



**National Association of Community Development Extension Professionals Board/Committee Chairs
Board Meeting
MINUTES
November, 2016**

Voting Participants: (Present members highlighted in YELLOW)

Kelly Nix, President
Stacey McCullough,, Past President
Trudi Rice, President-Elect
Connie Hancock, Secretary
Nancy Bowen-Ellzey, Treasurer
Adam Hodges, 1890 Representative
John Phillips, 1994 Representative
Connie Mefford, North Central Representative
Mary Peabody, Northeastern Representative
Susan Kelly, Southern Representative
Roslynn Brain, Western Representative

Non-Voting Participants:

Brent Elrod, National Institute of Food & Agriculture (NIFA)
Don Albrecht, Regional Rural Development Center Representative
Peggy Schlechter, Member Services Committee
Brian Raison, Communications Committee
Rebekka Dudensing, Marketing Committee
Steve Burr, Finance Committee
Michael Dougherty, Recognition
Mary Emery, Journal of Extension
Norm Schwertfeger, PILD Conference
Trudy Rice, State Affiliate Committee
Michael Wilcox, Development Committee
Paul Lachapelle, Annual Conference Committee
Greg Davis, 2018 Annual Conference Committee
Kevin Andrews, Historian Report
Ricky Atkins, Karriin Naeff, Cindy Rossen, TAS

Also present

Michael Darger

Welcome	Kelly Nix
Introductions/Roll Call	Connie Hancock
Approval of the agenda	Kelly Nix
Nancy Bowen-Elizey moved to approve	
Approve minutes:	Kelly Nix
October Board Meeting	
Mary Peabody moved to approve minutes – Second – Susan Kelly – All Approved	
Accept Treasurer’s report and file	Nancy Bowen Ellzey
Report Submitted	
Finance committee is working on Audit and working on next Board Meeting	
Need potential expenses from Committee Chairs	

Committee/Liaison Reports



Natl. Institute of Food & Agriculture (NIFA)
Mark Sidwell and Rachel Welborn joined

Brent Elrod

- Sonny's post-election message to NIFA staff:
Even as this Administration does the important work of preparing to pass the torch on Inauguration Day, at NIFA we remain focused on getting as much work done for the American people as we can in the remaining days of the Obama Administration.

Our work is critical to ensuring our nation's preeminence in the food and agricultural enterprise. President Obama has made it clear that a seamless transition is one of his top priorities and I share that goal. The President's Executive Order on transition reminds us that "It is the policy of the United States to undertake all reasonable efforts to ensure that Presidential transitions are well-coordinated and effective, without regard to political party."

As many of you know, Sec. Tom Vilsack provided the vision for a process at USDA to make sure this transition runs smoothly and seamlessly.

Animal and Plant Health Inspection Service (APHIS) Administrator Kevin Shea and Office of Budget and Program Analysis (OBPA) Associate Director Don Bice have been leading a team of career senior executives from USDA's agencies, including our very own Denise Eblen and Michel Desbois, along with several NIFA staff, to do the important work of preparing for this transition.

As always, thank you for the work you do every day and which impacts people across America and around the world.

Sonny Ramaswamy
Director
National Institute of Food and Agriculture

- NIFA continues under a Continuing Resolution through 9 December 2016. The Regional Rural Development Centers FY17 budget will be determined once Congress approves the annual budget.
- Community Vitality
 - Improving the vitality and stability of rural communities in the United States continues to be an important public policy objective and is especially relevant in a rapidly changing global environment, given the strong interdependencies of rural and urban places.
 - NIFA promotes community vitality by focusing on the socio-economic potential of rural/urban interdependence and addressing the critical needs of people and places through workforce development, community resource and economic development, rural health and safety, and urban extension.
 - NIFA's support of research, education and outreach through four Regional Rural Development Centers and the Community Development program area advances the economic health and vitality of communities across the nation.
- The RRDC directors visit DC 17-18 Nov for collaborative discussions with AMS, RD, Farm Foundation, National Association of County Organizations, National Extension Tourism design team, Rural Health & Safety Education project directors, Urban Institute, and others.
- Mark Sidwell – asked to bring a team of Program Leaders together on June 11 – Conf Call on Dec. 12 – each region to identify 3 to 4 programs to share especially those that have leveraged resources
- Rachel Welborn report – In response to a charge from the Extension Committee on Organization and Policy (ECOP), the governing group for the national Cooperative Extension System (CES), a Rapid Response Team on Civil Discourse was established to pursue answers to questions about the resources and expertise within the Land Grant System to address complex issues. This is the beginning of a thorough exploration of existing resources, development of a competency framework for Extension staff, and generation of a strategic plan for future work. This survey is an early step in that process.

