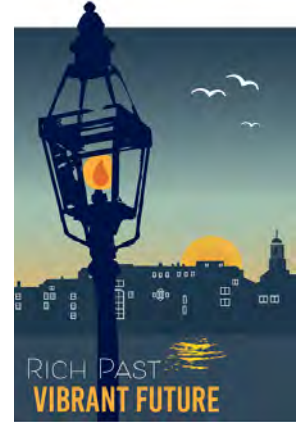
### **Best Practices for the Future**

Provide your thoughts on what worked particularly well and what you would do differently for future conferences. What innovations or adaptations did you make for this year's conference?

*Our committee decided to focus on diversity and inclusion with our speakers and that theme was very well received. As I said, there was some attrition to attendance as the meetings progressed so I'm sure some improvements could be made there. Maybe we should have broken into smaller groups on the committee or limited the total number to a smaller number of members to begin with.*

## NACDEP Conference Sub-Committee Roadmap

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### Sub-Committee Charge

Please write a brief paragraph outlining your committee's charge. What was the overall purpose of the sub-committee and what were the deliverables it was responsible for?

The hospitality committee was charged with enhancing the experience of the conference by providing some of the non-academic amenities. The purpose was to ensure guests felt welcomed, oriented to the facilities, were entertained during designated conference sessions, and could go out into the community during their free time with enough knowledge of what to do and see.

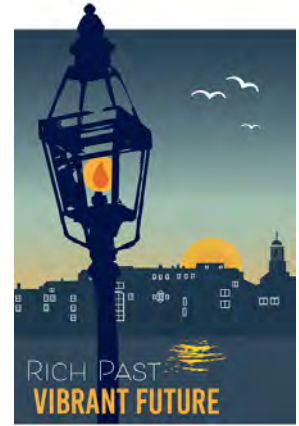
### Sub-Committee Tasks

Please, bullet out the key tasks, along with basic details about each task. If you have suggestions for how the tasks could be done differently in the future, please include that.

- Create a welcome bag (optional). Some conferences have a welcome bag and some do not, it all depends on budgets, and where to prioritize efforts. NC gave each participant a locally made bag. UNH was going to distribute Lindt chocolate (big employer in the state), brochures from local chamber of commerce and a seed packet, along with any material related to conference. Getting items donated is key.
- Get entertainment for Sunday evening Reception. This should be somewhat more low key than the Tuesday evening entertainment, especially as people are travelling this day. Some good music or a show are good options. Contracts should be provided by the performer and sent to Ricky for signatures and deposits. Get photo and description for conference program.
- Get entertainment for patio during poster session. This should be nice music playing the background. UNH had booked our university's renowned Jazz band. Work with your entertainment and venue to ensure their needs are met in the space (outlets, area for instruments, speakers, etc). Contracts should be provided by the performer and sent to Ricky for signatures and deposits. Get photo and description for conference program.
- Book entertainment for Tuesday evening reception. People tend to like something with local flair and that is interactive (especially after a long day). We were going to do a

Contra Dance event (large group dance no training required). Once you have an agreement set up with a performer, you will need to coordinate with venue in terms of equipment and logistics. You will also need to get a photo and description for conference program. Contracts should be provided by the performer and sent to Ricky for signatures and deposits.

- Door Prizes (optional). Work with the host committee to see whether door prizes are going to happen. If so, you will need to get items donated (books, souvenirs), and attendees raffle tickets should be in their welcome bags
- Organize two Wake Up NACDEP events – on Monday and Tuesday mornings, a volunteer will host some sort of wake up event. This could be speed walking around the town or a yoga event. Need to get a volunteer and book a room if it's indoors. This is a good way to engage someone on the Hospitality Committee who is a morning person.
- Website items: Make sure conference page has links to Chamber or tourism page for the area. It is also useful to write up "Top 10 ten places to eat or see while in town," so attendees have a better idea of what to do in their free time.



### **Timeline for Preparation**

A timeline helps ensure that each sub-committee allocates sufficient time to plan the conference. As such, please provide key milestones with rough timeline, along with a brief description of each milestone. Note that we will convert the milestones to a standard graphic for each of the conference sub-committees. As well, please share any ideas for how to keep people engaged on the subcommittee.

