



National Association of Community Development Extension Professionals

October 19, 2018 Board Meeting

Agenda

- **Welcome/Call to Order ~ David Civittolo**
 - Called to order at 12:03 p.m.

- **Introductions/Roll Call ~ Michael Dougherty**
 - David Civittolo, President
 - Susan Kelly, President-Elect
 - Trudy Rice, Immediate Past President
 - Nancy Bowen Ellzey, Treasurer
 - Michael Dougherty, Secretary
 - Mary Peabody, Northeast Regional Rep
 - Amanda Philyaw Perez, Southern Regional Rep
 - Laura Ryser, Western Regional Rep
 - Adam Hodges, 1890 Rep
 - Stacy McCullough, Historian
 - John Phillips, Member Services Committee Chair
 - Notie Lansford, Endowment Committee Chair
 - Daniel Eades, Finance Committee Chair
 - Rachel Welborn, RRDC Rep, PILD Committee Rep, & Recognition Co-Chair
 - Ricky Atkins, Executive Director

- **Approval of the agenda ~ David Civittolo**
 - Nancy Bowen Ellzey moved, Susan Kelly seconded. Approved.

- **Approve September 21, 2018 Minutes ~ Michael Dougherty**
 - Mary Peabody moved, Amanda Philyaw Perez seconded. Approved.

- **Treasurer's report accept and file ~ Nancy Bowen**
 - Reports posted to MemberClicks.
 - Current balance about \$150,000. Net income down a little this year (about \$12,000 at present, could be \$18,000-\$20,000 at end of year). Most expenses (line items) looking good. Will provide detailed information on financial picture at December retreat. Looking to Finance Committee for recommendations. Investment policy revised and reposted for review with dissolution clause.
 - Laura Ryser moved, Michael Dougherty seconded. Approved.

- **Executive Committee Report ~ David Civittolo/Trudy Rice/Susan Kelly**
 - No report.

- **The Association Source ~ Ricky Atkins, Executive Director**
 - Report posted to MemberClicks.
 - Two memberships this month – not sure if new memberships or renewals. Contract for retreat renegotiated (to reflect date change).
 - David Civittolo: Plan to discuss conference tour plans at the retreat in December. Also talk about cost of membership and what we have to do to make NACDEP financially solvent

Partner Reports

- National Institute of Food & Agriculture (NIFA) ~ *Brent Elrod*
 - Not on call. Report posted to MemberClicks.
- Regional Rural Development Centers Rep. ~ *Rachel Welborn*
 - Continuing to work on national issues with ECOP. Include Coming Together for Racial Understanding (<http://srdc.msstate.edu/civildialogue/index.html>) and opioid addiction work (<https://opioidresponse.extension.org/aboutus/>).

Committee Reports

- Communications Committee ~ *Melinda Grismer*
 - Not on Call. Meeting notes posted to MemberClicks.
 - David Civittolo: Committee getting videographer for conference and plans to continue with “Unconference.”
- Marketing Committee ~ Chair Vacant.
 - David Civittolo: Looking for chair for remainder of year. Reminded that Dave Shideler stepped down and seeking someone with different skills.
- Member Services Committee ~ *John Phillips*
 - Report posted to MemberClicks.
 - Committee has good momentum. Thanks to Peggy Schlechter (former committee chair) and Amanda Philyaw Perez for support. Working on new membership survey (last survey done in 2014). Plan is to share draft for comment. Please pass along any strong ideas for questions. Idea is to launch early next year.
 - Looking at issue areas – topic or discipline – to add value to memberships. Could be developing communities of interest/webinar/mentorships – e.g., career development; leadership development; opioid crisis; civil discourse; emerging issues.
 - Developing initial budget request to board (details in report).
 - David Civittolo: Important to talk to members, build momentum, provide “bang for buck” to members. Laura Ryser: Asked about timing of the survey and if there would be results by the conference. John: The survey will launch in January or February with results by the conference.
- Nominations Committee ~ *Trudy Rice*
 - Committee work done early. According to the Playbook, need slate by Nov. 15. Committee consisting of regional reps has been meeting. Other than one regional rep, have at least one candidate for each office, looking to secure a second one. Positive for potential leadership for next year. Will be getting with Ricky Atkins and Michael Dougherty first week of November with names for slate.
- Recognition Committee ~ *Rachel Welborn/ Carroll Welte*
 - Information shared on MemberClicks in September.
 - Rachel: Have moved forward, gone through and revamping awards. Changing language that was inconsistent. Made recommendations.
 - Asked about process. Michael Dougherty noted that the November board meeting is when policy changes approval is sought, then awards open in January.
- Development Committee ~ *Notie Lansford*
 - Actively involved working on investment policy. Meeting Nov 9. Once Stacey McCullough (former chair) shares information.

- Historian Report ~ *Stacey McCullough*
 - Report on MemberClicks. Shared screen for history page.
 - Page has a lot of text, much of it incorporated into documents linked to the page. Proposal is to remove bulk of narrative and replace with link to document summary. Add dates for joining JCEP and gaining non-profit status – as well as bylaws approval, if available. Also would like to list bylaw changes.
 - Add historical list of officers (including transitional officers) and full list of conferences (including pre-conferences). Asked if there was interest in listing historical committee chairs.
 - Thought about incorporating narrated video but unsure if anyone would ever view it. Could do it or clips from past presidents.
 - Susan Kelly: Was thinking about history as we go forward and include video clips/photos of things that have happened over the years. Stacey: Would be nice but do not want to bombard people with too many.
 - Laura Ryser: Makes sense. Shorter amount of information on pages with links to more detail. And photos are great.
 - Stacey: On to do list is to put together policies and procedures on information to collect/archive history – a playbook. Trying to get things done before end of year, then focus on procedures.

