**National Association of Community Development Extension Professionals**

**Board/Committee Chairs**

**MINUTES**

**Friday, September 19, 2014**

**Voting Participants: (Present members highlighted in YELLOW)**

Mark Apel, Western Rep.

Joshua Clements, North Central Rep.

Michael Darger, Past President

Alison Davis, President

Susan Kelly, Southern Rep.

Notie Lansford, Treasurer

Stacey McCullough, President-Elect

Kelly Nix, Northeastern Rep

John Phillips, 1994 Rep.

Michael Wilcox, Secretary

**Non-Voting Participants:**

Nancy Bowen-Elzey, Finance

Michael Dougherty, Recognition

Rebekka Dudensing, Marketing

Brent Elrod, NIFA

Mary Emery, JOE

Debra Jo Kinsella, PILD

Mary Martin, Member Services

Peter Metsker, PAR

Minnie Mitchell-Bishop, Member Services

Brian Raison, Communications

Trudy Rice, Affiliate Policy Committee

Rachel Welborn, Regional Rural Development Centers

**Call to Order:** Alison Davis called the meeting to order at 12:04pm Eastern.

**Approval of the Agenda: Michael Darger moved to approve the agenda. Motion passed.**

**Approval of the July and August 2014 Minutes**: **Joshua Clements moved to approve the minutes with corrections. Motion passed.**

**Treasurer’s Report:** The Treasurer’s Report was posted to Basecamp for the Board on September 9th by Notie Lansford (see: August 2014 financial statements.xlsx in Basecamp). **Michael Darger moved to file the Treasurer’s report for audit. Motion passed.**

**Committee/Liaison Reports**

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

No report

**Regional Rural Development Centers Rep. Rachel Welborn**

The Regional Rural Development Centers recently received new funding for three national projects:

• Stronger Economies Together (SET)

• Community Assessment and Education to Promote Behavioral Health Planning and Evaluation (CAPE).

• Agricultural Marketing Service Technical Assistance (AMSTA)

We anticipate being able to share more on these expanding opportunities soon. In addition, we just learned that we will likely obtain funding for outreach programs to Hmong farmers. Please share with Rachel names of anyone in your region who is already working with the Hmong population.

The North Central Regional Center for Rural Development has issued a call for interstate Extension Community Development Program delivery. States adjacent to the North Central region are eligible to receive funding if the resulting program will be delivered in a North Central state. See the following link for details: <http://ncrcrd.msu.edu/ncrcrd/grants>

Southern Rural Development Center – Search for the Director continues with two interviews scheduled for the fall. The position is considered open until filled. <https://www.jobs.msstate.edu/applicants/jsp/shared/frameset/Frameset.jsp?time=1410459746729>

Stacey McCullough discussed a training that was held with Hmong farmers in Arkansas. There were some challenges.

**Membership Services Committee Minnie Mitchell-Bishop / Mary Martin**

No report. Discussion ensued regarding leadership of the committee (see also Development Committee discussion under New Business).

**Communications and Website Committee Brian Raison**

* Approximately twelve current committee members

*NACDEP Com Com meeting: Thursday, Sept. 18, 2014 at 2:00 eastern. Meeting Notes:*

* Revisit our charge: What might Com Com do in 2014-15 to expand or enhance communications? Brainstorm ideas. Perhaps create a sub-team to review, determine scope of what we want/need to accomplish, create action items, move forward.
* Develop new NACDEP listservs (per Paul Lachapelle idea). Focus on particular topics (e.g. climate change, economic development, international programming… but ALL in relation to Community Development.) This could be beneficial on many levels. Note: it will work only as well as those who sign up use it.
* Newsletter: need to encourage more folks to participate / contribute
* Facebook: need a person \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Who might become our new “National Social Media Campaign Chair” for Com Com? (Sounds like a good CV item!) Please insert your name above!
* Investigate Social Media Award (potential new award for efforts around expanding NACDEP recognition and use)
* Per NC Rep, Josh Clements: had some bounces in the membership portal. Need to update/communicate w/ members to check!
* Next meeting: via Doodle Poll. Brian will send.

**Marketing Committee Rebekka Dudensing**

Rebekka sent her committee report by email on 9/18. The marketing committee had its quarterly call 9/10/2014:

1. The committee deepened its discussion of CRED and NACDEP branding from the conference committee meeting and:

• Requests permission from the board to conduct a survey of outside partners (non-members) to gauge what Extension CRED means and how it is viewed beyond NACDEP. The committee would like to reach out to other JECP organizations (presidents) to receive feedback from their memberships as well as to non-Extension partners. We expect that the survey could be completed over the winter and would then inform a SWOT and further discussion by the NACDEP membership.