https://msudafvm.co1.qualtrics.com/SE/?SID=SV_b4xksyJwSc5Yu2x

How you can help

We are eager to learn about the resources and expertise within the Land Grant System to address these complex issues. Through your input on this survey, we hope to learn of the resources and expertise that exist within CES. Additionally, those who participate in the survey will be invited to join in the process through a set of asynchronous activities designed to help shape understanding of the available capacity, identify competencies needed, and recommend next steps to strengthening the Cooperative Extension Service's ability to respond to challenging community situations.

Results of this survey will be posted at: <https://people.extension.org/communities/1788>

Regional Rural Development Centers Rep.
No Report

Don Albrecht

North American Food Systems Network (NAFSN)
Did request membership and working with Trudi

Susan Kelly

Member Services Committee

Peggy Schlechter

- Met – Chase, Dan Kahl, John and Connie M - looked at Playbook – at this point no changes
- Discussed Scholarship – editing information and hope is to be in December Newsletter
- Have \$1000 available – planning to offer 2 \$500 scholarships
- Discussed Newcomer Orientation – Trudi would like committee to come up with New Member Packets
 - Suggestion to add directions on how to update profile on Memberclicks
 - Add Awards and continually update as it is changed
- Talked about Scavenger Hunt – if available with in app – will go ahead – if not will wait for another time
- Recognition – are there others besides new and retirees to recognize? First Attendees to conference and years of membership are potential additional re
 - Silent Auction and Live Auction was discussed – Mary Lueci-Simon will chair with help from Connie Mefford – what are thoughts of board in splitting funds since this is a joint conference?
 - Could be split 50/50 or could be split by who donated the item – NACDEP and CDS – 2016 – the auction was split
- SWAG was discussed – Polo shirts and luggage tags were discussed
- Meeting again on January 20

Communications Committee

Brian Raison

We meet every other month (next is 12/16).

- **Quick update:** we've generated some conversation and ideation around "making the NACDEP conf great for millennials" and other "connected" folks. The discussion followed an old-fashioned email thread; but it worked. Exciting ideas are abuzz for adding some "tech" and "instructional" presentations. Also looking at adding an "unconference" or similar. Some of these will happen in 2017! Others in 2018 (Cleveland baby!!).

If anyone missed the email threads, here are some of the major ideas:

Distilled ideas:

- "It's all about active participation and real-world takeaways."
- Shorter presentations?
- More time between sessions.
- Skill-building sessions: How to use a certain social media tool, how to edit a video, how to take a good photograph, how to network at an event, all stuff that we're expected to know how to do in Extension, but aren't always taught formally. "Show and Tell" (title, short description, greatest success, greatest challenge, what makes it different)
- Unconference: attendees bring problems so they can work on solutions while there. People suggest ideas on topics they would like to discuss over a day and a half or so, the top feasible ideas for a discussion are identified. A breakfast session is set.
- (or Morning Buzz: People sit at tables based on their interests and then report out to the group.)
- Music in the Ignite session and general sessions.
- Sched or other conference apps



- Livestream select portions (e.g., keynote speakers)

Marketing Committee

Michael Darger sitting in for Rebekka Dudensing

- The Marketing committee is setting its December quarterly call date and kicking around ideas and potential vendors for sales of NACDEP promotional items. Ricky provided some ideas of what has worked well for other groups as well as info about <https://www.4imprint.com/>, which they have used in the past. The CD definition committee is waiting to plan next steps based on whether the board gives initial approval to their suggested definition and, if so, how the board wishes to proceed with gaining input from the general membership. The definition by example video sub-committee (presenting examples of CRED work) will be planning to identify possible subject from accepted presentations in the spring, in advance of the 2017 conference.

