

National Association of Community Development Extension Professionals
Board Meeting
MINUTES
Friday, 20 May 2016

Voting Participants: (Present members highlighted in YELLOW)

Stacey McCullough, President
Alison Davis, Past President
Kelly Nix, President-Elect
Julie Fox, Secretary
Notie Lansford, Treasurer
Adam Hodges, 1890 Representative
John Phillips, 1994 Representative
Connie Mefford, North Central Representative
Michael Dougherty, Northeastern Representative
Susan Kelly, Southern Representative
Roslynn Brain, Western Representative

Non-Voting Participants:

Brent Elrod, National Institute of Food & Agriculture (NIFA)
Stephan Goetz, Regional Rural Development Center Representative
Peggy Schlechter, Member Services Committee
Brian Raison, Communications Committee
Rebekka Dudensing, Marketing Committee
Nancy Bowen-Ellzey, Finance Committee
Mary Emery, Journal of Extension
Norm Schwertfeger, PILD Conference
Trudy Rice, State Affiliate Committee
Michael Wilcox, Development Committee
Josh Clements, Annual Conference Committee
Kevin Andrews, Historian Report
Ricky Atkins, Karriin Naeff, Cindy Rossen, TAS

Call to Order: Stacey called the meeting to order at 12:06 eastern time. She opened the meeting calling for approval of the agenda. Notie made the motion to approve the agenda. Motion carried.

Minutes Review:

Julie Fox

Kelly moved to approve the April board meeting minutes. Motion carried.

Treasurer's Report:

Notie Lansford

Notie provided financial reports, commenting that NACDEP was currently in a strong financial position. The treasurer's report will be filed for audit.

Committee/Liaison Reports

Natl. Institute of Food & Agriculture (NIFA)

Brent Elrod

No report.

Regional Rural Development Centers

Stephan Goetz

No report.

Membership Services Committee

Peggy Schlechter

Peggy reported that there will be a joint orientation for NACDEP and ANREP members at the national conference next month. Stacey encouraged board members to participate in the meet and greet session. New member ribbons may be provided to add to new conference name tags.

Communications and Website Committee

Brian Raison

During this discussion, board members reviewed opportunities for committees to recruit members during the poster sessions. Susan Kelly will be at the NACDEP table. Others are welcome to bring committee information and join in the opportunity.

Brian noted that the next newsletter will be distributed in June.

Marketing Committee

Rebekka Dudensing

Rebekka reported that the marketing committee has continued to work on our definition session of community development. Kenny Sherin and Richard Proffer have drafted a new definition, which the committee is excited to share as part of the conference session on Monday, June 27 in the 11:00, Maple Room.

Finance Committee

Nancy Bowen-Ellzey

Nancy reported that the committee met to discuss a spot audit and she provide a draft conference budget to the committee.

Notie mentioned a new hotel policy at the Sheraton, requiring payment in full in advance of the event for the total estimated expense, if the organization does not have a Dun and Bradstreet credit rating or qualify for direct billing. Ricky will follow-up with Sheraton for clarification and next steps.

Notie, Nancy, and Stacey discussed the conference budget, which will be integrated into the overall annual NACDEP budget for board approval. Various factors, such as mobile workshops, will impact the final budget.

Journal of Extension

Mary Emery

No report.

PILD Conference 2016

Norm Schwertfeger

Stacey noted that each JCEP organization has 2 representatives on the planning committee. Representatives serve a 2 year term. Deb Jo Kinsella completed her term. Stacey and Kelly will appoint the next rep to work with Norm.

Recognition Committee

Michael Dougherty

Michael reported that awards determinations were finalized by April 28. There was a slight delay on one award because of a mix-up regarding an addendum to the application. All the reviews were done by the eight primary judges; the back-up judges did not have to be used. Award winners were notified on May 3 and 4; non-winners were notified on May 5. (The last notification for an honorable mention DCA went out May 6).

Acknowledgements were sent to the judges and back-up judges the following week.