- Finance Committee ~ *Daniel Eades*
 - Only change is addition of dissolution clause (Nancy Bowen-Ellzey mentioned). IRS requirement assets have to go to another 501(3)(c). Two sentence statement. Once conference budget done, plan to have committee set up review. Also seeking guidance on what funds want to include for investment policy -- some Vanguard funds mesh well.

Updates from the Regions & Partners

- Northeast Region ~ *Mary Peabody*
 - Getting started on planning 2020 conference. Helping Trudy Rice with nominations. Reminding everyone to renew membership.

- North Central Region ~ *Brian Raison*
 - *Not on call.*

- Southern Region ~ *Amanda Philyaw Perez*
 - Report posted to MemberClicks
 - Reached out to other reps on how to communicate with members. Based on feedback, sent out request to send out to members to communicate by Zoom. Initiate meeting in November.
 - Working with group that emphasized values. Working with John Phillips on Members Services. Take those issues to Southern region. Has been some request – individuals interested in committee work, will send out info.
 - Not everyone who has come to NACDEP is on the lists. Appear limited, would like historical participation list. Asked about sending out notices. Not sure how to handle -- don't want to give benefits of membership without paying fees. Don't think I am reaching everyone see at conferences in past in Southern region.
 - NIFA listening sessions – have called for talking points. Provided in report shared by Brent Elrod. Can submit written comments until Nov. 30. Let know if interested. Comments are specific to food and agriculture. Mary Peabody: Said would be willing to look at draft comments. Amanda: Asked if we have any information on this in our files. Mary: Information is old. Amanda: Asked if we could use a survey. John Phillips: Noted it would have to be done quickly. Laura Ryser: Noted we could reach out to members. Amanda: Suggested entering questions into Qualtrics and sending them out to membership. Challenge would be to summarize if get lot of responses. Trudy Rice suggested a Zoom focus group, which Amanda liked.

- Western Region ~ *Laura Ryser*
 - Echoed what Amanda said about membership lists. People forget it expires it every year. David Civittolo: Ricky maybe we can talk about solutions (historically speaking). Provide names to regional reps so they have it. Laura: Have historic list as Roz Brain (former regional rep) kept one. Susan Kelly: I had six years list. Send inactive once a year to try to keep up. Laura: Use listserv as engagement tool but not a lot of engagement. People excited at conference but not a lot action. Not sure people identifying CD as lead area.
 - Been working on recruitment for regional rep. Have three people possibly interested – none committed yet. Mary Peabody: Offer for regional reps – wrapping up understanding communities class. Could pull off names (included quite a few from the west), send them to reps, see if not members, then suggest NACDEP membership as send program evaluation.
- 1890s ~ *Adam Hodges*
 - Reached out to 1890s. Small list. Also had conference list (not all on member list). Historical list would be beneficial (for conference participation). Not much response so far. Michelle Elly (on conference planning committee) from working to create opportunities at Ashville.
- 1994/FALCON ~ *Yvonedda (Henry) Thompson*
 - *Not on call.*
- Joint Council of Extension Professionals (JCEP) ~ *Trudy Rice/David Civittolo/Susan Kelly*
 - Trudy: Will not another face to face until February. Extension Leadership Conference extended deadline for proposals until Nov. 2. Would encourage regional reps to communicate to members.
- Journal of Extension ~ *Julie Fox*
 - *Not on call.*

Conference Reports

- 2019 Annual Conference June 10-13 Asheville, NC ~ *Susan Kelly/Susan Jakes/Ricky Atkins*
 - Susan Kelly: Happy to have people in Ashville in December (for the retreat).
 - Conference Committee is meeting monthly and will be meeting twice monthly starting in January. The Northeast region is, preparing for the 2020 Conference. A draft conference budget has been sent to the executive committee. Will be “dry running” several mobile learning workshops during the retreat visit. Going to promote Biltmore Estate rather than preconference tour. Rachel Welborn chairing speakers committee, have it almost worked out. “Unconference” (started in Cleveland) planned. Working with Fast Track (proposal software). Plan to have call by Nov. 15 at latest.
 - Have timeline set. Planning fun entertainment Sunday. Monday on your own options. Tuesday mountain culture, awards banquet. Schedule of publicity. Sponsorship application going out. Already at \$6,000 and would like more. David Civittolo: Committee doing great job.
 - Amanda Philyaw Perez asked if there were any issues from the Hurricane. Susan responded there was no problem getting in/out of Ashville but there were some mudslides in the area.
- 2020 Annual Conference May 31 - June 3 Portsmouth, NH ~ *Charlie French*
 - *Not on call.*
- PILD Conference 2019 ~ April 14-17 *Enhancing Leadership Capacity for Emerging Public Issues*
Rebecca Sero/Rachel Welborn
 - Rachel stated that proposals were open.



- 2019 Extension Leadership Conference sponsored JCEP ~ Feb 6-7 *Trudy Rice/David Civittolo*
 - David noted that Trudy Rice had mentioned the proposal deadline extension.