- June 2019: Hospitality Committee Formed
- July 2019: Chair reaches out to committee to establish meeting/develop norms
- July-September: Chair works with Host committee to establish budget and priorities for Hospitality Committee
- Late Summer/Early Fall: Subcommittee Meeting to discuss possible entertainment options, Wake Up NACDEP options, and other items on the to do list
- Fall: Reach out to performers to see availability/cost. Begin soliciting items for welcome bag or door prizes
- Spring: Have performers secured (at least email written agreement by February). Get contracts signed and deposits sent by March at the latest.
- Spring: Have another Committee Meeting. Secure volunteers to run Wake Up NACDEP events
- March/April: Connect entertainers with venue staff to ensure logistics/needs are met
- March: Ensure website materials (if any) are on the page
- Right before conference: Assemble welcome bags, confer with entertainers.
- Conference: Have one committee member be at welcome desk with Ricky to help orient people, designate point people for entertainers and any other coordinated activities

### **Best Practices for the Future**

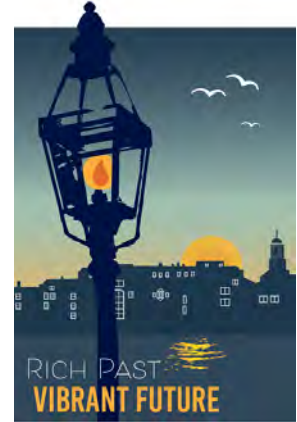
Provide your thoughts on what worked particularly well and what you would do differently for future conferences. What innovations or adaptations did you make for this year's conference?

- Decide on the number and types of entertainers you need early on and book them quickly, ensuring you have a signed contract. Once this is done, you can work on some of the smaller items, such as website, creating a welcome bag, etc.
- Utilize the host committee for donation items
- Keeping the hospitality committee small was very useful and effective, as it allowed other committees to prioritize the more duty-heavy committees like sessions
- Touch base with Ricky early on for what he needs for entertainers to put in their contracts.



## NACDEP Conference Sub-Committee Roadmap

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### Sub-Committee Charge

Please write a brief paragraph outlining your committee's charge. What was the overall purpose of the sub-committee and what were the deliverables it was responsible for?

To develop and implement a request for proposal, peer review, selection and scheduling process for conference submissions. This includes leading a committee of NACDEP member volunteers to oversee the process. The 2021 NACDEP Committee has selected a new platform for this process so there will be modifications in the future.

### Sub-Committee Tasks

Please, bullet out the key tasks, along with basic details about each task. If you have suggestions for how the tasks could be done differently in the future, please include that.

- Develop and promote a request for proposal
- Recruit reviewers
- Pair reviewers with proposals
- Manage review process and determine eligible proposals
- Notify authors of response
- Schedule sessions

### Timeline for Preparation

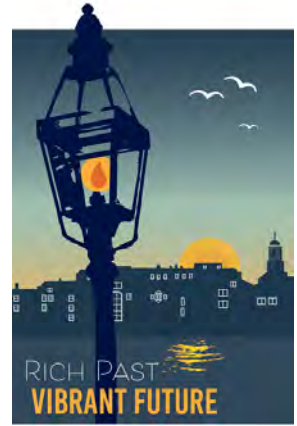
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This is currently being modified by the 2021 NACDEP Sessions Committee

### Best Practices for the Future



Provide your thoughts on what worked particularly well and what you would do differently for future conferences. What innovations or adaptations did you make for this year's conference?



# National Association of Community Development Extension Professionals: *2020 Virtual Conference*

May 29 – June 3, 2020 – Online



Over 50 sessions and posters. Spaced to prevent Zoom-burnout. Presentations, discussions, and engaged ideas. COVID-19 related talks. Special professional development fee of \$105. Register: <https://nacdep.net>

## Plenary Sessions:

- Keynote - Dr. Julian Agyeman, Tufts University  
*"Just Sustainabilities in Policy, Planning and Practice"*
- esri - How GIS is Making a Difference During COVID
- COVID-19 Discussion – Univ. of New Hampshire film students: "Our View "
- Panel & Challenge: "Community Development Responses to COVID-19"
- Mobile Learning Tours - A Diverse View Through Short Films

## Workshops and REAL Talks (90-minutes each)

- The Public Value of Volunteering for Extension: A Multi-State Study of Community Impacts - Rachelle Vetter, North Dakota State University
- The Intersection of Community Development and Recovery-Oriented Systems of Care - Michael Wilcox, Purdue University
- Community Supported Agriculture in an Age of Disruption: An Emerging National Network to Support Farmers - Garrett Zeigler, Michigan State University
- "All Aboard!" (Prioritizing Board Diversity) - Melinda Grismer, Purdue University
- Creating Healthy Communities by Enhancing Public Spaces - Michael Wilcox, Purdue University
- Leading with resilience: Well-being strategies enabling you and your communities to thrive - Lori Rothstein, University of Minnesota

## Schedule At-A-Glance:

### Friday, May 29

REAL-Talks / Workshops  
Orientation  
1890's & 1994's  
Institutions  
Regional Meetings

