



**National Association of Community Development Extension Professionals Board/Committee Chairs
MINUTES**

Friday, November 17, 2017

START TIMES: 9 am (PACIFIC & AZ) / 10 am (MOUNTAIN) / 11 am (CENTRAL) / noon (EASTERN)

Welcome/Call to Order

David Civittolo

Introductions/Roll Call

Suzette Barta

Trudy Rice

Kelly Nix

David Civittolo

Suzette Barta

Nancy Bowen Ellzey

Brian Raison

Mary Peabody

Susan Kelly

Laura Ryser

Adam Hodges

John Phillips

Ricky Atkins, Executive Director

Committee Chairs/Liaisons also in attendance:

Kevin Andrews

Steve Burr

Michael Dougherty

Brent Elrod

Mary Emery

Julie Fox

Laura Fuller

Melinda Grismer

Stacey McCullough

Rebecca Sero-Lynn

Peggy Schlechter

Dave Shideler

Mark Skidmore

Michael Wilcox

Approve October minutes

Motion to approve by: Dave Shideler. Second by: Nancy Bowen Ellzey. Motion Carried.

Accept Treasurer's report and file: Nancy Bowen Ellzey

Nancy posted the October 2017 Financial Report. We are finally at a place where all conference income and expenses have been realized, and we are looking at a net profit of a little over \$13k from the conference. A few membership dollars have also trickled in, helping our bottom line. After a conference split check to CDS has cleared, we'll still be a little over our total assets balance from last year at this time. We are staying under budget on almost all line items. Since many conference expenses were bundled within just a few line items on the budget vs. actuals report, by next month, we want to show how these expenses flesh out. That will help us (the Finance Committee) develop a draft budget for board review by December.

Motion to accept by: Laura Ryser. Second by: Susan Kelly. Motion Carried

Board Report: David Civittolo

The Board is following the playbook. Trudy working on PILD Conference, Kelly on nominations, David on 2018 conference, and Nancy on financials.



Committee/Liaison Reports

Natl. Institute of Food & Agriculture (NIFA): Brent Elrod

- Budget: NIFA's continuing resolution will expire on Dec 9. Both the Senate and the House have passed a version of the budget. The Regional Rural Devel Centers are currently written in with \$2 million by the Senate and \$1 million by the House. NIFA is working on a FY19 budget submission.
- NIFA's leadership will term out in May 2018. Brent expects an "acting director" to be appointed. This will likely impact our ability to gain the ear of the Secretary.
- Brent recognized Stacey McCullough for her contribution to the NIFA Listens session on behalf of NADCEP, saying that she "represented up well."
- A \$5 million grant program for Enhancing Opportunities for Military Veterans should open on Monday. It is targeted at non-governmental agencies. Brent will host a webinar for potential applicants on December 13, 3pm (Eastern).
- There is an SBIR Initiative currently working in 8 states (Utah, Nevada, Pennsylvania, West Virginia, Ohio, Missouri, Florida, and Alabama) specifically chosen for their lack of success in receiving SBIR funds. Two states per region.
- The Ag Outlook Forum is scheduled for February 22-23 at the Crystal City Marriott. A workshop proposal has been submitted. (Topic is "Rural Prosperity.")
- The Ag and Rural Prosperity Taskforce reported to the Administration at the end of October. The Administration will revise and release at the time/place of the President's choosing. There is a section about land-grant contributions, but no specific examples.

Regional Rural Development Centers Rep. (Combined with NIFA report)

North American Food Systems Network (NAFSN): Susan Kelly

A leadership meeting will be taking place at 2pm. There will be a change in leadership. Susan will be looking for someone else to serve as this liaison next year.

Member Services Committee: Peggy Schlechter emailed her report.

