



**National Association of Community Development Extension Professionals
Board/Committee Chairs
MINUTES
Friday, April 17, 2015**

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
Kenyetta Nelson-Smith
Kelly Nix, Northeastern Rep
John Phillips, 1994 Rep.
Michael Wilcox, Secretary

Non-Voting Participants:

Kevin Andrews, Historian
Ricky Atkins, TAS
Nancy Bowen-Elzey, Finance
Michael Dougherty, Recognition
Rebekka Dudensing, Marketing
Krishna Ellington, 2015 Conference Committee
Brent Elrod, NIFA
Mary Emery, JOE
Debra Jo Kinsella, PILD
Rose Merkwitz, PILD
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 12:03 pm Eastern.

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

Approval of the March 2015 Minutes: Joshua Clements moved to approve the March 2015 minutes. Motion passed.

Treasurer's Report:

The following reports were upload to Basecamp by Notie Lansford on April 16, 2015: *2015-nacdep-balance-sheet--march.pdf* and *2015-nacdep-profit-loss-march.pdf*. NACDEP is in solid financial condition and just need to have good conference attendance in order to keep us that way.

Budget amendment needed: We are actually over budget for "60025 Audit & Tax Prep." Apparently a mental error. We knew the audit quote was \$2,700. We recently learned that the IRS Form 990



that we are required to file annually would cost \$475 and, in order to timely file it, we asked H&S (accounting firm) to prepare it for us.

Michael Darger moved to increase the 2015 budget from \$2,500 to \$3,175 for "60025 Audit & Tax Prep." Motion passed.

Treasurer's report was filed for audit.

A quick summary of the audit by H&S. H&S found everything to be in order but made some journal entries due to some timing issues. The journal entries make no real difference in our financial situation. H&S also recommend two actions: 1. that we adopt a credit card policy for the NACDEP bank card and 2. that we address segregation of duties.

Hotel contract for 2015 Board Retreat in Burlington, VT. Ricky explained that we need 25 room nights in total in order to achieve the necessary criteria to obtain a favorable hotel rate. We need to know which 2015-2016 Board members are planning on attending to retreat and whether they will be sharing rooms.

Notie Lansford moved that the 2015 NACDEP Board retreat hotel contract (as posted to Basecamp) be signed and authorized. Motion passed.

Committee/Liaison Reports

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

No report.

Regional Rural Development Centers Rep. Rachel Welborn

- Director positions
 - NCRCD: Onset of screening is 4/21.
http://ncrcrd.msu.edu/ncrcrd/north_central_state_postings1
 - SRDC: Open until filled. PARF number 7429
<https://www.jobs.msstate.edu/applicants/jsp/shared/frameSet/FrameSet.jsp?time=1425911467543>
- Ag Marketing Services Technical Assistance Program: Trainings area almost complete in all 50 states plus Virgin Islands and Puerto Rico.
- Stronger Economies Together: The regional application phase is now open in 13 states.
- Hmongusda.info web site now live—providing information resources to limited English Hmong-speaking population. Members should alert folks working with Hmong to this resource.

Membership Services Committee Minnie Mitchell-Bishop

- The Member Service Committee selected 9 NACDEP members as scholarship awardees for the annual NACDEP Conference. Minnie announced that she will be stepping down as chair of the Member Services Committee.

Communications and Website Committee Brian Raison



- ComCom will be meeting during the conference in Little Rock and will announce that ComCom is open to new members, etc.
- ComCom continues looking at the web site roll-out, functionality, and opportunities for better engaging membership. Also planning some “working groups” on key/hot topic areas.

Marketing Committee

Rebekka Dudensing

(1) The marketing committee requests approval from the board for the vision and values statements that were presented at the March meeting. A synopsis of those statements and related feedback is below:

The NACDEP marketing committee, in collaboration with the communications and member services committees, continued to work on the value statement and values. Following feedback from board members after the February call, the committee made final adjustments and released the draft products via newsletter and Facebook for comment by the members. No comments were received. Having reviewed other JCEP organization’s formats and terminology, we suggest referring to the products as the vision and values statements. A mock-up of how they might be used on the website is attached to this report.

Vision:

Advocating community and economic development programming, while educating and recognizing Extension professionals who develop successful programs and expand resources to strengthen communities.