Unfinished Business

- NACDEP Endowment Investment Policy put forth by Nancy Bowen Ellzey.
 - Recommend call for vote from board. No other change but dissolution clause.
 - Mary Peabody moved for approval. Susan Kelly second. Approved.
 - David Civittolo: Thanked her for working on this. Nancy: Noted that Stacey McCullough had put this together. Daniel Eades: Added that Notie Landsford reviewed the It was a team effort. Will have fund funds for next meeting.
- NACDEP Board Retreat ~ David Civittolo
 - December 4-6 in Ashville.
- Recognition Committee awards policy Michael Dougherty, Rachel Welborn, and Carol Welte
 - David Civittolo: It will be at the next meeting.

New Business

- 2019 NACDEP Conference Budget ~ Susan Kelly
 - David Civittolo: Ready in next week or so.
- Marketing Committee Chair ~ David Civittolo
 - David: Looking for chair, reenergize, work with Member Services and ComCom.
- 2021 Conference West Region ~ Trudy Rice
 - Working with Laura Ryser. One state interested in hosting. Timeline is to have proposal to board by April. Laura: Waiting to hear back from contacts.

Comments and Announcements

- FALCON conference Nov 2 - Nov 5 Minneapolis
- Laura Ryser asked about Marketing and Communications (becoming a single committee).
 - David Civittolo responded that Trudy Rice had met with committee heads and redefined their roles. Decided to keep all committees. Trudy Rice noted that John Philips had put together Venn chart and would send it out.
- Laura Ryser noted that she had a member ask if we could have an all member listserv set up. Could ask regional reps to push information out to their regions.
 - David Civittolo said that was a retreat item.

Adjourn

- Nancy Bowen Ellzey moved, Adam Hodges seconded. Adjourned at 1:03 p.m.

Next Zoom Board mtg. is November 16, 2018 at 12:00 Eastern Time



National Association of Community Development Extension Professionals, Inc.

BUDGET VS. ACTUALS: FY 2018 BUDGET - FY18 P&L – JAN.-SEPT. 2018

	ACTUAL	BUDGET	OVER BUDGET
Income			
40001 Membership Dues	17,275.00	25,000.00	(7,725.00)
40002 Endowment		5,000.00	(5,000.00)
41000 Conference			
41010 Registration	92,239.32	106,875.00	(14,635.68)
41010.1 Mobile Workshop	(100.00)	9,800.00	(9,900.00)
41010.2 Pre Activity		3,150.00	(3,150.00)
41012 Hotel Attrition Income		5,250.00	(5,250.00)
41015 Sponsorship & Exhibits	18,000.00	18,500.00	(500.00)
41017 Conference Tour Income		2,000.00	(2,000.00)
41018 Scholarship Auction Income	878.00	2,250.00	(1,372.00)
Total 41000 Conference	111,017.32	147,825.00	(36,807.68)
NACDEP Merchandise	45.00		45.00
Total Income	\$128,337.32	\$177,825.00	\$ (49,487.68)
GROSS PROFIT	\$128,337.32	\$177,825.00	\$ (49,487.68)
Expenses			
51000 Annual Conference Expense			
41053 Entertainment	1,256.32		1,256.32
51007 Printing & Promotion		1,500.00	(1,500.00)
51007.1 Abstract Submission Program	2,500.00	2,500.00	0.00
51009 Conference Supplies & Materials	390.11	600.00	(209.89)
51010 Audio Video	13,008.81	6,225.00	6,783.81
51020 Keynote/Capnote			
510201 Speaker Expenses	3,500.00	2,500.00	1,000.00
Total 51020 Keynote/Capnote	3,500.00	2,500.00	1,000.00
51021 Tour Expense	2,094.69	9,025.00	(6,930.31)
51022 Transportation	2,990.00	4,500.00	(1,510.00)
51023 Video Recording		1,000.00	(1,000.00)
51030 Meals/Breaks	73,207.24	86,986.00	(13,778.76)
51040 Awards Program Expense	1,029.10	400.00	629.10
51050 Credit Card Fees	1,938.88	4,500.00	(2,561.12)
51051 Misc		1,500.00	(1,500.00)
51060 Scholarship		2,250.00	(2,250.00)
51061 Conference Postage/Shipping	493.83	1,000.00	(506.17)
51063 Conference Mobile App	700.00		700.00
51065 Hotel Room Charges	1,844.93		1,844.93
Total 51000 Annual Conference Expense	104,953.91	124,486.00	(19,532.09)
60000 Association Expenses			
60010 Board Meetings		3,500.00	(3,500.00)
60012 President's Discretionary Fund		500.00	(500.00)
60015 Supplies	319.59	80.00	239.59