- Luggage Tags: The luggage tags created a level of buzz and gave another opportunity to promote ourselves and plug our committee. Some ideas to sell remaining luggage tags: 1.) Encourage people to purchase them to use on their luggage as they arrive in Cleveland. They should be inexpensive to send out and we could add postage to the cost. Can that be done from Ricky's office? 2.) Committee members sit at the registration table as members arrive, greet and welcome members to the conference and ask them right away to purchase luggage tags. 3.) Remind members that we are selling luggage tags to sell to help raise funds for registration scholarships.
- New Member Orientation: The orientation at the 2017 conference went well. For next year we would like to provide light snacks such as popcorn, nuts, or chex mix. Snacks on the table make an event appear more welcoming. We would like the board to factor the snacks into conference planning. We would also like \$500 for promotional materials (a nice NACDEP info piece along with committee information and a "tear off" piece so members could mark which committees they are interested in and we could forward that to committee chairs) and amenities for those attending new member orientation. Maybe also make a sign to have at the registration table to remind first time attendees about the orientation.
- Scholarships: We reviewed the 2017 scholarship application form and suggested revisions. Last year we had \$1000 for scholarships. This year we would like to increase that so we could provide 5 full registration scholarships. Assuming registration is \$450, we would need \$2250. We also need to know when early registration ends as we need to have scholarship recipients selected prior to that so they can register at the lower rate. We would also like to have some kind of celebration recognizing scholarship recipients as that would also create awareness and hopefully lead to more interest in bidding more for silent auction items, purchasing luggage tags, etc.
- A budget request for this committee was submitted as was a draft of the 2018 scholarship form.

Communications Committee: Melinda Grismer

The committee is preparing for our next conference and has been discussing 5 topics:

1. They are working on a call for proposals and would like to be able to link proposals to updated profiles on the website.
2. They would like to offer a “Welcome” event on the opening evening of the conference.
3. Videography—particularly of the keynote and capstone addresses is being planned. Can the cost of this be imbedded in the conference budget?
4. Social media for the conference will include “Aha! Moments.” For example people would share their take-aways from a session and use the hashtag #AHAMoment
5. They would like to be more intentional about hosting the tabletop discussions.

Marketing Committee: David Shideler

Dave would like input from the board on 2 topics:

1. Should we revisit the new logo idea? Susan firmly said, “Yes.”
2. The committee likes the idea of setting up a “video booth” where people would “jump in” and record a 1-2 minute sharing what they had just learned. It works very well with comm-comm’s Aha! Moments. They would also want to video the award winners. Dave believes this can be done at minimal cost. The only cost would perhaps be a banner to hang as a backdrop.

Board comments: David thinks that space should be available. Suzette offered support. Melinda (Comm-Comm) suggested paying a videographer and the two committees could share the cost. Michael Dougherty commented that videoing the winners would help the Recognition Committee. Susan thought we also needed to invest in a Tweet Wall.

Finance Committee: Steve Burr

The Finance Committee will work to submit a 2018 budget. An informal spot audit will be initiated in 2018. We will also hold a formal audit in the upcoming year. The cost of this is not expected to exceed \$6,000.

Nominations Committee: Kelly Nix

Kelly reported that we have a full slate of officers on the ballot. The voting period will continue until December 13. Kelly will report on winners at our next board meeting on December 15. Everyone is encouraged to vote.

Journal of Extension Reported via email Mary Emery

We still need reviewers! And, we are looking for some good commentaries.

2017 Statistics

- Submissions Received (as of 11/15/17): 226 (down from 253, November 2016)
- Number of Articles Awaiting Publication: 28
- Articles Published in August 2017 JOE: 28 total—1 Editor’s Page, 1 Commentary, 7 Feature, 3 Research in Brief, 6 Ideas at Work, 10 Tools of the Trade

Results of Editorial Reviews

- Submissions: 44% advanced, 37% returned for revision, 20% rejected
- Post-Editorial-Review Revisions: 87% advanced, 7% returned for further revision, 6% rejected*
- Post-Peer-Review Revisions: 76% advanced, 13% returned for further revision, 11% rejected**

*Rejections include manuscripts rejected because author failed to return revised manuscript by deadline.

**Rejections include manuscripts rejected because author failed to upload advanced manuscript by deadline or return revised manuscript by deadline.

PILD Conference 2018 Rebecca Sero-Lynn

Rebecca reported that the committee met last week. Proposals have been submitted and two keynote speakers chosen. They are planning on a Post-PILD event in conjunction with SRDC. The National 4-H conference will be there at the same time and they are considering some way to bring the two groups together.