Values:

- Economic and Business Development
- Leadership Development and Civic Engagement
- Local Government/Nonprofits and Public Decision Making
- Land Use Planning and Housing
- Tourism, Arts, and Creative Placemaking
- Core Skills: Facilitation, Inclusion, Collaboration, Analysis, Evaluation, and Planning
- Integrative work on emerging issues across Extension:
 - Environment and climate change
 - Local food systems
 - Public health and poverty

(2) The marketing committee would like to work on the CD definition that posted at: <https://nacdep.memberclicks.net/what-is-community-development-> It's nice yet it reads pretty heavily on the economics aspect (with an agricultural tilt) and not as much on some of our other themes. We believe this is a natural fit with our work on the vision and values.

(3) Michael Darger has agreed to lead the marketing committee meeting at the conference.

Michael Darger moved that the Mission and Values statement proposal from the Recognition committee be adopted as submitted. Motion passed.

Finance Committee

Nancy Bowen-Elzey

No report.



Nominations Committee

Michael Darger

No report.

State Affiliate Committee

Trudy Rice/Diane Vigna

No report

Journal of Extension

Mary Emery

The JOE Board met in Atlanta, March 23-25. The search committee interviewed 3 candidates for Editor and are following up with reference checks. We hope to announce the new editor this summer. The Board is looking at the possibility of finding data on submissions by program area and also looking at the reviewer pool by program area.

As always we are looking for new reviewers as a number of current reviewers will complete their term at the end of this year. We urge you to nominate any colleagues who might be interested in reviewing for JOE; please send nominations to me at mary.emery@sdstate.edu

Current report on JOE (from Laura Hoelscher: <http://www.joe.org/joe/2015february/ed1.php>):
Submission Tally

2014 was a banner year for *JOE*. We received 323 submissions, tying our all-time-high submission rate.

Acceptance Rate

In 2003, we started collecting the data that would allow us to post an annual acceptance rate for *JOE*, but posting annual acceptance rates caused confusion. It also failed to account for submissions that were submitted in one year but reviewed in another. We now have enough reliable data from enough years to post a single rate.

JOE's current acceptance rate is 20.2%. (This figure is the average of data from 2010 through 2014.) *JOE* is a rigorous journal in which Extension professionals and other scholars can be proud to be published.

Readership Statistics

In 2014, there were 1,116,834 "visitors" to the *JOE* site who viewed 1,550,784 pages. *JOE* is now using newer statistics collection software that better filters "bots" and search engine crawlers. You can find readership statistics from 1998 through 2014 and definitions of terms at <http://www.joe.org/website-statistics/index.php>.

Also in 2014, *JOE* attracted readers from ~ 227 nations and territories, from Afghanistan to Zimbabwe. Among the top 10 nations and territories accessing *JOE*, the United States, not surprisingly, was number one, with 475,059 visits, and Kenya was number 10, with 16,567 visits. You can find the list of nations and territories at <http://www.joe.org/website-statistics/nations.php>.

The Job Bank is also working well, and we encourage you to post positions there as we do have 2197 registered seekers.

PILD Conference 2014

Rose Merkowitz/Deb Jo Kinsella

Just concluded a great conference in Crystal City, Virginia on Wednesday that included Capitol Hill visits. 320 people were registered with 313 attending. Deb Jo Kinsella will become the Sr. NACDEP



PILD rep. and Rose Fisher Merkwitz will be moving off of the committee. NACDEP Board will need to find a Jr. NACDEP PILD rep. to serve on this committee for a two year term.

JCEP Leadership Conf. 2015

Alison Davis

No report. Joshua Clements will be the NACDEP Representative for the 2016 JCEP Leadership Conference.

Historian Update

Kevin Andrews

Kevin suggested that we reach out to the membership to acquisition copies of NACDEP-related materials. Kevin has identified gaps and will identify them for the Board.

Recognition Committee

Michael Dougherty

The award winners have been named. Now the real work of the committee begins.

The evaluation of the 38 awards submissions occurred in March (and into early April). There were a couple of hiccups – one nomination getting “lost” (but found and reviewed), one nomination being listed twice under two separate states (caught and corrected), and occasionally having to switch reviewers. But each entry in each category was judged by the same eight persons (two from each region).