Promotional item questions for the board to consider within the next few months include:

(1) Input on items, vendors, colors, whether items should have a souvenir/location flavor. Souvenir items may appeal to some people and could also drive more frequent sales in subsequent years if the board would like to make sales a regular or semi-regular event. We are also starting to kick around ideas about what the items might say. A couple of ideas include:

N A C D E P

National Association of
Community Development
Extension Professionals

Or

*Community Development
Extension Professionals*

N A C D E P

(2) Do you want a separate shirt color reserved for the board? What about committee volunteers and staff?

(3) How can we afford/arrange for something small for all conference participants as several people have suggested? Ideas have included post-it notes, lapel pins, thumb drive, and stickers or door placards for members' office doors.

(4) What do you think of setting up fun "contests" for wearing shirts or using items on a given day? This could take many forms, including social media and selfies. Prizes could be small but might come from a small slice of the profits.

(5) The committee will need clear direction on the business practices you would like to use in placing orders (e.g., all orders in advance so we have no inventory v. some inventory; pick-up at conference for attendees and others pay shipping v. all shipped, etc.). The board may have already considered where it wants the money to be directed.

Recent History of NACDEP Efforts on Promoting Itself & Community Development Extension

2013

- Galaxy conference breakout session on Branding Community Development Extension
- Galaxy plenary session on Issues Facing Community Development Extension
- Marketing Committee established with Rebekka Dudensing, chair

2014

- Logo Contest sponsored by Marketing Committee. Results were not good. Any future effort will need professional logo consultant. Committee generally does not deem this a good use of NACDEP resources.
- Major committee effort on defining NACDEP and who we are and who Community Development Extension is. (Although publicized, not much feedback received from either the membership nor the board)

2015

- Vision & Values from Committee adopted by Board in April and posted online. <http://www.nacdep.net/mission-vision>

2016



- Debate at Vermont on definition of Community Development. Overflow crowd. No resolution but lots of energy and feedback
 - Then from outside, the IACD definition of Community Development was presented at the IACD & CDS joint conference in Minnesota. CDS board adopts the definition in September.
 - Marketing Committee endorses IACD definition and proposes it to NACDEP
- **U.S Community Development Society Board votes to adopt IACD's Global Definition of Community Development.**
 - President of CDS, Chris Marko, in the latest issue of Vanguard, the CDS Newsletter.
 - "The Community Development Society (CDS) Board met September 9th- 10th in Big Sky, Montana....At the CDS Board meeting we accomplished two items which build on our partnership with the International Association for Community Development (IACD) who we conducted our joint International Conference in Minnesota in July, 2016 on Sustaining Community Change. The CDS Board voted to adopt the newly created definition of Community Development by IACD: *"Community development is a practice-based profession and an academic discipline that promotes participative democracy, sustainable development, rights, economic opportunity, equality and social justice, through the organization, education and empowerment of people within their communities, whether these be of locality, identity or interest, in urban and rural settings"*.
 - We believe it is important to promote representation of community development with common terms and will welcome further discussion about community development, as we have and will continue to do as community developers this year, and at the upcoming CDS/NACDEP Conference June 11 – 14 2017 in Big Sky! The CDS Board also plans to partner with IACD on conferences every fourth year which will strengthen the breadth of our organizations globally".
 - Stacey made a motion to have the Marketing Committee submit a newsletter article for January to introduce consideration of the proposed community development to be followed by regional webinars to provide historical context, and then call for an electronic vote of the membership no later than 30 days after the final webinar. Susan seconded the motion. Motion Carried.
 - Continuing Marketing Discussion with Michael Darger: both marketing and member services committees are discussing promotion items. Send any feedback to Rebekka Dudensing for the December Marketing Committee Meeting. Stacey suggested that the committee should work with the regional reps to develop an outline for the webinars.

Founding Members Discussion
No Report

Stacey and others

Finance Committee
No Report

Steve Burr

Nominations Committee

Stacey McCullough

- The nominations committee consists of Stacey McCullough (chair), Susan Kelly (South), Connie Mefford (North Central), Brad Gaolach (West) and Tony Michael (Northeast). Toward the end of the nomination period there were some offices with no candidates. Committee members reached out to members in their region and ultimately we received nominations for all offices.
- We received a total of 12 nominations. Stacey followed up with nominators and nominees whose memberships were not current. All situations were resolved. One candidate was removed from the slate after failing to confirm acceptance of the nomination.