JCEP Leadership Conference 2018 Trudy posted a report.

Recognition Committee: Michael Dougherty posted (and presented) a report.

2018 Awards Cycle Set to Begin

- Preannouncement in December newsletter (Combined with recognition of 2017 winners)
- Only minor, technical changes for 2018
- Same categories and process as past several years

Committee Discussing Future Awards

- Using modified Delphi process on five-year trends shared
- Any future changes would be brought before board for approval

Development Committee: Michael Wilcox/ Stacey McCullough

The committee would like to have an end-of-the-year push to request donations to the endowment.

There was some discussion at this time about the Funds Transfer that is supposed to take place but has been tabled by the board because of issues of clearing the budget from the joint conference.

2017 Annual Conference w/CDS Wrap up: Ricky Atkins

It was successful.

2018 Annual Conference-Cleveland, OH: David Civittolo

David reports that Ohio State is working hard on the 2018 Conference. Call for proposals should go out no later than December 1.

2019 Annual Conference – Asheville, NC: Susan Kelly and Ricky Atkins

Ricky reported that he should have a draft of the hotel contract by Monday and negotiations will begin.

Historian Report

Kevin Andrews – No Report

Updates from the Regions & Partners

Northeast

Mary Peabody – No Report

North Central

Brian Raison – No Report

Southern: Susan Kelly noted that she is proud of the representation in the slate of officer nominations.

Western: Laura Ryser posted a report.

There was no direct correspondence to the Western roster in this last month. At present, 14 members have responded to the survey and are on the map. I still need to create a legend in the sidebar of the map.

- Survey can be found at https://wsu.co1.qualtrics.com/jfe/form/SV_7alb22sNTq2Mbs1
- Map can be found at <https://arcg.is/80m1C>

1890

Adam Hodges – No Report

1994/FALCON: John Philips reported that they are wrapping up from their annual conference in Washington D.C. Conference attendance was about 150.

Joint Council of Extension Professionals (JCEP): Kelly Nix reported that board committees are newly in place and that there will be no November meeting due to the holiday.



Update from TAS : Ricky Atkins presented and posted a report.

Since the last board meeting the NACDEP National Office (TAS) has engaged in the following scope of work.

Finance:

TAS has reconciled financials for September and sent to the treasurer for their report.

TAS continues to monitor all accounts receivable and payable for the association

Membership:

TAS is currently processing Membership renewals for the 2017 membership year. 335 members have renewed through the online renewal system.

Communications:

TAS has worked with Trudy to get information regarding JCEP 2018

Web:

TAS has updated the leadership and committee pages

TAS has transitioned the 2016 conference web pages to Past Conferences and added the 2018 conference in Cleveland and the JCEP conference to the Calendar

TAS has created a landing page for the 2018 Conference

2017 Conference

TAS has initiated the conference e split and attended the final conference financials call

2018 Conference

TAS attended the face to face meeting in Cleveland at the Renaissance hotel and has seen most of the meeting space

TAS attended the Jolly Trolley tour of Cleveland too see if it is a good fit for MLW's at conference

TAS created an Association Manager Playbook and sent to the Executive Committee.

Unfinished Business

1. **Funds Transfer:** The Treasurer and Finance Committees will work together to bring a recommendation before the board. Nancy will coordinate.
2. **Proposed Posting of Proceedings from 2017 Conference:** Ricky reported that videos from 2017 conference could not reasonable be uploaded through our Member Clicks website due to their size. The cost of doing so would be prohibitive. He suggested utilizing a YouTube Channel, but the board will need to consider the investment that will be required for videography in the future.

New Business

NIFA Listens should be viewed as a way to "make some noise" about the relevance of Community Development/Community Vitality. Stacey McCullough was the only speaker representing NACDEP at the recent session. We have until December 1 to submit written comments to the NIFA Listens website. Stacey encouraged everyone to get involved.

Comments and Announcements

Brent Elrod shared that ERS is hosting (today) a webinar "Rural America at a Glance."

Adjourn Motion by Dave Shideler. The meeting was adjourned at 12:09 PM (Central).

Next Board mtg. is December 15, 2017 at 11:00 Central Time