• Seeks to host a NACDEP SWOT analysis workshop at the 2015 conference. State-level focus groups could also be conducted to gain info beyond the conference and to prepare for the conference session. This information, coming as the association matures following its 10th anniversary, will inform future discussions of NACDEP marketing, as well as CRED branding.

Information from the member and communications surveys as well as Galaxy session notes will be used in the formulation of the survey and SWOT process.

2. Regarding reaching out to potential members, the committee:

• Requests the board consider adding a couple of fields to the membership sign-up and renewal forms to ask what the member’s primary program area/field is and as well as a secondary program area/field.

• This idea came up at our conference meeting and the committee thinks this could help us identify where/how to focus recruitment efforts and how we might partner with members to recruit additional members within other fields. We value the member database, and think it provides great information; however, it does not capture all members’ info and probably misses the cross-program aspect of many member’s (especially less long-term, dedicated members—including those who may be attending a conference within their region or presenting on a specific cross-program topic).

3. Other:

• Although we believe the board has postponed interest in raising dues, the marketing committee reiterated its belief that member benefits be strengthened prior to increasing dues. MC interest in expanding membership levels (see below) may provide additional funding for the association.

• The committee discussed a concern raised at the conference that individuals who had registered for the conference as non-members for university reimbursement purposes may not be considered members of the association. The committee was happy to learn that such attendees, assuming they would otherwise qualify for membership in a JCEP organization, were considered full members and thus eligible to vote and receive awards. We also support the idea of allowing registrations both in January and with conference registrations.

• The committee discussed promoting additional membership levels, including life memberships for retirees, student memberships, and affiliate membership for professionals who do not meet the 25% extension appointment that JCEP requires for regular membership. Other JCEP organizations have this membership structure, which provides for a larger membership base, the involvement of young scholars, and the retention of retiree interest. Benefits and prices will be a topic of future MC discussion.

4. Planned future work by the MC:

• If approved by the board, the MC will begin working on the partner survey and then planning the SWOT analysis following the November board meeting.

• The MC will consider benefits and prices of membership level (i.e., affiliate, lifetime, student, “friends of the field”, etc.).

• The committee meets quarterly and will host its next call in early December.

**Finance Committee Nancy Bowen-Elzey**

No report.

**Nominations Committee Michael Darger**

No report. Will begin to solicit formal nominations soon (Oct 1st - Oct 31st). Elections will be on time (Nov 12th – Dec 12th). Election results will be announced on Dec 15th. Susan Kelly, Joshua Clements, Mark Apel and John Phillips are also on the committee. The following offices will be contested this year: President, Secretary, Treasury, 1890 Representative, Western Representative and North Central Representative.

**State Affiliate Committee Trudy Rice/Diane Vigna**

First conference call is scheduled for later this month (September). Will begin to revise and/or develop the guidelines for state chapter affiliates.

**Journal of Extension Mary Emery**

JOE Board met in Alaska. Looking for an editor for JOE. RFP for Editor will be coming out in the next few weeks.

**PILD Conference 2014 Rose Merkowitz/Deb Jo Kinsella**

A report was sent on September 12, 2014.

**JCEP Leadership Conf. 2015 Alison Davis**

Things are going well. Brochure is ready to be sent out. NACDEP and ANREP have approximately six hours of potential programming on the agenda. Scheduled for February in Las Vegas.

**Recognition Committee Michael Dougherty**

No report

**2015 Annual Conference Stacey McCullough/Krishna Ellington**

* 2015 NACDEP Conference Planning Committee met August 29, 2014
  + 2014 conference evaluations & possible changes for 2015 (discussion only, no decisions made)
    - Mobile tours – more time to explore places, less time listening to speakers
    - Too much within time parameters
    - Monday too long – possible solution to move banquet to Tuesday or add activity to break the day up (exercise, group ice breaker)
    - Increase networking time
    - New member orientation – define a newcomer, include on registration form - year of membership, know what to do and what is of value, be able to know who the other new people are (easier to network with a smaller cohort), mentor (meet with, go over schedule, areas of focus, opportunities for new members, what not to miss, virtual introduction before the conference) – new member packet of info (not necessarily at conference) – consider how to handle non-member new members
    - Not ending conference, particularly concurrent sessions at noon (no one left) – potential culminating event, or extending longer into the day
  + Conference tracks, session topics, etc. (discussion only, no decisions made)
    - 3 audiences – tracks or speaker information corresponding to these
    - Urban and rural
    - Local government super session (multiple sessions, with this as a track)
    - International
    - Certifications (financial mgmt, Real Colors, leadership, etc.)[[1]](#footnote-1)
    - No tracks – organize based on submissions
    - 4 or 5 tracks, but open ended as well
    - Use of Sections as well as Tracks (unclear is feasible with size of group)
  + Potential keynote topics and/or speakers (discussion only, no decisions made)
    - Land grant - Dick Senese, Gordan Gee, UC-Davis Dean of Extension
  + Timeline for major conference-related milestones
    - Requests for Proposals (presentations) – build in time for time extension (happens every year) so notification doesn’t got out late
    - Registration – January, early bird close end of March
  + Other
    - Concern that regional meetings outside the conference may negatively impact attendance
  + Future meetings to be held last Friday of each month at 9 (central)/10 (eastern)? Due to holidays, joint November/December meeting to be held on December 5
* Received inquiry regarding supersession (local government training)
  + Have corresponded regarding potential options per committee discussion – stick with 2014 format; substitute with track; pre- or post-conference workshop

