



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

Friday, October 20, 2017

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

Welcome/Call to Order

Trudy Rice

Introductions/Roll Call

Susan Kelly

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

Approval of the agenda Motion by Nancy Bowen-Ellzy, 2nd Adam Hodges Motion Carried Trudy Rice

Approve September minutes (two sets) Susan Kelly

September 15 Minutes

Motion to approve by: Nancy Bowen-Ellzy

Second by: Mary Peabody, Motion Carried

Board Retreat Minutes (Amend the minutes by stating that Mary Peabody was absent not present)

Motion to approve by: With Amendment – Adam Hodges

Second by: Laura Ryser Motion with amendment carried

Accept Treasurer's report and file

Nancy Bowen Ellzey

Motion to accept by: Mary Peabody

Second by: John Phillips – Motion Carried

Nancy filed September 2017 Financials, Balance Sheet and Budget vs. Actuals. She reported that they are closing the books on the 2017 Conference with \$13,000 going to both CDS and NACDEP. This represents breaking even for NACDEP according to the budgeted projection. The meeting with CDS on Monday went well. They (CDS) did not meet registration projections.

Board Report:

September Board Retreat, September 27-29, 2017

Trudy Rice/Gregg Davis/David Civittolo

Trudy reported on the activities of the retreat, including participating in mobile workshops. The following is from the minutes of the Strategic Planning Session at the retreat.

Welcome, Trudy Rice.

Introduction of facilitator, Jackie Wilkins, The Ohio State University

Board members in attendance:

Trudy Rice

Kelly Nix

Suzette Barta

Nancy Bowen Ellzey

Brian Raison

Mary Peabody

Susan Kelly

Adam Hodges

John Phillips

David Civattolo

Ricky Atkins, Executive Director

Absent – Laura Ryser

What does success LOOK like?

Consider Internal vs External factors impacting NACDEP

Preserve-Eliminate-Create

Preserve: Conference, board structure/processes, benefits of membership, the priceless intangibles

Eliminate: Communication problems, barriers to membership/involvement

Create: Social media, effective marketing, financial security, journal, communication network, member services (increase members, new leadership opportunities, increase in activity of current members, better engagement), Administration/organization (diverse leadership, full time Exec Dir, regional activity, new recognition system, become similar to Ag/4H/FCS.

Priority #1: Communication Strategy

- Enhance our social media strategy.
- Develop our message. What do we want to say and to whom?
- Decide on our preferred electronic platforms (Facebook? Website? Etc?)
- Do we need a new logo? Tagline?
- We need a marketing plan and a social media plan.
- We need a revised communication plan as well as an implementation strategy.
- There should be coordination between Marketing and Communications Committees
- Bottom line: What is our message and how are we going to communicate it?
- Responsibilities: Brian needs to communicate with Communications Committee—Suzette with Marketing Committee.

Priority #2: Member Engagement

- Does the Playbook resonate yet?
- Review current member services plan with committee chairs
- Have the conversation about how committees should function outside of the conference.
- What ARE the benefits we provide beside the conference?

- How do we reach out to new educators?
- How can we retain current members?
- How do committees recruit members? What are the benefits for people to serve on committees? How do we recognize and thank people (and their universities) for serving on committees?
- How can members connect? Something isn't clicking with Member Clicks. (What does Comm-Comm think about Member Clicks?)
- Can we use the newsletter better? Should there be a post-retreat special issue?
- How about a Playbook for new members on how to get the most out of NACDEP membership.
- John and Kelly report to Member Services Committee

Priority #3: Financial Stability

- Work on sponsorships
- Responsibility Nancy report to Finance Committee

Priority #4: Committee/Board Structure and Function

- What would success look like?
 - o Committees that meet and work together
 - o Chairs that talk to each other
 - o Creating a cohesive team with committee chairs and members
 - o Being sure that we have the right committees in place
 - o Committee chairs attending more board meetings in person.
 - o Committee chairs at retreat via electronic method
- Responsibilities: David, Kelly, and Trudy for reviewing board structure

Next Steps:

- Trudy will introduce board liaisons to the committee chairs.
- Board liaisons will follow-up with committee chairs.
- Create an immediate piece of communication (Newsletter?)
- Expand pre- and/or post-conference meetings to include committee chairs.

