**November 15, 2019 Board Meeting**

**START TIMES: 9 a.m. (PACIFIC) ● 10 a.m. (MOUNTAIN) ● 11 a.m. (CENTRAL) ● Noon (EASTERN)**

 **Zoom Contact:** [https://ncsu.zoom.us/j/120492328](https://www.google.com/url?q=https%3A%2F%2Fncsu.zoom.us%2Fj%2F120492328&sa=D&ust=1561774774006000&usg=AFQjCNHnC__s5W9SDYcWwNGC47NY04bTdg)

**Phone: 929 205 6099**

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    Meeting ID: 120 492 328**

**Agenda**

* **Welcome/Call to Order** ~ *Susan Kelly*
	+ Susan Kelly
	+ David Civittolo
	+ Adam Hodges
	+ Michele Eley
	+ Katie Hoffman
	+ Amanda Philyaw Perez
	+ Brian Raison
	+ Crystal Tyler-Mackey
	+ Mary Peabody
	+ Nancy Bowen
	+ Nadine Sigle
	+ Henry Thompson
	+ Daniel Eades
	+ Michael Dougherty
	+ Ricky Atkins
	+ Melinda Grismer
* **Roll Call** ~ *Crystal Tyler-Mackey*
* **Approval of the agenda** ~ *Susan Kelly*
	+ David made motion. Adam seconds. approved
* **Approve October 18, 2019 Minutes** ~ *Crystal Tyler-Mackey*

Brian made motion to accept. Nancy seconds. Approved

* **Treasurer’s report - Accept and file** ~ *Nancy Bowen*
	+ In good shape. Should be at baseline at year end. Membership balance is up about $2500 given increase in members.
	+ David made motion to approve. Mary seconds. Approved
* **The Association Source** ~ *Ricky Atkins, NACDEP Executive Director*
	+ Report filed. Online elections and dues renewals are underway. 30-40 renewals so far. Expiration date is 12/31/19.

**Partner Reports**

* Natl. Institute of Food & Agriculture (NIFA) ~ *Brent Elrod*
	+ Brent not on call. Secretary Purdue is in his building and about to do a press conference.
* Regional Rural Development Centers Rep. ~ *Kristen Devlin*
	+ Not on call

**Standing Committee Reports**

* Finance Committee ~ *Daniel Eades*
	+ Has received conference budget from Adam and will be working with conference committee. Will work with Charlie French (conference chair)
* Communications Committee ~ *Melinda Grismer*
	+ Had ComCom meeting and it went well, with more on the call than normal. Talked about plan of action and adding a vision casting goal. Website updates and social media are first, then after assessing will add vision casting. Discussed roles. Now have one person assigned to social media, FB, Instagram, and You Tube. Assigned two of three liaisons to committees.
	+ Will throw a virtual retirement party for Dean Larkin
	+ Adam shared that there a conference marketing video and will send it to Melinda
* Marketing Committee ~ *Rebekka Dudensing*
	+ Not on call
* Member Services Committee ~ *Michael Dougherty*
	+ Will have a meeting on Monday with committee; recruiting additional members to the team; Considering webchats on things such as “what is NACDEP”
	+ Adam mentioned with redefining of roles may elicit new interests
	+ Amanda mentioned it might be useful to have an annual overview of all of the committees to inform members and recruit; Susan suggested a Zoom session to start.
* Resolution and Policy *~ David Civittolo*
	+ No report
* Recognition Committee ~ *Rachel Welborn/ Carroll Welte*
	+ Not on call. Michael is on committee and said that things are moving forward.
* Development Committee ~ *Notie Lansford*
	+ Not on call. Report uploaded.
* Historian Report ~ *Stacey McCullough*
	+ Not on call. At training in Dallas

**Ad Hoc Committee Reports**

* State Chapter Management and Value - Trudy Rice
	+ Not on call. Mary is on committee shared and updated
* Membership – Crystal Tyler-Mackey
	+ The leadership of Member Services, Marketing and Communications Committees met with Brian facilitating a discussion to address gaps and overlaps to clarify committee roles.
* Diversity and Inclusion – Michelle Eley
	+ Moving forward and will meet soon with Crystal and connect with Rachel. Will have a fuller report in December.

