



National Association of Community Development Extension Professionals

## February 21, 2020 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>

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Meeting ID: 120 492 328**

### **Agenda**

- **Welcome/Call to Order** ~ *Susan Kelly*
- **Roll Call** ~ *Crystal Tyler-Mackey*
  - Susan Kelly
  - Adam Hodges
  - Amanda Perez
  - Crystal Tyler-Mackey
  - Russ Garner
  - Emily Proctor
  - Kristin Devlin
  - Nadine Sigle
  - Charlie French
  - Brent Elrod
  - Melinda Grismer
  - Katie Hoffman
  - Caroll Welte
  - Mike Dougherty
  - Michele Eley
  - Ricky Atkins

### **Approve Agenda:**

Amanda moved to approve agenda. Adam seconded. Approved

### **Minutes:**

Nadine moved to approve minutes. Amanda seconded. Approved



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## **Treasurer's Report:**

Filed

**Association Report:** Ricky reported spending a lot of time getting prepared for website change.

NIFA Report: Brent filed a report. Glad he could join today as demands are increasing on his time. Moving forward with NPL roles and making offers to about 18. Some will fall into the Youth, Families and Communities Institute. Building support for grants. Still about 40 NPL openings. Points to the need to do maybe another round of hiring. Limited capacity to onboard so working strategically on those. Blueprint included in Brent's report. 5 Themes:

Theme 1 - Sustainable Ag Intensification

Theme 2 - Ag Climate Adaptation

Theme 3 - Food and Nutrition Translation

Theme 4 - Value Added Innovations

Theme 5 - Ag Science Policy Leadership

CRD will have a role in all, but may be worth a deeper look and discussion on Ag Science Policy Leadership piece.

Kristen reported that National Behavioral Health Extension new effort. RRDCs doing multistate work.

- Finance Committee ~ *Daniel Eades*
  - Daniel not on call but filed a report. Susan reported on Daniel's exploration of other associations' efforts with year-round sponsorships.
  - Nancy not on call. Financial report filed. Ricky reported that he needs the full organizational budget as the one on MemberClicks is just conference budget. Daniel not on call.
  
- Communications Committee ~ *Melinda Grismer*
  - Working on videographer and uploaded estimates. Wants to discuss the decisions made to go with students, a professional with a "discount rate" or a professional with a full-price rate. Would like to have keynotes captured, maybe available in snippets publicly with full talk available to members only. Do we want to keep students engaged? Charlie said a push is being made at the university to get student volunteers and there's a student rate. A recommendation will be moved to New Business for the Board to vote on.
  - Committee working toward goal of reducing them being a "bottleneck" to communicating.
  -
  
- Marketing Committee ~ *Rebekka Dudensing*
  - Emily provided an update since Rebekka not on the call. A report has been filed.
  - Emily shared the draft brochure for NACDEP and is hoping to send it to Henry and Michele for both 1994 and 1890 feedback.



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- Suggestion made to create an insert (which Emily shared on the screen) so someone could create “on the spot” at the committee or other event
- Emily will send these to Susan for uploading to MemberClicks
  
- **Member Services Committee ~ *Michael Dougherty***
  - Don Albrecht slated to do next webinar on demographics and ..... The date is:
  - The first webinar was last month with Rachel Welborn and over 40 participants. A link to the video is posted on the NACDEP website, along with the slide deck and supplemental materials.
  - A next session may be NACDEP 101. Or a Tips and Tricks to using tools for community development work.
  - Looking to build on success on orientation for newcomers session last year. Refreshments were served last year. Do we have money set aside this year? Charlie said it's set to be in Gardener Room and Ricky can speak to a light refreshment.
  - If question is asked on the enrollment form about first time at conference, we can harvest the information and send a special email invitation to the orientation.
  
- **Resolution and Policy ~ *David Civittolo***
  - David not on the call
  
- **Recognition Committee ~ *Carroll Welte***
  - Carroll reminded of due date for awards applications (February 28). She made a push for more applications. A review panel is in place.
  
- **Development Committee ~ *Notie Lansford***
  - Notie not on call
  
- **Historian Report ~ *Stacey McCullough***
  - *Stacey not on call*

### **Ad Hoc Committee Reports**

- **State Chapter Management and Value - Trudy Rice**
  - Not on call
  
- **Membership – Crystal Tyler-Mackey**
  - No report as there has not been an additional meeting
  
- **Diversity and Inclusion – Michelle Eley**
  - Is reaching out to 1890 members for input; will be scheduling another meeting with ad hoc committee. Will also solicit input on brochure.
  - Amanda suggested adding a discussion about these efforts to regional meetings at NACDEP conference
  - Michele may be looking for a way to pull together CRD people at the 1890 systemwide meeting in June. Adam will be there and there will be a NACDEP table. Michele believes there will be a lot of members there.
  - Emily asked if there will be an opportunity for land acknowledgment at the conference. Also asked about opportunities to work further with/bring forward needs from tribal colleges and communities. Charlie noted there is a diversity



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and inclusion track. Also the opening panel discussion will include representatives from local tribal members.