	ACTUAL	BUDGET	OVER BUDGET
60017 Website	101.96	300.00	(198.04)
60020 Postage	31.95	16.02	15.93
60024 Florida Corporate Fees	61.25	61.25	0.00
60025 Audit & Tax Prep		3,275.00	(3,275.00)
60027 AMS Software - MemberClicks	2,715.75	3,400.00	(684.25)
60030 Insurance Expense	620.00	1,000.00	(380.00)
60050 Bank Service Fees		50.00	(50.00)
60052 Credit Card Fees	1,808.42	100.00	1,708.42
60065 Membership		500.00	(500.00)
60080 Association Manager	25,740.00	34,338.00	(8,598.00)
60085 Assoc Mgr Conf Travel-Per Diem	3,224.88	3,000.00	224.88
60200 JCEP Liason		2,500.00	(2,500.00)
60150 PILD Planning	620.00		620.00
Total 60200 JCEP Liason	620.00	2,500.00	(1,880.00)
Total 60000 Association Expenses	35,243.80	52,620.27	(17,376.47)
Total Expenses	\$140,197.71	\$177,106.27	\$ (36,908.56)
NET OPERATING INCOME	\$ (11,860.39)	\$718.73	\$ (12,579.12)
Other Income			
70300 Other Income			
70350 Interest	40.50	428.99	(388.49)
Total 70300 Other Income	40.50	428.99	(388.49)
Total Other Income	\$40.50	\$428.99	\$ (388.49)
NET OTHER INCOME	\$40.50	\$428.99	\$ (388.49)
NET INCOME	\$ (11,819.89)	\$1,147.72	\$ (12,967.61)



NACDEP Endowment Investment Policy – DRAFT 08/29/18

Proposed Item 11 to Section J – Fiscal Management, NACDEP Policies & Procedures Handbook

Purpose

The purpose of this policy is to provide a clear understanding of the policy, guidelines, and objectives for NACDEP's invested portfolios, which currently includes the NACDEP Endowment for Sustainability. The intent is to give overall direction allowing for flexibility necessary for NACDEP's leadership, particularly the Treasurer and Finance and Development committees, to successfully implement the investment strategy.

Established in September 2015, the Board approved an initial investment of \$15,500 to be used as seed money for the endowment and encourage donations from NACDEP members. General goals of the endowment are to ensure organizational sustainability, increase visibility and connectivity, and provide scholarships for accessibility.

Responsibilities

The NACDEP Treasurer, Finance Committee, and Development Committee are responsible for monitoring NACDEP's investments at a minimum of each six months (May and November), reviewing this policy annually, and providing recommendations to the Executive Committee regarding any changes needed to this policy. Although it is the intent of NACDEP to grow the endowment primarily from donations, the Treasurer and Finance Committee may periodically review the status of net operating funds and propose to the Executive Committee the transfer of excess operating funds to the endowment (see next section).

NACDEP's Association Manager, under direction from the Treasurer, is responsible for the day-to-day administration and implementation of policies established by the Executive Committee concerning the management of institutional funds.

Investment Objectives

The principle objectives of NACDEP's investment portfolio are:

- Preserve the long-term, real purchasing power of assets while providing a relatively predictable and growing stream of future, annual distributions in support of the organization.
- For the purpose of making distributions, investment funds shall make use of a total-return-based spending policy, meaning that it will fund distributions from net investment income, net realized capitals gains, and proceeds from the sale of investments with the understanding that investment sales shall not include principal.
- The distribution of investment fund assets will be permitted to the extent that such distributions do not exceed a level that would erode the principal real assets over time. This will be accomplished by reducing the variability of annual distributions, by factoring in past spending and portfolio asset values into current spending decisions. These assumptions will be reviewed at least every two years by the NACDEP Treasurer, Finance Committee, and Development Committee.
- Periodic cash flow, either into or out of the portfolio, will be used to better align the investment portfolio to the target allocation outlined below.
- Investments will encompass a breadth of assets; however, where possible the investment portfolio will include funds that are in alignment with NACDEP mission and vision dedicated to strengthening communities.



- Manage all investments to facilitate NACDEP's charitable and educational purposes in accordance with IRS restrictions on 501(c)(3) organizations.

Achieving these objectives will require assuming a moderate amount of risk, a long-term investment horizon, and diversification among assets. Funds will be invested to maximize total return (capital appreciation, interest, and dividend income) consistent with a prudent level of risk as determined by NACDEP's Executive Committee.

Asset Allocation

Based on the asset allocation guidelines adopted by the Joint Council of Extension Professionals (JCEP), the NACDEP Executive Committee has established the following asset allocation guidelines.

Cash and Equivalents – 10-30%

Short-term investments shall consist of obligations of the U.S. Government, U.S. Agencies and corporate issues rated A or better by one-year maturity or less, and the two highest grades of commercial paper. Additionally, a money market fund or comparable investment vehicle with like investments may be used.

Fixed Income – 20-40%

The quality of the fixed income securities shall not be rated less than "A" by Moody's or Standard and Poor's. Maximum ownership of any one issue, exclusive of U.S. Government issues shall be 15% of the fixed income portfolio at cost. Private placements or other restricted securities shall not comprise more than 10% of the fixed income portfolio cost. Cash positions should conform to investments described in section A.

Equities – 30-70%

The portfolio may hold common stocks publicly traded on U.S. Exchanges, NASDAQ listed stocks and securities convertible into such stocks. Up to 25% of the equity investments may be in the international sector. Equity investments in any major sector classification shall not exceed (20%) of the market value of the total equity portfolio. Equity investments in any single issue shall not exceed (7%) of the equity portfolio at market value. Cash positions should conform to investments described in section A.

Diversification

Diversification across and within asset classes is the primary means by which NACDEP expects the portfolio to avoid undue risk of large losses over long periods of time. To this end:

- With the exception of fixed income investments explicitly guaranteed by the U.S. government, no single investment security shall represent more than 5% of total portfolio assets.
- With the exception of passively managed investment vehicles seeking to match the returns on a broadly diversified market index, no single investment pool or investment company (mutual fund) shall comprise more than 25% of total portfolio assets.
- With respect to fixed income investments, for individual bonds, the minimum average credit quality of these investments shall be investment grade (Standard & Poor's BBB or Moody's Baa or higher).