**Updates from the Regions & Partners**

* Northeast ~ *Mary Peabody*
	+ Busy with conference planning. Considering a northern or New England NACDEP chapter given the smaller numbers of members per state.
* North Central ~ *Brian Raison*
	+ Continuing quarterly meetings and offering professional development. Seems well-received and a value proposition.
* Southern ~ *Amanda Philyaw Perez*
	+ Worked on nominations. Have two candidates. Been updating Southern Region PLN CRD committee on meetings. Stacey will send out a survey to assess numbers of CRD people in each state. Working with Trudy on two new state chapters to be engaged and recruiting more.
* Western ~ *Katie Hoffman*
	+ Working on conference. Has over 50% of committees with a chair. Has been in touch with Charlie so they can shadow on the remainder of 2020 conference planning. Is still collecting FTEs for Western region to assess baseline for recruitment. Idaho is finalizing by-laws and will submit chapter application.
* 1890 ~ *Michelle Eley*
	+ Connecting with membership and hoping to have conversations with members to glean interests and increase involvement. Is considering a bi-monthly time to connect with 1890 NACDEP members to increase participation
	+ Working to ensure CRD is a track at the upcoming 1890 event in Orlando in June 2020; Adam will also be in attendance. Michele will look for ways to market NACDEP
* 1994/FALCON ~ *Yvonedda (Henry) Thompson*
	+ Conference held in Denver. Culturally grounded Extension pre-conference was well attended. A lot of 1862 participation. Henry emphasized the importance of 1994 participation in national associations for connections, resources, etc.
* Joint Council of Extension Professionals (JCEP) ~ *David Civittolo/Susan Kelly/Adam Hodges*
	+ David updated. Attended NEAFCS on behalf of JCEP and plugged NACDEP when there
	+ Susan encouraged attendance at JCEP Feb 12-14, 2020
* Journal of Extension ~ *Jamie Rae Walker*
	+ Not on call

**Conference Reports**

* PILD Conference 2020 *~ Russ Garner/Nadine Sigle*
	+ Nadine shared that Marshall Stewart has been selected as speaker.
* 2020 Annual Conference May 31 - June 3 Portsmouth, NH Rich Past Vibrant Future ~ *Charlie French/Adam Hodges*
	+ Charlie shared that things are going along well with planning. Thinks we’re poised to have a good turn-out. RFPs will be coming out soon. Adam shared that the marketing committee had a good discussion about how to market the proposals, and how to market the conference
	+ Melinda asked if there is a way to update profiles as linked with conference registration; Perhaps there can be a soft-push. The profiles are used to mine for reviewers. Ricky will look for a way to update some of this information when joining or renewing and automatically fill in the data. Ricky will look into a video on “how to” updated memberclicks. If not, ComCom will prepare a video.
* 2021 Conference – *Katie Hoffman*
	+ See Western Region report above; has also been meeting with Paul Lachapelle who chaired NACDEP in Big Sky, Montana for tips. Will wait for fundraising.
* ELC Conference 2020 – *Susan Kelly/David Civitollo*
	+ San Antonio conference discussed above under JCEP

**Unfinished Business**

**New Business**

1. Membership Drive – NACDEP 400 in 2020. Discussion
	1. Susan shared we would like to break 400 members in 2020. Susan is soliciting ideas. Charlie shared that at least 10 new members will join from planning committee. Ask a friend. Make sure that all member of CRD at your university should be at the conference. Share the value proposition and establish member value outside of the conference.
	2. Is there a tagline that we should use? Michael shared the member services committee will discuss this at the meeting on Monday. Would like to have anyone else with ideas to share and/or join. Arkansas is telling new hires about NACDEP as soon as they are onboarded. Nancy share that it’s key to tie it to professional development
	3. Tagline for NCACDEP is “we’ve found our people.”

**Comments and Announcements**

**Adjourn**

David made motion. Meeting adjourned at 1:05

**Next Zoom Board mtg. is December 20, 2019 at 12:00 Eastern Time**

Board meetings are by Zoom on the 3rd Friday of each month.

START TIMES: 9 a.m. (PACIFIC & AZ) ● 10 a.m. (MOUNTAIN) ● 11 a.m. (CENTRAL) ● noon (EASTERN)

**Strategic Plan focus areas:**

* Priority #1: Communication Strategy
* Priority #2: Member Engagement
* Priority #3: Financial Stability
* Priority #4: Committee/Board Structure and Function

Following is the schedule for the 2019-2020 Board:

2019

August 16

September 20

September 25-27 Retreat

October 18

November 15

December 20

2020

January 17

February 21

March 20

April 17

May 15

June 1 Annual Business Meeting