The Recognition Committee held a conference call and preliminary work assignments were made with other tasks to be assigned later today/early next week to those who were not on the call. There is a concern that the lack of a meal associated with the ceremony may result in decreased attendance. Thus, promoting the event at the business and regional meetings earlier on Monday will be crucial. If there were hors d'oeuvres and a cash bar available during that time that would also help. To ensure the ceremony finishes on time, the amount of description for the winning program will be limited (since much of it was duplicative of what was in the program). This will allow time to recognize runners-ups (and any honorable mentions) – though as in past years it will be at their seats. It was the recommendation of the committee that recognizing more people will lead to greater attendance at the ceremony.

The committee will meet during breakfast on Tuesday, June 28, during the conference (the morning after the awards ceremony) to debrief. Michael offered to serve one more year as committee chair, as he is involved with awards for both NACDEP and CDS. He will begin succession planning.

Development Committee

Michael Wilcox

Michael reported that the NACDEP Development committee drafted a letter to the membership that outlines fundamental information regarding the impending fundraising campaign. The committee would like input from the Board before this letter is distributed. In addition, a letter has been drafted to serve as the automatically generated verbiage when a donation to NACDEP has been made. As of 5/13/16, \$830 has been raised through the passive “annual fund” campaign through membership renewals. This represents 10.4% of our total Phase 1 goal.

Discussion included correspondence with current and past board members and an option for recurring payments. Ricky and Michael will follow-up on next steps.

[Development announcement letter]

Dear NACDEP Member,

The first time I attended a NACDEP conference, I went expecting “just another professional development opportunity”- where there would be 3-4 valuable sessions that were somewhat relevant to my work, but mostly presentations that didn’t *quite* pertain to me in my community development role. Well, I have to admit—I was wrong. NACDEP was the first conference I attended that I wasn’t searching for sessions to skip. (Don’t judge—you know you do it too.) Instead of having gaps of time where I focused more on how behind I was getting on email and phone calls, I found myself trying to be in two sessions at once in order to gain as much information as possible.

The value of NACDEP lies in its ability to provide the venue for the high impact professional engagement that is critical to Extension professionals that love the communities they serve. We chose to be Extension professionals because we knew it is the best way to make a difference in our respective states, and impact communities and regions across the United States and beyond. Through my attendance at the NACDEP conferences, I have gained knowledge that allows me to return to my community and immediately put new practices into action.

NACDEP is a small organization, and we need your help to sustain it long into the future. For the first time ever, we are creating an endowment fund to provide much-needed financial support to the organization. The NACDEP board is committed to maximizing professional development opportunities and supporting the membership by providing on-going opportunities for networking, learning, and celebrating successes—not just at the conference, but year-round through the members’ portal and quarterly newsletters. But we need your help to do so.

The board has volunteered to give a 1 to 1 match, up to \$8,000.00 for every dollar the membership will donate. Can you help us reach our goal? We know you don’t work in Extension for the large salary or luxury living, so we’re going to keep our donation requests realistic.

If each member gave \$25.00 toward our goal, we could reach that \$8,000 mark the board has established. You can give today through our online link at (insert link here) or if you’re not in a position to give, please take a minute to share with us how NACDEP has helped you, either through email, the website, or on your social media sites. Use #NACDEPGivesBack on the platform of your choice to share your story with other members and help us collectively realize the value of our organization. Your post could be featured at the conference in June as an important piece of our story.

Thank you and looking forward to seeing you in June!
Melissa Bond, Development Committee

[Contribution confirmation/thank-you note]

Dear X,

Thank you for being one of the first to contribute to NACDEP's Endowment for Sustainability. Your \$X donation will be matched dollar-for-dollar as we work to position NACDEP to be responsive to your needs, as well as those of other current and future Extension professionals who make this world a better place.

Looking back to the time I started my Extension career in July of 2004 to now, I have no doubt that my personal and professional growth are due in large part to the opportunities NACDEP has provided me. For me the greatest value has been to meet and learn from colleagues around the country. Members like you make that experience possible.

I appreciate you and the contribution you have chosen to make to our organization. If there is anything I can do to support you, please don't hesitate to ask.