Rebalancing

Asset allocation may vary from target asset allocation as a result of varying periodic returns earned on investments in different asset and sub-asset classes. The portfolio will be rebalanced to its normal target asset allocation as follows:

- Incoming cash flow (contributions) or outgoing money movements (disbursements) will be used to realign the current weightings closer to the target weightings.
- The following parameters will be applied:
 - If an asset class is +/-5 percentage points from its target weighting, the portfolio will be rebalanced.
 - If any fund within the portfolio has increased or decreased by greater than 20% of its target weighting, the fund will be rebalanced.
- Rebalancing recommendations may be made to the Executive Committee at any other time.

Performance Measurement Standards

The portfolio performance (net of fees) will be judged against the following standards:

- A compounded annual growth rate net after all expenses of at least 4%, over a full market cycle (3-5 years).
- Expected total return compared to the market to equal or exceed applicable equity or fixed income indices over a full market cycle (3-5 years).
 - Equities: S&P 500 Index
 - Fixed Income: Lehman Brothers Government/Corporate Index
- If funds are actively managed, portfolio is expected to be in the top 50th percentile of the universe of professionally managed funds in the same investment category(s).

Expenditure Guidelines

The first priority of the endowment's investment policy is to ensure that sufficient investment return shall be generated and retained to preserve and grow its economic value over the medium-to-long term. To this end:

- Funds transferred by NACDEP to the endowment are permanently restricted and may only be used as principal. Donor funds will be considered restricted unless explicitly directed otherwise by the donor.
- In line with investment objectives described in this document, distributions must come from net investment income, net realized capitals gains, and proceeds from the sale of investments.
- Income realized from investments will be treated as restricted until the endowment reaches a balance of \$100,000.

The second priority of the endowment's investment policy is to provide funds to meet the goals of the endowment; specifically, organizational sustainability, increased visibility and connectivity, and accessibility through scholarships. To that end:

- Upon reaching a balance of \$100,000, the organization may withdraw, from the unrestricted income, up to 5% of the total market value of the endowment.
- Use of the funds must be in line with the endowment's goals.

- All expenditure decisions must consider the following factors:
 - the duration and preservation of the institutional fund;
 - the purposes of NACDEP and the endowment;
 - general economic conditions;
 - expected total return from income and appreciation of investments;
 - other organizational resources; and
 - all applicable investment policies
- Decisions to appropriate funds will be made by the Board in its entirety and recorded in the meeting minutes and maintained in the organization's fiscal records. Each decision to appropriate funds for expenditure should explicitly describe how funds will be spent, and the nature and extent of the consideration that was given to each of the stipulated factors.

Dissolution

Upon dissolution of the organization, any assets shall be distributed to one or more qualifying non-profit organizations which, at least generally, include a purpose similar to the mission and vision of NACDEP. The organization(s) selected to receive the assets shall be selected by the discretion of a majority of the NACDEP Board.

NACDEP National Office Report
October 2018
Ricky Atkins

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
- TAS has emailed the Government procurement to consider giving NACDEP a refund for SAM Registration

Membership:

- TAS is currently processing Membership renewals for the 2018 membership year. 320 members have renewed through the online renewal system or through conference registration.

Communications:

- TAS has sent out two emails regarding the 2019 Extension Leadership conference

Web:

- TAS has added the STD for the 2019 conference to the homepage
- TAS has made general updates and web site changes

Board Retreat

- TAS Negotiated a contract with the four points Sheraton Asheville for the retreat which was eventually cancelled due to Hurricane Florence
- TAS has acquired a new Contract from the Renaissance Downtown Asheville for the new retreat date of December 4, 2018.

2020 Conference

- TAS has negotiated the contract for the 2020 conference in Portsmouth, N.H., at the Sheraton Bayside Resort

NIFA Community and Rural Development Update

October 2018

Brent Elrod

1. [Dr. J. Scott Angle](#) has been appointed the next Director of the National Institute of Food and Agriculture, for a term of six years. Dr. Angle received his B.S. in agronomy and M.S. in soil science at the University of Maryland. He obtained his Ph.D. from the University of Missouri with an emphasis on soil microbiology. [Dr. Thomas Shanower](#) continues as Acting NIFA Director until Dr. Angle is sworn in. [Dr. Scott H. Hutchins](#) has been nominated to be Undersecretary of Research, Education and Economics (REE) for the U.S. Department of Agriculture (USDA).
2. Sec. Perdue announced on 9 August that NIFA and ERS would be relocated and possibly collocated before the end of 2019. A notice soliciting relocation inquiries from interested entities was posted in the [Federal Register](#) and extended to accept Expressions of Interest through mid-October. NIFA staff have been informed that a site will be vetted and selected by early 2019. Staff will then be given the option to move to the new location, before the end of the 2019 calendar year.
3. NIFA is tracking research, extension and education efforts that support implementation of the Agriculture and Rural Prosperity (ARP) Task Force report recommendations. You are encouraged to share efforts underway in your state that can be highlighted - email belrod@nifa.usda.gov. To view a sample of programmatic Land-grant investments by ARP category, visit http://rrdc.info/rural_america_counts.html.
4. NIFA is seeking stakeholder feedback: “NIFA Listens: Investing in Science to Transform Lives”:
 - “In your field, what is the most-needed breakthrough in science/technology that would advance your agricultural enterprise?”
 - “When considering all of agriculture, what is the greatest challenge that should be addressed through NIFA’s research, education, and extension?”
 - “What is your top priority in food and agricultural research, extension, or education that NIFA should address?”

