



National Association of Community Development Extension Professionals

September 15, 2023 Board Meeting
12-1:30 p.m. ET

Join Zoom Meeting

<https://us02web.zoom.us/j/89378200557?pwd=NU05eU5nclIyb2RGVXkxQi90bWQwQT09>

Agenda

- **Welcome/Call to Order** ~ *Crystal Tyler-Mackey (12:02 PM ET)*
- **Roll Call** ~ *Michael Dougherty*
 - Crystal Tyler-Mackey, President
 - Michelle Eley, President Elect (joined 12:20)
 - Rebekka Dudensing, Immediate Past President
 - Daniel Eades, Treasurer
 - Michael Dougherty, Secretary

 - Scott Slattery, Northeast Regional Rep
 - Hunter Goodman, Southern Regional Rep
 - Jan Steen, North Central Regional Rep
 - Juliet Daniels, Western Regional Rep
 - Henry Thompson, 1994 Regional Rep

 - Craig Carpenter, Finance Committee Chair
 - Jaime Menon, Communications Committee Co-Chair (departed 1:15)
 - Tanya Lamo, Marketing Committee Co-Chair
 - Donna Rewalt, Marketing Co-Chair and ELC Planning Committee Representative
 - Nicole Walker, Member Services Committee Co-Chair (departed 1:10)
 - Charissa Puryear, Member Services Committee Co-Chair (departed 1:15)
 - Tamara Ogle, Awards Committee Co-Chair
 - Eric Walcott, Awards Committee Co-Chair (left early)

 - Rachel Welborn, RRDC Representative (departed 1:15)
 - Bo Beaulieu, CDS Representative (departed 12:50)
 - Jamie Rae Walker, JOE Representative (joined 12:15, departed 12:50)
 - Ramona Madhosingh-Hector, PILD Planning Committee Representative
 - Erin Ling, PILD Planning Committee Representative (departed 1:00)
 - Nate Peterson, 2024 Conference Committee (joined 12:20, departed 1:20)

 - Ricky Adkins, NACDEP Executive Director
- **Agenda** ~ *Chrystal Tyler-Mackey*
 - Rebekka moved noted agenda needed to be amended to include an board vote to officially approve Hunter as the Southern Regional Rep.
 - Rebekka moved to accept the amended agenda. Juliet seconded. Agenda approved as amended.



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- **Approve Minutes of the Last Meeting ~ Michael Dougherty**
 - Michael noted the minutes needed to be amended to include Donna's role as Marketing Committee co-chair.
 - Daniel moved to approve as amended. Rebekka seconded. Minutes approved as amended.

- **Treasurer's Report ~ Daniel Eades**
 - Report uploaded to Member Clicks.
 - No real difference (from last month). Have about \$198,000 in assets, \$54,000 in the endowment – No real change.
 - Current expenses of \$36,000 are in line with expected, with another \$16,000 to \$18,000 expected.
 - Working to get budget documents to the Houston conference committee.
 - Juliet moved to accept the report. Jan seconded. Report accepted.

- **Vote on Hunter (southern Regional Rep)**
 - Rebekka moved to appoint Hunter as the Southern Regional Rep. Juliet seconded. Motion to appoint approved.

- **The Association Source ~ Ricky Atkins, NACDEP Executive Director**
 - Uploaded report and rosters. Two more members to bring the total to 390.
 - Did a site visit to Charleston, WV (2025 conference). Need to sort out any thought of a joint conference (with CDS) – which was not recommended. Juliet asked why. Ricky said administrative nightmare, but it is doable with an MOU. Both times in the past (2016 with ANREP in Burlington, VT and 2017 with CDS in Big Sky, MT) were a little difficult. Also thought we would be able to do well on our own in Charleston, WV.
 - Bo noted a joint conference came up in board meeting. Recognized the fiscal challenges. CDS is open to it. One option would be a one-day overlap with separate registrations which would provide opportunity for collaboration and allow people go to both. That would make the fiscal issues less challenging. Want more info on cost of meeting.
 - Ricky said that a joint conference is doable. Lot of work on front end to get an agreement that works for everyone. Sharing even one day means sharing a lot of things. Asked if CDS had a meeting planner.
 - Bo noted CDS just lost its Executive Director and is hiring a new person who it looks to have in place by October 1.
 - Ricky noted that last time CDS hired him to be the meeting planner (for the joint conference).
 - Juliet asked about profit on shared conferences. Ricky said the profit amount would be like it normally was – the conferences have more people, but you also have to split the profit. That is done on a percentage basis. Everything “washes out” but it is just not fun administratively.
 - Daniel pulled up previous budgets and found that the 2017 conference with CDS about out in the “red” (lost money). Offered to check and answer questions. Rebekka added that historically the conference came out in the “red” for several years during that time, so it was not just joint conference issue which Daniel confirmed.