President Elect:

- Candidate 1 - Caroline Backman
- Candidate 2 - David Civittolo

Secretary (uncontested)

- Suzette Barta

Treasurer (uncontested)

- Nancy Bowen-Ellzey

North Central Region Representative:

- Candidate 1 - Wayne Beyea
- Candidate 2 - Melinda Grismer
- Candidate 3 - Brian Raison

Western Region Representative:

- Candidate 1 - Roslynn Brain
- Candidate 2 - Laura Ryser

1890 Representative:

- Candidate 1 - Adam Hodges
- Candidate 2 - Dreamal Worthen

- Stacey worked with Ricky Atkins (Association Manager) and Connie Hancock (Secretary) to get the ballot sent out. It was emailed on November 17. Voting will continue through December 16.

Journal of Extension
No Report

Mary Emery

PILD Conference 2017

Norm Schwertfeger/Laura Fuller

- I am to contact Marshall Stewart and Ronnie McDonald about it. The thought is to provide additional time to work on a state's message. This was in response to feedback committee members had from attendees last year, who did not feel prepared.
- The suggested idea is to develop a worksheet/template that will be placed online and/or emailed to registered attendees prior to the pre-conference webinar. The worksheet and "message preparation" will also be topics of the pre-conference webinar.
- Wednesday tour:
Instead, provide list of possible sights (or sites) to see. One recommendation was the Botanical Garden. This way, people can make their own choices based on their time and schedules.
- Abstracts:
31 have been submitted, of which we need at least 10-12. Bob has a link to the online rubric:
<http://committee.jcep.org/jcep-pild-conference-rfp-evaluation>

ALL PILD COMMITTEE MEMBERS complete this evaluation of the abstracts! Please do this by **Dec. 8**. The abstract committee will then get together to discuss and choose the slate of speakers. Once they get that information to Bob, he will contact the speakers by Dec. 16. (We discussed Dec. 22 in our call; however, the rfp stated Dec. 16. If the Dec. 22 date is indeed needed, an email may need to be sent out to those who submitted abstracts that lets them know of the change.)

JCEP Leadership Conference 2017

Kelly Nix

- Announcements were made to session presenters on 11.12.16.
- There were a record number of submissions this year of round table discussions, oral presentations and ignite sessions (82).
- There were a total of 28 of the 72 round table and oral presentations selected for presentation (38.8% acceptance) and 4 of the 10 ignite sessions submitted selected for presentation (40% acceptance).
- Committee members have received feedback related to non-attendance due to the Zika virus. With the combined issues of a new venue, Zika and economic factors, the committee is working on a proposed budget based on expected attendance that is conservative but defensible.

Recognition Committee

Michael Dougherty

- I have attached recommended changes to Section M of the Policy and Procedures for the Board to review and consider today.
- There are four proposed changes.
 - **Creation of a national-only submission category.** This came out of the recommendations from the Regional Board Representatives. It addresses the issue of how to consider large-scale efforts. (Introduction)
 - **Limitation of submission for any project/program.** This came out of the recommendations from the Regional Board Representatives. It addresses the issue of a single effort sweeping the awards. (Introduction)
 - **JCEP Awards.** This replaces the existing (and now outdated) description with more general text. It addresses the issue of JCEP changing its awards categories periodically. (Section 10).
 - **Special Awards.** This would give the board the power to authorize special one-year only awards. It addresses the issue



of handling special cases/situation which has been discussed before but for which there is not currently a procedure. (New Section. Proposed to be Section 11).