Two of four regional in-person listening sessions remain:

Thursday, Oct. 11, Hartford, Connecticut (RSVP by Thursday, Oct. 4)

Thursday, Oct. 18, New Orleans, Louisiana (RSVP by Thursday, Oct. 11)

Thursday, Oct. 25, Minneapolis, Minnesota (RSVP by Thursday, Oct. 18)

Thursday, Nov. 1, Albuquerque, New Mexico (RSVP by Wednesday, Oct. 25)

[NIFA Listens website](#) is a one-stop informational hub to RSVP and keep you up-to-date on the sessions.

Each session is scheduled to begin at 8:30 a.m. and end no later than 5 p.m. Live webcast will be available for each session, transcribed, and made available for playback. Session attendees must register via [NIFA Listens website](#). In addition, written comments may be provided electronically



through the stakeholder input form on the website or emailed by NIFAlistens@nifa.usda.gov until **Friday, Nov. 30**. Feedback is welcome through any of our submission methods and will be gathered throughout the initiative.

5. Congress passed a Continuing Resolution that when signed by the President will keep NIFA operating at FY18 levels until midnight December 7, 2018.
6. The FY19 House and Senate proposed budgets both have the Regional Rural Development Centers (RRDCs) in at \$2M (split between the four Centers).
7. The 2014 Farm Bill expired on September 30, 2018; any mandated programs NIFA administers have lapsed until an agreement is reached and signed into law.
8. The RRDC directors visit DC quarterly, most recently 6-7 September. The robust agenda included sessions with Acting NIFA Director, REE Congressional Affairs, ECOP, Consumer Financial Protection Bureau, Rural Opportunity Initiative, Institute of Museum and Library Services, USDA Rural Development, USDA Farm Service Agency (FSA), and USDA Office of Partnerships and Public Engagement (OPPE).
9. The latter two meetings with FSA and OPPE were convened to kick off new Interagency Collaborations that include NIFA, the RRDCs, Land-grant partners, and Cooperative Extension.
 - a. In collaboration with FSA, the Farm Stress Employee – Training and Technical Assistance (FSE-TTA) will be led by the North Central Regional Rural Development Center to develop training, resources, and outreach materials that will support FSA field employees as they serve farmers and ranchers under stress. Contact Mark Skidmore, miskidmor@anr.msu.edu
 - b. In collaboration with OPPE, the Partnership and Community Collaboration Training Summits (PCCTS) will be led by the Southern Rural Development Center to convene six regionally based trainings for field-based USDA staff to improve customer engagement, maximize efficiency, and improve agency collaboration. Contact Russ Garner, jrg14@msstate.edu
10. The Enhancing Agricultural Opportunities for Military Veterans (AGVETS) – FY18 RFA will post late-October. While the program funds non-profits, it encourages partnerships with LGUs and Extension.
11. The FY19 New Technologies for Agricultural Extension competitive RFA will be released Winter 2018.
12. The United States Department of Justice (DOJ) and USDA are focusing on ways to empower and to support rural and tribal communities to combat elder abuse and financial exploitation. The Department of Justice Rural Elder Justice Summit will convene in Des Moines, IA 14-15 November to develop recommendations and present strategic action steps. Contribute appropriate programs and resources to smontgomery@nifa.usda.gov.

13. The Small Business Innovation Research Outreach and Training and Technical Assistance program offers training and technical assistance to increase accessibility to women and minority-owned businesses and under-funded states. Phase III will initially target four states (likely 1 per region).
14. The Coming Together for Racial Understanding Pilot Initiative is building capacity within Cooperative Extension Service (CES) to help communities engage in civil dialogues around racial issues. 20 state teams are charged with offering the curriculum in their states.
15. The [Extension Opioid Crisis Response Workgroup](#) will release a strategic framework for Extension to more effectively help address the opioid crisis in late October.

Communications Committee (Comm Comm) Meeting Notes
October 12, 2018
Melinda Grismer

Comm Comm Mission: The Communications Committee is responsible for overseeing the development and coordination of all communications with the NACDEP membership and outside the association including the website, list serve and other means of information sharing.

Attendees: Melinda Grismer, Dean Larkin, Becky Nesbitt, Jan Steen, and Alice Hutzel-Bateson

11 a.m. Welcome & Introductions (Melinda Grismer)

11:10 a.m. Review of Chairmanship Appointments:

- 1) **Videography Chair** (responsible for finding, contracting, and managing the conference videography team) **Melinda Grismer**
- 2) **Unconference Chair** (responsible for communicating with 4 current discussion group leaders and managing implementation for Asheville conference) **Beth Kallestad**
- 3) **Social Media Chair** (responsible for posting colleagues' blogs, Comm Comm member blogs and newsletter content on Facebook and Twitter) **Becky Nesbitt**
- 4) **You Tube Chair** (responsible for reaching out to membership to solicit videos of local CD work—and posting it—before next conference in June) **Jan Steen/ Marie Hvidsten**
- 5) **Internal Communications Chair** (responsible for communicating with Comm Comm members and encouraging them to complete their profiles/interact with fellow NACDEP members) **Dean Larkin/Alice Hutzel-Bateson**

Marketing/Communications Structure Discussion – Melinda discussed the outcome of the joint discussion between Comm Comm, marketing, and member services, highlighting takeaways in the Venn Diagram (attached). We discussed ways we could support each other's roles.