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Partner Reports

- NIFA liaison ~ *Sarah Rocker*
 - Not present. No report.
 - Rachel said Sarah likely at NEAFCS. Crystal confirmed.

- Regional Rural Development Centers Report – SRDC – Rachel Welborn
 - Western – Exec Dir Don Albrecht retiring. WRDC has proposals for moving host institution (from Utah State). Two being considered. Hope to finalize this fall.
 - Northeast – Hosting virtual digital equity summit on Sept. 19.
 - Southern – Board meeting next week to plan for FY24. Launched training for Heirs Property in October in Atlanta. Exploring possibility of reigniting CD 101. (Foundations of Practice). Small group looking at it. One option is to do in tandem with NACDEP next year.
 - Crystal noted there was interest in sending people from VA to NACDEP for CD 101 if that is a possibility.

- Community Development Society (quarterly) ~ *Bo Beaulieu*
 - Had annual meeting in Portland in July. Made a profit. As CDS Treasurer, confirmed Society was in the “black” last year and expect to be so again this year. CDS is back post-pandemic.
 - Open to having Local Development and Society to highlight important papers that came out of June conference. Or if NACDEP would like to organize a special issue, open to that as well.
 - If NACDEP does not think 2025 right for a joint meeting, CDS would be interested in discussing 2026. Might be possible to have back-to-back meeting as well (referencing previous discussion).
 - Added in chat that 2024 CDS Conference is in Omaha, NE.

- **Marketing Recommendations for Consideration** – Logo, Website, New committee Marketing/Comm Comm/Member Services collaborative team ~ *Tanya Lamo/Donna Rewalt (marketing)* ~ *Jaime Menon/Gwynn Stewart (Comm Comm)* ~ *Nicole Walker/Charissa Puryear (member services)*
 - Tanya realized roles fuzzy when met during conference. Wanted to have collaborative meeting with chairs. One thing that came out was updating logo. To spark ideas and see what possibilities exist, put together some examples.
 - Several examples had people around a center point. Several had light bulb at their center. Also compared them to existing logo. Tried to work the new images into the existing format as well. (Examples in Member Clicks). Noted that multiple colors become costly to screen print.
 - Suggested to share a couple of favorites with a graphic designer to have them professionally done. Conference committee would like to do a one-pager. Conference PR materials need to be ready by mid-October. Don't know if that new logo will be possibility for that.
 - Donna added current logo does not speak to who we are now. It also looks dated – not appealing – to draw new people to NACDEP. Logos that are remembered have stronger imagery and color – while current one looks corporate.



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- Bo thinks current logo was done by Mississippi State communications office (after 2002 Orlando CRED meeting before NACDEP founded). Developed quickly and inexpensively. Agreed time for a change. Came about in an effort to get a free design. Tanya appreciated hearing that since could not find history. Donna appreciated demystifying history of current logo. Michelle remembered having a couple of iterations to choose from and then making final decision (to decide on the logo). Some had the words being different and there was a circular one. Also wondered about process to be used to decide from the suggestions.
- [Nov. 18 2003 minutes noted a basic draft of a NACDEP website was discussed. It was decided that there should be an effort to get a site available for early marketing. A discussion of a NACDEP logo led to a decision to ask each of the RRDC's to provide ideas that would be then be reviewed for approval. Each RRDC was asked to get ideas to Bonnie no later than December 5. A website committee was formed with the following individuals named to the committee: Bonnie Teater, Rod Howe and Walt Whitmer.]
- Tamara thanked everyone who worked on that, noting it was better than what could have gotten from graphic designers and would not encourage spending too much money to refine. All are good options. Donna noted that if you have a good concept, usually not too expensive (to have it refined by graphic artists). Jamie suggested the possibility of making the redesign part of a micro-internship. Ramona posted in the chat about using "Fiver" or "Logotournament" (free-lance services). in the chat. Donna asked about money available. Crystal noted there was no mention about it in the bylaws but would have to vote on budget implications. Daniel suggested getting different estimates, see how much it would cost, then take a vote, adding that there should be excess money be able to do this. Tanya asked if should get budget estimates to continue. Daniel reiterated his suggestion.
- Rebekka suggested putting a in the next newsletter a link to a survey for input before going out to designers. Donna said could do both at same time (cost estimates and design work). Rebekka suggested a touch base with the membership; learned with logo contest a few years ago that people have strong opinions. Crystal noted Jamie's chat post with upcoming newsletter dates (Calls for articles on Sept 19 & Sept. 26. Submission deadline on Oct 3 Publication on Oct 10). Decided that Tanya will put the materials together and Donna would narrow things down. Tanya said four to five designs for the survey, noting it would not take long to do. Tamara suggested distinct concepts rather than variations within them. Crystal suggested three variations for the newsletter with quick board review for comments before publications. Also reiterated Donna's thought about getting cost information.
- Next, Tanya discussed NACDEP New Year. Event has evolved into more internal connection event. Marketing has been charged with it– but does not feel like right focus for external-focused group (the assignment for the Marketing Committee). Also become of time, made it difficult to do recruitment and organizational partners. Overall, feels like good opportunity for professional development (PD). Recommending forming a PD Committee – perhaps ad hoc – to lead this charge. No one is currently working on event for 2024. Perhaps should consider some version of the conference for this year. Wanted to get board input.