Results were finalized April 8. Award winners were notified April 10. Those who submitted but did not receive honors were contacted on April 13. The list of honorees for the making of plaques and certificates will be finished early next week. The one exception to this was the JCEP Professional of the Year. The submission packet was received from JCEP on April 10 and immediately distributed to the ad hoc review committee. A decision was reached on April 15. Official notification was sent to the award-winner on April 16.

The Recognition Committee will hold a conference call to begin detailing the awards banquet on April 22. It is anticipated that there will be programs and pre-awards PowerPoint displays again this year. Some other details of the ceremony are still being worked out.

Other on-going work related (besides finishing the previously-mentioned listing) including finding vendors for the program and the plaques.

Finally, all those who submitted an entry for the NACDEP Excellence in Teamwork Award were sent information about the similar JCEP-sponsored honor (applications are due May 1).

2015 Annual Conference

Stacey McCullough/Krishna Ellington

- Planning Committee met on March 27, 2015. Next meeting is scheduled for April 24, 2015. Committee reviewed conference schedule and made the following changes:
- Minor adjustments to accommodate a USDA panel with representatives from AMS, RD and ERS immediately before or after the business meeting. Brent will moderate.
- Committee met with Nancy Franz, Sunday’s keynote, to discuss her talk. The title is *Extension Community Development Then, Now, and in the Future: Little Rock or Rock Solid?*
- Ricky volunteered to create a marketing schedule.

- Committee members continue to work on individual and team assignments (see last month's report for more detail).
- The conference schedule and slotted concurrent sessions were posted on the website (4/1). An announcement was posted to Facebook.
- Response to the Call for Ignite presentations was very low. Susan Kelly and Mark Peterson are determining what to do next.
- Ricky and Kerrin Naeff (TAS) are providing support to Stacey in final conference details and logistics.
- Mobile workshop guides are making final arrangements and putting together detailed "info" sheets about each workshop. Ricky will have copies of this information for emergency back up and support.
- As of 4/16 (a.m.) there were 130 people registered for the conference. Early bird registration ends 4/17.
- An email to people who volunteered to moderate sessions will be sent out shortly to make assignments in preparation for putting together the final conference program.

Updates from the Regions & Partners (5 minutes)

Northeast

Kelly Nix

- Reviewed membership renewal list from Association Manager and continue to cross compare with old list.
- Developed Draft Agenda for Region Meetings at NACDEP conference.
- Attended Committee Meeting for NACDEP conference 2016 – NE.

North Central

Josh Clements

- Produced and Distributed "Spring NACDEP North Central Region Newsletter" on April 13. Distributed to all "active members" list provided by TAS as well as old membership files.
- Reviewed draft agenda for Region Meetings at NACDEP Conf (prepared by Kelly Nix)
- Reviewed regional membership roster on April 7, as provided by TAS. Considering strategy to reach out directly to each individual on old rosters that are not active members in good standing.

Southern

Susan Kelly

Southern Region Newsletter – Sent to 146 people via Mailchimp (41% opened) with reminders of deadlines for the upcoming conference.

Updated NACDEP Membership Portal with new members.

1890

Kenyetta Nelson-Smith

No report.

Western

Mark Apel



- Sent Spring Western Region newsletter to members and others who haven't renewed yet.
- Met with Western Regional Representative replacement, Roslynn Brain, to discuss roles and responsibilities of NACDEP Board members, as well as regional meeting at upcoming conference.

1994/FALCON

John Phillips

No report.

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

Alison Davis reported that a survey went out regarding the work of the Blue Ribbon committee. Response has been very high (over 1,300 responses). The Committee will be meeting at the end of April to analyze and discuss the data. JCEP will not be presenting in Little Rock. They will have a poster and representatives will attend.

Update from TAS

Ricky Atkins

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

Finance:

- March finances have been reconciled and sent in to Notie Lansford for the board reports.
- TAS has processed approximately 57 additional Memberships for 2015

Communications:

- TAS crafted communications and a conference template to use for ongoing conference updates
- TAS has been replying to Member and Non-Member emails and phone inquiries regarding any business associated with NACDEP and NACDEP Conferences.

Membership:

- TAS has processed 57 memberships for the 2015 Membership Year. (Now 276 Total)
- TAS has been monitoring incoming memberships to assure that we don't have multiple profiles for any one Member.
- TAS has been adding memberships as non-member conference registrations come in with the optional free membership checked.

Web:

- TAS continues to add content for the 2015 conference to the new NACDEP web site.
- The March Newsletter has been uploaded to the web site as a web page and links are working correctly.