Potential Improvements Comm Comm could make:

Melinda offered to reach out to Brian Raison re: his idea of “creating a blog on the Web site.” She will do that before the Nov. 16th meeting.

Comm Comm had a long discussion re: requiring **NACDEP Member Profiles**. Melinda asked: “How could we incentivize participation?” Previously, Ricky offered to “remind” members when they get notification to renew NACDEP dues (with a link in the reminder).

Jan thought the idea of requiring a member who is submitting an abstract for consideration was a useful idea. He thought it would be helpful to promote that person's talk (we would have picture and bio). Melinda offered to get a solidly answer from Ricky re: is this feasible.

Profile would be required as process of submitting a proposal (skip logic would force them through the process of creating/updating profile)—*basic fields (title, university, photo, basic expertise)*



Becky Nesbitt shared that she's on the sessions committee. She liked the idea of encouraging members is to create a promotional video. But rather than require it during the process of submitting it as a proposal, offer it as a way to enhance the presentation of a selected presenter.

Video could be prohibitive if a requirement, but after they are chosen could ask them to upload a video to be used for promotional purposes (knowing we won't get 100% participation, but targeting 50% participation for Asheville)—give some ideas/examples of what we're looking for/guidelines before requesting.

It would be something to feature on the YouTube channel later, too.

Next meeting (11:00 a.m. Eastern time): Friday, Nov. 16, 11 a.m. EST

Upcoming meetings (2019). Comm Comm conference call dates for the remainder of 2018 (third Friday of every other month):

Friday, Jan. 18, 2019, 11 a.m. EST

Friday, March 15, 2019, 11 a.m. EST

Friday, May 17, 2019, 11 a.m. EST

NACDEP Conference: Asheville, NC from June 10-13, 2019

**Member Services Committee Report
October 2018
John Phillips**

Committee Leadership:

- John Phillips and Peggy Schlechter will be co-chairing the committee moving forward.

Current and planned activities:

- We have had two committee calls since our August Board report. Our first one (9/6/18) was an introductory call where we developed some overarching goals and did some brainstorming around possible activities and services that would provide value to our members. Highlights of that first call include:
 - Three major areas of membership need/interest/value beyond the annual conference were identified: 1) facilitate webinars, 2) develop issue teams, and 3) foster career development.
 - We felt that issue areas/teams could drive what webinars were provided. Career/leadership development was of particular interest, which might involve facilitating a roadmap or path of advancement and growth for those early- or mid-career. This might involve mentorships.
 - We also talked about marketing NACDEP to those who do not have strictly-defined CED positions (there is a broad array of extension folks who work w/communities and could benefit from NACDEP). That is, we need to expand the scope of our membership.
 - We are planning for a member survey. We reviewed the 2014 member survey data, and value proposition notes from the June conference regional breakout meetings. We created a working group to develop the survey.
- The second call was last week (10/11/18), which included the following highlights:
 - We spent most of our time discussing the survey. We identified three major areas for questioning:
 1. Career transitions/leadership development: What do people want/need regarding help in their career pathway? What roles do they see themselves aspiring to? Are mentorships important? What about succession planning given the upcoming retirement wave?
 2. Existing and prospective value-add services: What activities/services would members value from us? Webinars? Issue areas? What subject matter areas would be of interest? Career/leadership development?
 3. Communications: What types/channels of communications are being used and valued? What suggestions are there for improved communications? How are the regional reps using communications effectively (e.g., the NC region is doing a good job w/periodic meet & greet calls)?

- We will ask the Board, Comm Comm and Marketing committees for additional survey questions they may want to ask.
- We want to survey both active and inactive members, anonymous but with an option to self-identify.
- We want to launch the survey in early 2019 (Jan/Feb.), while everyone is thinking about conference registration and membership renewals. And, in time to develop some conclusions before the annual conference.
- Can we use Qualtrics? How was the 2014 survey administered? Do we still have access to that platform and survey template?
- We have an annual conference planning workgroup and they will soon start working on the scholarship process for the conference.

Seeking Board input:

- We would like the Board to provide feedback on our core approach to issue area/team development (which drives linkages to webinars, member engagement, member growth, conference participation, etc.). If people get excited and engaged about these issue areas, it will drive all sorts of membership positives.
- Another major question to the Board is what questions would they like included in a membership survey? The 2014 survey contains questions that reflected the priority of the Board at that time (e.g., 5 questions on state chapters, 6 questions on conferences). It was a long survey (29 questions) which covered a range of topics. Our intent is to develop a tight, focused survey with largely “must have” questions. If issue areas/teams become a core strategy, then we’d certainly want to include questions about that.
 - Are state chapters still an area of survey interest? There were a fair amount of questions on state chapters in the 2014 survey.