### Monday, June 1

PLENARY: Keynote  
Concurrent Session 1 + 2  
Business Meeting  
Themed Hangouts  
Virtual Social Hour

### Tuesday, June 2

COVID-19 Panel  
Concurrent Session #3  
Student Views  
Response to COVID-19  
Mobile Learning Tours  
Closing Social Hour

### Wednesday, June 3

REAL-Talks / Workshops

## **12 Concurrent Sessions of 75-minutes each (36 total presentations)**

### COMMUNITY ENGAGEMENT

- The Intersection of Community Dev. and Recovery-Oriented Systems of Care - Paul Hill, Utah State Univ.
- Honing Our Craft: Insights into Engagement Research and Practice - Walt Whitmer, Penn State University
- Mapping Your Way to Better Engagement: Story Maps at UNH - Shane Bradt, Univ. of New Hampshire
- IMPLAN: Exploring new IMPLAN Labor Market data and case study modeling a local COVID-19 impact.

### LEADERSHIP

- Overlooked in Community Development - Anita Montgomery
- Leadership retreats for social change - Lori Rothstein, University of Minnesota
- Building Capacity of Non-Profit Organizations to Address Complex Issues - Linda Seals, Univ. of Florida

### LOCAL GOVERNMENT

- Building Capacity to Engage with County Officials - Eleanor Wheeler, University of Arkansas
- Toss Your Hat in the Ring - Peter Wulfhorst, Penn State University
- Rethinking Community Development: Grassroots - Ramona Madhosingh-Hector, Univ. of Florida

## **WORKFORCE DEVELOPMENT/EDUCATION**

- Community Engagement Through a True Partnership - Karen Deighan, University of New Hampshire
- Workforce Development in the Culinary Arts - Melissa Hamilton, University of Idaho
- Teacher Resources for Addiction Impact Now: Partnership to Support - Lauren Prinzo, West Virginia Univ.

## **ECONOMIC DEVELOPMENT/TOURISM**

- Building Capacity of Coastal Communities on Value of Marine Economies - Kristen Grant, Univ. of Maine
- Community Branding for Tourism and Economic Development - Will Cronin, Michigan State University
- Memory Mapping as a Community Destination Tool - Stephen Meno, University of New Hampshire

## **PLANNING/EVALUATION**

- Leveraging Extension Program for Comprehensive Planning - Daniel Walker, Purdue University
- Practical Evaluation for Community Development Educators - Paul Roback, University of Wisconsin
- Ripple Effects Mapping to Give Voice to Coalition Outcomes - Rebecca Sero, Washington State University

## **DIVERSITY/INCLUSION/AGRITOURISM**

- Bridging Silos: Adapting Extension Programs to Create Inclusion - Mariel Borgman, Michigan State Univ.
- How Network Analysis of a Minority Farmers` Group Helped Expand Socio-Economic Opportunities and Engage Youth in Agriculture - Andy Wetherill, Delaware State University
- Launching a Successful County Agritourism Initiative - Becky Bowen, North Carolina State University

## **ENERGY/CLIMATE / COMMUNITY ASSESSMENT**

- Utility-Scale Solar Energy Production: Preparing Extension - Eric Romich, The Ohio State University
- National Extension Climate Initiative - Paul Lachapelle, Montana State University
- Implementation of the Data for Decision Makers Program - Christopher Seeger, Iowa State University

## **RACIAL EQUITY/FOOD SYSTEM/GRANT WRITING**

- Racial Equity in the Food System: National Workgroup Efforts - Crystal Tyler-Mackey, Virginia Tech
- Opportunity Zones: Building Capacity in Distressed Rural Areas - Lionel "Bo" Beaulieu, Purdue University
- How Grant Writing builds futures for small communities - Nancy Daniels, Kansas State University

## **LOCAL FOOD/PLACEMAKING**

- Vacation Vittles Round 2 - Connecting Vacationers with Local Food - Becky Bowen, N. Carolina State Univ.
- Arkansas Hub-and-Spoke Model of Food Innovation: How existing rural infrastructure and University Extension support spark rural food innovation - Amanda Philyaw-Perez, University of Arkansas
- Fine Arts Extension Programming Impacts and Implications for Creative Placemaking in Cooperative Extension Service - Jayoung Koo, University of Kentucky

## **ENTREPRENEURSHIP**

- The Shared-Use Kitchen - A Potential Centerpiece - Zuzana Bednarikova, Purdue University
- Value Chain Coordination for Extension Professionals - Sarah Rocker, Northeast Regional Rural Development Center
- Small Business Succession Planning Curriculum - Carrie Johnson, North Dakota State University

## **HUMAN CAPACITY BUILDING/STORYTELLING**

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- Resource Development to Support Extension Programs - Stacey McCullough, University of Arkansas
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