### Updates from the Regions & Partners

- Northeast ~ *Mary Peabody*
  - Not on call
- North Central ~ *Brian Raison*
  - Not on call
- Southern ~ *Amanda Philyaw Perez*
  - Amanda joined Southern CRD leaders call and encouraged awards nominations and challenged each to recruit 2 new (or rejoining) members for conference.
  - Amanda and Crystal will be sending out a call to program leaders, state chapters, and NACDEP members to video (in progress) programs as an overview of “This is NACDEP” to show the type of work done and market NACDEP. Amanda asked for a short 30-second video of what you’re doing or the type of work done “in the field.” Think like you’re doing a 30-second social media post.
- Western ~ *Katie Hoffman*
  - Western region has been visiting via email with membership renewal reminders, promoting webinars and member recruitment. She’s updating listserv. Encouraging awards nominations. There’s an unofficial NACDEP state chapter and they did a state-level awards process.
  - 2021 Conference Planning Calls ongoing.
  - Uploaded a report with brainstormed ideas to encourage continued NACDEP membership. Katie solicits ideas/input.
  - Will get these ideas to Emily.
  - Susan reminded to add Melinda as incoming president to the 2021 conference planning committee.
- 1890 ~ *Michelle Eley*
  - No new report, but see previous report under diversity and inclusion.
  - Will work on some featured programming highlights for the newsletter.
- 1994/FALCON ~ *Yvonedda (Henry) Thompson*
  - Not on call
- Joint Council of Extension Professionals (JCEP) ~ *David Civittolo/Susan Kelly/Adam Hodges*
  - Susan said she and Adam were at JCEP. It was successful with a small but mighty NACDEP group.
  - Idea emerged about NACDEP hosting “working groups” – although that may not be the proper terminology. These would be topical and could take multiple forms, including a “TweetUp” or some other idea. The ask is for specific topics that can be discussed with others in the same space. Please email ideas to Susan. Amanda said at regional meeting there was a request for a format for those opportunities. People have tended to do them informally at the conference.



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- Adam reminded that we discussed this at the board retreat via an online format for Webchats
- eXtension is moving away from supporting COPs. This may be a place for NACDEP.
- MemberClicks has a format for starting “circles”
  
- Journal of Extension ~ *Jamie Rae Walker*
  - Not on call
  - Susan reported that Jamie Rae did a successful session on how to write a JOE article.

### Conference Reports

- PILD Conference 2020 ~ *Russ Garner/Nadine Sigle*
  - April 5-8, 2020. Committee met yesterday. Early bird registration is ongoing. Russ uploaded the draft agenda.
  - Keynote is Dr. Jermaine Davis. Lunch speaker is Dr. Angle. Closing is Dr. Marshall Stewart
  - Association night out – Nadine, Russ and Crystal can work together on dinner
  - Bob can share with Russ who is registered that are NACDEP members.
  
- 2020 Annual Conference May 31 - June 3 Portsmouth, NH Rich Past Vibrant Future ~ *Charlie French/Adam Hodges*
  - There are 2 pre and 2 post sessions. Presentations should be finalized by the end of the month. Registration should open March 2. Very early bird, early bird and regular rates are set.
  - Sponsorships are going well and the committee is working with Ricky.
  - A push for student involvement. Being mindful of space constraints.
  - Adam is working with the marketing and promotion of the conference. Tailored marketing to various components of the program in a consistent format across various media. It will be sent out on Mondays and there's a set schedule.
  -
  
- 2021 Conference – *Katie Hoffman*
  - A tentative theme has been selected for approval at March 3 for a vote. Meeting with U of Idaho to solicit funds to support the conference. Committee chairs are in place. Mobile workshops are being explored. In process of developing marketing piece to have at 2020 conference.
  
- ELC Conference 2020 – *Susan Kelly/Adam Hodges*
  - Going to Kansas City for next meeting.

### Unfinished Business

1. None

### New Business

1. Letter to NIFA requesting Brent Elrod as NACDEP liaison - Susan/Adam
  - a. Susan reported that Bill Hoffman (NIFA) responded to her compliment about Brent and his support for NACDEP by saying we should submit a letter.



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- b. Susan proposed writing letter to NIFA requesting a letter requesting a liaison to NACDEP, preferably Brent.
  - c. Amanda made motion. Adam seconded. Approved.
2. Communications
- a. Proposed for videographer at the conference will go with 3 students for total \$1500 contract. Adam noted it provides content for our future marketing. Susan called for board vote. Motion approved.

### **Comments and Announcements**

None

### **Adjourn**

Meeting adjourned at 1:34 pm

**Next Zoom Board mtg. is March 20, 2020 at 12:00 Eastern Time**

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

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### **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