Sincerely,

Stacey McCullough

JCEP 2017 Leadership Conference

Kelly Nix

The JCEP Leadership Conference will be held February 08-09, 2017 at the Doubletree by Hilton at the entrance to Universal Orlando, Orlando, Florida, <http://www.jcep.org/jcep-leadership-conference>.

2016 Annual Conference with ANREP

Stacey McCullough

Ricky reported that there are 402 registered attendees, with more than 200 from NACDEP.

Kelly mentioned that additional communications will request volunteer involvement at the conference. Regional reps are encouraged to promote the volunteer opportunities. Stacey mentioned that ANREP had some speaker cancellations and was back-filling some presentation slots. More than \$17,000 has been generated for sponsorships and there will be 21 tables in the exhibit hall.

2017 Annual Conference with CDS

Stacey McCullough

Ricky is working with the hotel and planning committee to confirm the basics.

Updates from the Regions and Partners

Northeast Region

Michael Dougherty

Michael sent an extra reminder of the end of "Early Bird" registration to the Northeast NACDEP email list the first week of May. The May newsletter will highlight volunteer opportunities at the conference, once the sign-up process has been finalized. It will also announce the award winners from the region and introduce the incoming regional board representative, Mary Peabody. To that end, planning for the transition has already started.

The agenda for the regional meetings at the conference will be sent later this month – after consultation with other regional reps and input received from the membership. Michael will work with incoming regional rep Mary Peabody on the meeting.

North Central Region

Connie Mefford

No report. Connie will send May newsletter with updates on the conference and development committee.

Southern Region

Susan Kelly

No report. Susan will send May newsletter with updates on the conference and development committee.

Western Region

No report.

Roslynn Brain

1890 Representative

No report.

Adam Hodges

1994 Representative

John reported that the next conference will be Nov 5-7, 2017 in Albuquerque, NM. Registration will open next month.

John Phillips

JCEP

The next meeting is in June and the focus is on the strategic plan.

TAS Update

Ricky reported that since the last board meeting the NACDEP National Office (TAS) has engaged in the following scope of work.

Ricky Atkins

Finance:

- April finances have been reconciled and sent in to Notie Lansford for the board reports.
- TAS has set-up an accountant to do the 990 returns

Membership:

- TAS has processed approx. 13 membership renewals. Totaling 328 since the start of the renewal period.

Communications:

- TAS worked with Chad Cook to send out conference announcements.

Web:

- TAS has updated the web page for the 2016 ANREP/NACDEP joint Conference.
- TAS has updated meeting minutes and added other news to the site.
- TAS has uploaded regional rosters to the site.

2016 Conference

- TAS is currently working on conference logistics for the 2016 joint conference.
- TAS has been monitoring room blocks and conference registrations now totaling approx. 400
- TAS is currently negotiating the conference AV contract.

2017 Conference

- TAS is currently negotiating the hotel contract with the Big Sky resort in Montana for the 2017 joint CDS/NACDEP conference.
- TAS is working with the CDS business office to outline and define conference responsibilities for both NACDEP and CDS planners.

Unfinished Business**Retreat Follow Up**

Graduate Student

Stacey reported that another member profile is on the NACDEP website.

Alison Davis

Webinars

Ricky will promote the first webinar in June and launch it in July.

Julie Fox/Ricky Atkins

Joint Evaluation Taskforce

Stacey McCullough

Stacey reached out to NAEPSPD.

New Business

2017 Conference

Stacey McCullough

Stacey noted that the MOU with CDS outlines specific division of responsibilities. The Management Firm will provide reports to the respective organizations. This was approved via email vote of the NACDEP board (5/12/16) and was also approved by the CDS board.

Announcements

None.

Reminder: Upcoming Board Meetings

Pre-conference board meeting is scheduled for Sunday, June 26 at 11:00 am (includes lunch)

Annual business meeting is scheduled for Monday, June 27 at 12:30 pm.

Post-conference meeting is scheduled for Wednesday, June 29 at 1:15 pm.

Retreat Sept 7 – 9 (Friday morning) in Big Sky, MT

Adjourn: The meeting was adjourned at 1:23 p.m. eastern time.