2015 Conference



- TAS has begun negotiating AV, and food and beverage orders with the conference hotel, and transportation with local companies
- TAS is monitoring the room block pick-up reports from the Doubletree by Hilton Little Rock, and will update the board as to how many reservations have been made.
- TAS is currently looking into getting quotes for the awards and certificates for the banquet.
- TAS has been providing Stacey with updated conference registration reports and rosters.
- We have met the room block minimum.

Alison Davis asked if we should extend our Early Bird registration given our current registration numbers. Michael Darger suggested that there is precedent for this action. Joshua Clements and Mark Apel are uncertain if there is unmet demand. Regional Reps have recently sent out newsletters with reminders about the conference.

Joshua Clements moved to push the Early Bird Deadline to April 24th accompanied by a promotional email blast. Motion passed.

Old Business

2016 Joint Conference with ANREP

Josh Clements

New thread on Basecamp created by Joshua Clements. A draft theme had been sent to NACDEP for consideration, exclusively positive feedback. Need to work on the budget. Need to develop a promotional strategy to unveil at Little Rock. Details are coming together for Board Retreat. Michael Darger reiterated that the details of the budget need to be clarified. There will be a call on May 4th to discuss marketing campaign for 2016 conference at the 2015 conference.

2017 Joint Conference with CDS

Alison Davis/Mark Apel

There are notes posted to Basecamp regarding the current negotiations between the two organizations. They are as follows:

2017 CDS/NACDEP Joint Conference Agreement

Draft Agreement / Contract (based on notes below)

April 2, 2015

This agreement serves as a contract between the Community Development Society (CDS) and the National Association of Community Development Extension Professionals (NACDEP) for the 2017 Conference in Big Sky MT, June 10-16, 2017

1. **Equal financial responsibility:** The organizations will be equally responsible for guaranteeing the cost of the conference. If there is ultimately a loss once all the bills are paid, then both organizations share in that loss 50:50. Both organizations should be parties to the venue contract if possible.
2. **Revenue Sharing for Registration:** Registration revenues will be distributed using the following formula. If a person registers as solely a NACDEP or CDS member, then the revenue from that registration goes to their respective organization. If a person indicates in their registration that they are a member of both or neither organization, then the registration revenues will be split 50:50.
3. **Conference Sponsorships:** Potential sponsors that the organizations approach together will be shared revenue and reduce the overall cost of the conference. Sponsors that each organization



generates on their own will be revenues that go to the respective organization. In addition, there may be a situation such as funding a speaker for the conference or a related event and the two organizations approach a sponsor together to pay for that speaker. This would also be a shared revenue contribution. However, there are also some groups that each organization approaches every year that should not have to be shared. Those funds would go to the respective organizations to be used as they see fit to cover their obligations to the conference.

4. Fiscal management of the conference: A joint budget will be created and managed by both organizations. Each organization will create and manage their own registration web page. Those who register for the conference through one organization should be able to indicate joint membership and pay their annual dues for both organizations when they register. The respective management companies would reconcile registrations and update member databases on an agreed-upon timeline (maybe once a month early in the process and then once a week leading up to the conference).

Michael Darger asked whether there will be marketing of the 2017 Conference during Little Rock.

Non-Discrimination Clause

Michael Wilcox

Michael Wilcox discussed the impetus and rationale for adding a Non-Discrimination Policy to the By-laws and factoring inclusion, somehow, into the annual conference site selection criteria. Michael Darger noted that Article XIII states that the membership can call for a Policy Statement, not the Board. Further discussion was tabled until the Board meeting at the Annual Conference.

2015 Business Meeting Agenda

Alison Davis

Alison Davis will work with Stacey McCullough on the agenda. Please be on the lookout for that agenda.

Joint ANREP/NACDEP webinars

Alison Davis

Alison Davis discussed our previous joint professional development activities. Thoughts about whether a joint ANREP/NACDEP webinar series made sense or not...especially leading up to our joint conference next year.

Policy and Resolution Committee

Michael Darger

Michael Darger and Michael Wilcox will work with Ricky Atkins to develop and deliver proposed resolutions to the NACDEP Membership before Close of Business today.

REMINDER: Next Board meeting is May 17, 2015 at the Annual Meeting in Little Rock, AR.

The meeting was adjourned by consensus of the Board.