**Updates from the Regions & Partners (5 minutes)**

**Northeast Kelly Nix**

Filed a report on Basecamp on 9/19 via Basecamp. Kelly continues to update Membership List that includes 36 members. The August Bi-Monthly NE Newsletter was submitted

**North Central Josh Clements**

Filed a report on Basecamp on 9/18 via Basecamp. Joshua is working on NC Region Newsletter, to be completed week of September 22nd. Solicitation for content distributed to (known) NC Region Members. Examining the North Central Distribution List. Reviewed all previously known member contacts, and updated with new entries via Membership Portal -- although suspected to be incomplete and/or out of date. About 23 new contacts added to my distribution list (last updated immediately following National Conference). Receiving bounces from several contacts – clearly some information on our Membership Portal is dated and/or no longer valid.

**Southern Susan Kelly**

Filed report on Basecamp on 9/18. Susan reported that:

Developed a mailing list from:

- Previous mailing list used by Stacy McCullough

- New members who attended the conference and paid the non-member fee (also added them

to the Member Sharing Portal)

- New members from PAR’s list

- Sent the new member list to the other regional representatives

Sent an e-newsletter on August 22, 2014

- sent to 122 members

- opened by 64 people a total of 192 times

- 29 people clicked on the NACDEP website, Facebook, Member Sharing Portal or one of the

other links in the newsletter

State Affiliates

- correspondence with Dr. Mike Spranger about a possible Florida NACDEP chapter

**1890 Kenyetta Nelson-Smith**

No report

**Western Mark Apel**

Filed a report on Basecamp on 9/17. Mark reported that:

• Contact made with Western Region membership regarding conference highlights and awards

• Webinar jointly hosted by Western Region and WRDC entitled “Livability and the Connection Between Housing and Transportation” presented by David Kack of Montana State University on August 27. A total of 19 participants attended this webinar. Recording of this webinar and others can be found at: http://wrdc.usu.edu/htm/webinars

**1994/FALCON John Phillips**

Annual conference November 8-11 in Minneapolis, MN. Food sovereignty issues a focus.

**Joint Council of Extension Professionals (JCEP) Michael Darger/Stacey McCullough/Alison Davis**

* Conference calls can be a challenge.
* JCEP Traveling team met at NEA-FCS. Alison will be attending ESP in October.

**Update from PAR Peter Metsker**

No report. All has been relatively quiet regarding communications with members. Upcoming newsletter is being assembled.

**Old Business**

**2016 Joint Conference with ANREP Michael Darger/Kelly Nix**

No report. Conference call coming up in November.

**2017 Joint Conference with CDS Alison Davis**

We will need to make a decision at the NACDEP Board retreat in November.

**Membership Database Peter Metsker/Susan Davis**

A quote from Element 74 has not been obtained as of yet. It is complicated, but the system appears to be working better than we thought.

**2015 Retreat Stacey McCullough**

Start at 12:30 pm (lunch) on 5th and end right before lunch on the 7th.

**Member survey Stacey McCullough**

Stacy shared preliminary findings in an email attachment sent on 8/15. The survey closed on 8/22/14. A more detailed and final analysis will be conducted and shared with the Board.

**New Business**

**Board Retreat Alison Davis**

Need to begin to assemble the agenda items. Member Services, ‘Development Committee’, CDS Joint Conference, Marketing issues, etc. will be on the agenda. Please share ideas with the Board.

**Development Committee Alison Davis**

Alison Davis discussed the need to create a Development Committee and the desire to appoint people members to the committee. Minnie sought clarification on how Member Services functions and Development functions would be shared/delineated. This will be discussed further at the Board retreat and we can include committee members.

**Basecamp Alison Davis**

Should we investigate an alternative? Joshua Clements suggested that while Basecamp has its challenges, we need a platform like Basecamp to conduct our work. Michael Darger recommended that everyone must use it in order for it to work. Peter Metsker said that we are paying $20/mo for the service. Stacey said that the app is worthwhile and that she responds when she receives an email update. Michael Wilcox said that it is nice to have everything in one place. \

**Reminder:** Next Board meeting is October 17, 2014

**The meeting was adjourned by consensus of the Board.**

1. Suggested via email [↑](#footnote-ref-1)