Committee/Liaison Reports (2-3 minutes, written reports are preferred)

Natl. Institute of Food & Agriculture (NIFA)
Regional Rural Development Centers Rep.

Brent Elrod – No report except Mark is adding to his report
Mark Skidmore

Mark reported that the four RRDC directors met in DC recently. The WRDC is leading the group in a new SBIR grant. They talked to Rural Development about continuing SET funding but the outcome is still not known. Additional funding for infrastructure will be available. The Broadband Taskforce workgroup will be meeting January 8-10. Question: When does PLN Meeting for the Conference planning begin? Answer: (Trudy) It is up to the host region. (Stacey) Usually the host region starts the process with the Program Leaders. Can be anytime in the conference, just work with the conference planning committee and Ricky. Mark will start by talking with Greg Davis to get the ball rolling.

North American Food Systems Network (NAFSN)
Member Services Committee
Communications Committee

Susan Kelly – No report
Peggy Schlechter - No report
Melinda Grismer – No report

Marketing Committee

David Shideler

Report has been posted: Last call was September 21, 2017. Next call will be December, 2017 (specific date TBD).

Board items for consideration:

1. Do we want to do swag again? It's easy to set up, but is it worth the trouble? We would make the message that proceeds from swag benefit the endowment stronger/clearer. We would also suggest creating a conference t-shirt as an option; there are plenty of luggage tags remaining.



2. We would like to have a “On the streets” style booth at the 2018 conference to capture member thoughts on what they might be presenting, what they hope to learn, and why they value their membership in NACDEP. These clips would then be edited to create both transcripts and video clips that could be curated throughout the year on social media.
3. Are we considering a logo, now that we have a “clear” definition of what we do?
4. We see opportunity for growth in the affiliate membership category. We are willing to develop materials that would target non-Extension members (e.g., economic development organizations/professionals in our communities, civic engagement networks).
5. To increase visibility of NACDEP, enhance value of membership throughout the year, is there a way to use Member Clicks (or other platform) to push member tweets/posts via social media to the membership?

2017 – 2018 Plan of Work:

- June - Annual meeting; recruit new members
- September - Regular quarterly meeting; finalize plan of work & strategy for video creation
- Sept/Oct - Get board feedback on video idea, need for logo; talk to Ricky about the possibilities for pushing out member tweets/posts
- December - Regular quarterly meeting; finalize discussion of value of membership, especially for affiliate members
- January-March - Identify swag items, solicit bids and get portal ready for orders; begin planning for video booth at conference
- March - Regular quarterly meeting; finalize technology and staffing needed to operate video booth to prepare for conference

2018-2019 Plan of Work

- June - Identify video editor(s) to create videos for use as social media blasts throughout the year; have videos completed by summer’s end (end of August)
- Sept/Oct - Identify someone would can push videos via NACDEP social media accounts

Finance Committee

Steve Burr – No report – will meet the first of the year to plan audit

Nominations Committee

Kelly Nix

Kelly reported that at least one nomination has been received for each role. She encouraged reps to continue to ask for nominations for the next two weeks. The full slate will be available for the next Board Meeting.

Journal of Extension

Mary Emery/Julie Fox – No report

PILD Conference 2018

Laura Fuller/Rebecca Sero – No report

JCEP Leadership Conference 2018

Trudy Rice –

Meeting in Orlando in Feb 2018, Trudy will host in the West in 2019. RFP’s are out for presentations for 2018 meeting and will once again hold a virtual town hall, having contracted with Univ of Arkansas to manage the session.

Recognition Committee

Michael Dougherty – Will meet next week.