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- Nicole noted that a PD Committee would split some of the things Member Services does now. Committee is doing professional development Doing to show value of dues (membership). Some things make sense for Member Services while some things PD Committee that could keep committee busy.
- Donna also wondered if NACDEP New Year is something people still want. (A smaller event this coming year) would enable us to gauge that. Crystal noted these are high value pieces and the event could focus on awards/recognition, which has not been part of this conversation. Committee has been involved in getting award winners and talking about award submission – which is important given updated awards process this year. Tamara reported this discussed at last Recognition Committee meeting. Said committee could do a short webinar if no NACDEP New Year. Important to get word out about changes. Donna said NACDEP New Year could be a webinar about awards.
- Crystal stated that last year also had valuable facilitated conversations in regional meetings at NACDEP New Year led by DEI Committee. Michelle confirmed got valuable input at those meetings. NACDEP New Year also has been a precursor to annual conference. Opportunity to make announcements, highlight some things. Building up enthusiasm to come together face-to-face. Valuable since so many announcements made at that time (submissions, awards, etc.). Also, can gather input about changes on brand. But takes a dedicated crew to make it happen.
- Ramona said it helps people reconnect with the group and is a way to get leadership front-and-center. It generates interest. Able to have regional meetings afterwards as well, which do not happen that unless time built in to have the regional reps convene those meetings.
- Michelle suggested soliciting input from previous NACDEP New Year co-chairs. Get people to serve in this capacity. Find ways to engage people who may not be plugged in at this time. Rebekka offered to work with Erica and Tamara to put together a scaled-back version of NACDEP New Year for 2024. Would put a call in the newsletter. Would absolutely reach out to past chairs. Also provides an opportunity to see if people want NACDEP New Year. Tamara noted focusing on what we want to get out of the event is important. Pare it down by focusing on fewer award winners but more in depth – or maybe it is important to highlight all. That part of the session did not have its objectives defined well. Crystal said this would be an opportunity to gain clarity and document value members getting from NACDEP New Year. Added it would be good not to skip a year and it provides an opportunity to promote the conference. Several people volunteered to help work on NACDEP New Year in the chat.
- To close, Tanya discussed the website. The group wants to refresh website. Wants to stay with Member Clicks. Noted there are updated fresher versions / new templates we could switch to. Along with the new logo, as new (refreshed) website could help with recruiting. Wondered what budget would be if approved the board. Ricky said some cost information available as NACDEP did some of this 3-4 years ago when with latest redesign that allowed people to view website on different devices. Since the change would just be to a new style, it would probably just a cost to change templates.
- Tanya closed by saying that if anyone has thoughts/ideas, share with the team working on these issues.



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

- Finance Committee ~ *Craig Carpenter*
 - Nothing to report. Sounds like we have been given work to do.
- Diversity, Equity & Inclusion (DEI) Committee ~ *Michelle Eley/Lupe Valtierra/Liza Hinz*
 - Michelle said committee did not meet. In light of (above) discussions, we will be visiting the three committees (Marketing, Comm-Comm, and Member Services).
 - Will have a report next time.
- Communications Committee ~ *Jaime Menon/Gwynn Stewart*
 - Jamie reminded everyone newsletter is coming up.
 - Met with Prairie View team about videography. Shoutout to Nate. Unlike anything we've had before. Melinda will move forward with budget proposal. Not sure if it is within existing budget or additional funding.
 - Noted that Latoya Scott will be conference committee liaison. Also working with Nicole from Member Services on conference newcomer sessions. Will get that information out.
 - Next meeting is Oct. 6 at 3 pm ET.
- Marketing Committee ~ *Tanya Lamo/Donna Rewalt*
 - Tanya reported working on updating pamphlet. Trying to get higher quality, professional images.
 - Strategizing reaching new members. Reaching other organizations about NACDEP.
 - Next meeting is Sept. 22 at 2 pm ET.
- Member Services Committee ~ *Nicole Walker/Charissa Puryear*
 - Charissa reported committee met Sept 6. Discussed the Wednesday Webinars. First session scheduled for Oct. 11. Contacting poster presenters from conference. Start with them before opening that before opening a call for presentations.
 - Had discussion about conference scholarships, specifically what kind of money is available for them. Also looking at creating a list for members on where else to look for funding.
 - Next meeting is Oct. 6 at 10 am ET.
- Recognition Committee ~ *Eric Walcott/Tamara Ogle*
 - Tamara said report was posted.
 - Committee updating and shifting documents to on-line submission.
 - Finalized timeline has award submission open from Dec. 4, 2023 to Feb. 15, 2024.
- Nomination/Policy & Procedures Committee ~ *Rebekkah Dudensing*
 - Hope to have multiple people running for offices – working on that.
 - Found bylaws on-lines out of date. Going through old minutes to get updated on-line soon.