Budget Request for 2019:

- Last year we asked for a total of \$2,750, as follows: Scholarships: \$2,250 total. We offered 5 full registration scholarships, assuming registration at \$450. New Member Orientation: \$500 for promotional materials and NACDEP amenity for participant. Also asked for light snacks at conference for the new member orientation.
- At a minimum, we expect to ask the same for scholarships and new member orientation, for a total of about \$2,750.
- Additionally, we considered 2 options/levels of support for Webinars:
 - Option 1 (For members only): Webinars for members in good standing on career/leadership development and issue areas of interest. These would be limited attendance (maybe 40-60?) for members only. If we could get an in-kind Zoom contribution, then no cost. But, if we need to pay, then it could cost \$1000-\$2000 per Webinar, for maybe 2-3 webinars in 2019.

- Option 2 (For members and anyone interested): This would serve as a recruitment/marketing vehicle to attract new members to NACDEP by showcasing the value of NACDEP. We would offer 1-2 open Webinars on topics of widespread interest (e.g., career/leadership development), and then the rest for members-only. Hosting a large webinar (100+) might run in the neighborhood of \$2K/hr. (that's from U-AK, as an example). Again, if we can get this in-kind, then no cost.
- Perhaps we could ask the other committees to share in these Webinar costs if they see alignment with their goals?
- We also talked about professional marketing/communication materials to promote the webinars, at some undetermined cost or in-kind contribution.

Historian Report
October 2018
Stacy McCullough

Proposal to Update NACDEP History Page

1. Remove existing lengthy narrative.
2. New opening paragraph (last two sentences slightly modified from what was previously there):

Since the National Extension Community Resource and Economic Development (CRED) Conference in Orlando in February 2002, activities and discussions have generated a growing momentum toward the establishment of a national CRED organization. These discussions and efforts were further advanced at the recent Galaxy Conference held in September of 2003. This update provides a review of the history and rationale for these developments, as well as the 2004 Plan of Activities for launching the organization. Read the history of how NACDEP got started. [\[Hyperlink previous sentence to Historical Record of Plans for NACDEP Formation.pdf\]](#)

3. 2nd paragraph:

The National Association of Community Development Extension Professionals (NACDEP) became a member of the Joint Council of Extension Professionals (JCEP) in 2006. We were officially recognized as a 501c(3) nonprofit organization on June 26, 2007.

4. Additional links:

Historical List of NACDEP Officers [\[Hyperlink to PDF\]](#)

Historical List of NACDEP Conference Locations [\[Hyperlink to PDF\]](#)

5. Future possible additions:
 - a. Historical List of Committee Chairs
 - b. List of bylaws changes over time and/or copied of previous versions of bylaws
 - c. Video clips & photos (including Board photos)
 - d. Playbook for future Historians on what to keep archive for future.

Southern Region Report
October 2018
Amanda Philyaw Perez

Action Items Related to NACDEP Framework

Priority #1: Communication Strategy – Reached out to other region reps regarding regional communication strategies, most said newsletters were less helpful and have held Zoom sessions. I created a NACDEP southern regional email list and sent out an email regarding board nominations, planning for the in-between of conferences to host periodic Southern Region Zoom sessions, and to keep the region informed about upcoming news and events. Need a better list of Southern Region members and previous members.

Priority #2: Member Engagement – CRD PLN request NIFA talking points from NACDEP and members, plan to share on the October Board Call. I serve as the NACDEP Member Services Board liaison. The member services board met twice since our last meeting. I provided suggestions to the Membership committee on the content for the upcoming survey and for the continued planning for serving members through mentor/career/leadership trajectory initiative and special issues webinars.

Priority #3: Financial Stability – Worked with the Member Services Committee on draft budget.

Priority #4: Committee/Board Structure and Function – I am the Board liaison to the Member Committee and the CRD PLN NACDEP Representative. We have had some requests for committee participation. I will send out an email by November to the Southern List to provide more information about each committee with a push to Marketing. I participated in the CRD PLN Call on October 17. I provided a NACDEP update and shared the request for board nominations. Brent Elrod suggested NACDEP provide feedback regarding the NIFA Listens Sessions.

NIFA is seeking stakeholder feedback: “NIFA Listens: Investing in Science to Transform Lives”:

- “In your field, what is the most-needed breakthrough in science/technology that would advance your agricultural enterprise?”
- “When considering all of agriculture, what is the greatest challenge that should be addressed through NIFA’s research, education, and extension?”
- “What is your top priority in food and agricultural research, extension, or education that NIFA should address?”

Two of four regional in-person listening sessions remain:

- Thursday, Oct. 11, Hartford, Connecticut (RSVP by Thursday, Oct. 4)
- Thursday, Oct. 18, New Orleans, Louisiana (RSVP by Thursday, Oct. 11)
- Thursday, Oct. 25, Minneapolis, Minnesota (RSVP by Thursday, Oct. 18)
- Thursday, Nov. 1, Albuquerque, New Mexico (RSVP by Wednesday, Oct. 25)



[NIFA Listens website](#) is a one-stop informational hub to RSVP and keep you up-to-date on the sessions. Each session is scheduled to begin at 8:30 a.m. and end no later than 5 p.m. Live webcast will be available for each session, transcribed, and made available for playback. Session attendees must register via [NIFA Listens websites](#). In addition, written comments may be provided electronically through the stakeholder input form on the website or emailed by NIFAlistens@nifa.usda.gov until **Friday, Nov. 30**. Feedback is welcome through any of our submission methods and will be gathered throughout the initiative.

Laura Ryser and I will prepare a Zoom session to seek feedback from NACDEP for NIFA Listens.