Report filed:

NACDEP Recognition Committee Report – October 2017 • 2017 Awards Cycle Follow-up o Two certificate corrections needed o Lowest amount to date (of known corrections) o Corrections processed and mailed • Committee Beginning to Plan for 2018 Awards Cycle o Information on five-year trends shared o Conference call to be set up next week o Focus will be on incremental changes for 2018 o Any larger changes would not come before 2019 • December NACDEP Newsletter Targeted to Start 2018 Awards Cycle o Initial awards announcement to be distributed (even if pre-announcement) o Opportunity to honor winners from 2017 Awards Cycle (which can later be placed on website)



Development Committee

Michael Wilcox/ Stacey McCullough

Report filed:

Co-chairs Michael Wilcox and Stacey McCullough met by phone this week to discuss next steps for the committee. A poll was sent to three NACDEP members who have expressed interest in serving on the committee and our Board Liaison (Laura Ryser) to determine a committee meeting place and time. Other current committee action items include:

- Set next committee meeting date/time and agenda.
- Follow up with Ricky regarding the best protocol for sending thank you letters (from NACDEP president and committee chairs) to members who donated or made pledges during the conference that were not processed online.
- Update information on NACDEP's website to recognize donors.
- Research options for where to invest endowment funding.
- Prepare donation ask to include in members renewals.
- Determine status of matching dollars approved by Board in 2016.

2017 Annual Conference w/CDS Wrap up

Ricky Atkins & Others

Ricky mentioned that CDS didn't meet their registration targets and we should have a better result at the next conference.

2018 Annual Conference-Cleveland, Oh

David Civittolo/Greg Davis/Ricky Atkins

Ricky reported that the Renaissance will be a great hotel for the 2018 Conference. Trudy mentioned that the transportation will be easier for the conference, and the light rail system will bring participants right to the hotel.

2019 Annual Conference – Asheville, NC

Susan Kelly and Ricky Atkins

Ricky and Susan reported on the two hotels and asked the Board to vote – moved to New Business.

Historian Report

Kevin Andrews

Updates from the Regions & Partners

Northeast

Mary Peabody

NACDEP North East Region Report –
October 2017 •

Completed virtual regional meeting for members • Sent newsletter out • Continue to update membership list for region

North Central

Brian Raison – working on member lists

Southern

Susan Kelly – working on member lists and sent a newsletter

Western

Laura Ryser

Report has been posted:

1. In the September newsletter, I included a short survey for the West membership asking Name, University, Area of Focus, and Programs/Projects in an effort to increase visibility and collaboration between members. Information provided will be entered into a map for members only. Eight members responded to the survey as of mid-October. On Oct. 18, I sent out another newsletter going live with the map and asking for more members to fill out the survey to be included in the map. The newsletter also included information about recruitment for new board members.
 - a. Survey can be found at https://wsu.co1.qualtrics.com/jfe/form/SV_7alb22sNTq2Mbs1
 - b. Map can be found at <https://arcg.is/80m1C>



2. As the Board liaison to the Development Committee, I have sent an introduction email to the Chair asking if I can take part in future calls, to which he agreed.

1890

Adam Hodges – No Report

1994/FALCON

John Philips – Planning the Annual Conference

Joint Council of Extension Professionals (JCEP)

Kelly Nix/Trudy Rice/David Civittolo

Kelly reported that she was in Wilmington last week for the ESP Conference.

Update from TAS

Ricky Atkins

Ricky spent time fixing the membership lists and regional designations.

Report Filed:

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



Unfinished Business

- Fund transfer recommendation from Finance Committee-Nancy Bowen Ellzey and Steve Burr – Postponed until next Board Meeting
- Proposed posting of proceedings/speakers/presenters from 2017 CDS/NACDEP conference-Brian Raison, Melinda Grismer and Ricky Atkins – Postponed until next Board Meeting.

New Business

Vote on 2019 Hotel Decision – Susan asked for the Board to help with the decision of the 2019 Host Hotel because the options were very different and one could cause hardships for the members to attend. The group discussed that they would like to stay at the Omni Grove Park Inn but could not obligate the members to the \$249 room rate and high food cost. Possibly a reception or event could be scheduled there.

Nancy Bowen-Ellzey moved that NACDEP hold the 2019 Conference at the Renaissance Asheville while trying to plan other meeting places and an event at the Grove Park Inn.

The motion was seconded by Adam Hodges.

The motion carried.

Comments and Announcements

Adjourn Motion by Adam Hodges. The meeting was adjourned at 1:03 PM.

Next Board mtg. is November 17, 2017 at 11:00 Central Time