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

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

- Northeast ~ *Scott Slattery*
 - Will upload report later today.
 - Sent email to set up regional meeting in early Oct.
 - Digital Equity summit coming up soon. NH doing digital equity plan for state.
 - Working with Charlie French on core-competency training for CD.
- North Central ~ *Jan Steen*
 - Been working on planning October meeting.
 - Nothing since August meeting.
- Southern ~ *Hunter Goodman*
 - Working on getting regional meeting scheduled for South.
 - Holding event with Jeder Institute from Australia on community building on Nov. 2-3. Will be getting out details.
- Western ~ *Juliet Daniels*
 - Delayed meeting from October to November.
 - Working with regional center to put out survey on needs.
- 1890 ~ *Iris Crosby*
 - Not present. No report.
- 1994/FALCON ~ *Henri Thompson*
 - First Americans Land-Grant Consortium (FALCON) conference Oct 13-15. Said it was great to have board members last year
- Joint Council of Extension Professionals (JCEP) ~ *Rebekka Dudensing/Crystal Tyler-Mackey*
 - Rebekka said there was no report.
- Journal of Extension ~ *Jamie Rae Walker*
 - Had to leave. No report
- ELC ~ *Donna Rewalt/Karen Tanner*
 - Donna talked about NACDEP role in conference which is Feb. 14-15, 2024 in Tampa. Proposals due Oct. 13. Three types: 20-minute skill-building session; 45-minute training workshops, and Posters.
 - In wait-and-see period. Can send something for the newsletter. Note that conference registration not yet open but you can reserve accommodations.
 - Donna said needs committee access in Member Clicks.



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- PILD ~ *Ramona Madhosingh-Hector/Erin Ling*
 - Ramona dropped notes in chat.
 - Talked about on-going restructuring and updating of PILD.
 - RFP committee updated abstract criteria to include an element focused on volunteerism to make it relevant for states that bring advisory members and/or other volunteers to PILD to learn about advocacy.
 - Will be meeting to discuss keynote and capnote speakers – usually fourth Monday of each month.
 - Only have 20-minute and 45-minute sessions for submissions – no posters.
 - Note that registration is not yet open. But if attending, conference will be at Hyatt in Crystal City and attendees should book rooms there.
 - Ramona said needs committee access in Member Clicks as well. Ricky said would add Donna and Ramona. Tamara asked in chat that Eric be added to the Recognition committee access.

Conference Reports

- 2024 Conference – *Jimmy Henry/Nate Peterson/Talia Washington*
 - Nate reported making significant progress.
 - Report will be loaded today.
 - Asked if Oxford Abstract will be used for sessions submissions. Ricky said could renew. Nate asked if any other options. Ricky said been using 5-6 years and it was better than a piecemeal process.
 - Nate asked if conference committee chairs/co-chairs would be at retreat. Ricky said could get 15-16 people in the meeting room. Just let me know how many you have and we will get some extra chairs for people to sit in.
 - Nate said next meeting is Sept. 23 at 1:30 ET. Crystal asked Nate to drop email in chat so people could get in touch (npeterson@pvamu.edu).
 - Tamara noted there was a cost-savings when NACDEP switched to Oxford. Suggested reaching out to those who have used it previously. Nate said working with Kris Parker.
- 2025 Conference - *Rebekkah Dudensing*
 - Ricky reported that once we know about any sort of joint venture, we can reach out to hotel.
 - Crystal said would like to have some time at retreat to discuss that.

Old Business -

New Business-

- Revisit discussion and motions regarding Collaborative Team recommendations:
 1. New committee
 2. Logo revision
 3. Website update
 - Crystal noted some action items discussed earlier on these.
 - No other action taken.
- Ricky asked for board members to send check-in and check-out dates for retreat if attending. Travel to Houston on Oct. 18; meetings on Oct. 19; regular board on Oct. 20.



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Announcements

- Next meeting – October 20, 2023

Adjourn

- All items on agenda covered/completed.
- Meeting adjourned at 1:33 p.m. ET.

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

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