- Once decisions have been made on these proposed changes, I will work to update the submission form and finalize the awards calendar and process. The other recommendation from the Regional Board Representatives — to keep them better informed regarding submissions from their regions – will be implemented through

Development Committee

Michael Wilcox/Melissa Bond

- The Development Committee hosted two meetings over the past month. The first meeting, between the Development Committee Chairs and the current and past NACDEP presidents, Kelly Nix and Stacey McCullough, respectively. This meeting primarily covered the Development Committee Playbook that was authored by Melissa Bond and ways to move forward.
- The second meeting came out of the first and was intended to bring the Communications, Member Services, Marketing and Development Committees together to discuss roles and responsibilities with respect to fundraising.
- The Development Committee's Key Tasks were outlined:
- Current Fundraising Priorities: Endowment, Scholarships, Recognition (with Membership)
 - Work through regional reps to recruit committee members
 - Identify and foster relationships with former Board members for Board ask campaign
 - Identify a custodian for endowment
 - Continue to refine Online Donation membership portal in partnership (with Communications)
 - Identify potential sponsors for 2016 and 2017 in conjunction with board/other committees

And next steps we identified:

- Develop a "give to NACDEP" campaign message plan for Communications and Marketing to review and then submit to Ricky for website.
- Encourage Leadership Giving and develop message of X % contributed.

Resolution and Policy Committee

Stacey McCullough

No Report

2016 Annual Conference w/ANREP #'s Wrap up

Ricky Atkins & Others

- Ricky reported and shared a spreadsheet called the Final Reconciliations. Some highlights from that report are:
 - \$221,947 Total Income
 - \$145,481 Total Expenses
 - 30% to UVM
 - Split remaining with ANREP based on attendance (54%NACDEP 36% ANREP)
 - NACDEP Income approximately \$32,000
 - Difference from 2015 Conference:
 - 30% more attendance than the previous conference
 - Food cost was reduced from \$95K to \$83K
 - Sponsorships and exhibits were a large part of the profit (\$17,250)

2017 Annual Conference w/CDS

Trudy Rice/Ros Brain/Paul Lachapelle/Ricky Atkins & Others

- Trudy reported that the proposal deadline is tonight at midnight. Over 100 proposals already received. They are using the Fast Track system that was purchased, and it does not allow late submissions. The proposals will be checked for basic requirements, then scrubbed of identifying words and sent to two reviewers by Dec. 8th.
- Next week they are meeting to establish a budget and registration will open Feb. 1. The call for preconference workshops will come out soon.

2018 Annual Conference – Cleveland OH

David Civittolo/Greg Davis/Ricky Atkins

- David not on the call but Kelly and Ricky reported that the contract with the hotel is nearly finished.

Historian Report

Kevin Andrews

- No Report

Updates from the Regions & Partners

Northeast

Mary Peabody



- Continued recruiting regional member for possible nominations.
- Continue to update the membership list.
- Participated in a couple committee calls.
- Wrapped up Foundations – Understanding Communities class. Planning for Sustainable Communities.
- Working on some leadership initiatives.
- Continued reminders out for presentations for CDS/NACDEP Conference.

North Central

Connie Mefford

- Connie reported that she was recruiting for the membership services committee and encouraged the other reps to also find members.

Southern

Susan Kelly

- Susan reported that she worked on nominations this month

Western

Ros Brain

- No Report

1890

Adam Hodges

- I have recently made contact with Michelle Eley, Ph.D. a Community and Economic Development Specialist at North Carolina A&T State University, but more importantly a former NACDEP Board member who was also 1890 Representative on the board. She was referred to by Dr. L Washington Lyons after reaching out to him.
- I am following up with Dr. Eley to see how best to reach out to our 1890s colleagues and make certain they are aware of the organization and the benefits of membership.
- While Big Sky Conference could be quite a distance to travel for many 1890 institutions, the 2018 conference in Cleveland Ohio might be more accessible. I will be encouraging our 1890 institutions to attend in 2017 at Big Sky, but at the same time I will be promoting the 2018 conference to be held in Cleveland Ohio so that they might also consider submitting a proposal and/or attending in 2018 if they are not able to make the trip to Big Sky

1994/FALCON

John Philips

- John did not have a written report but noted that he had just finished a successful conference with 170 attendees.

Joint Council of Extension Professionals (JCEP)

Stacey McCullough/Kelly Nix/Trudy Rice

- Stacey reported that JCEP Board has not met since our last meeting. She is attending NEAESDP to present awards and man a booth for JCEP.

Update from TAS

Ricky Atkins

- Ricky working to close out 2016 financials and attending 2017 conference calls. Worked with the elections and getting ready for 2017 renewals that will go out next month.
 - **Finance:**
 - TAS has issued check payments to ANREP and UVM for conference splits
 - TAS has determined that NACDEP will make approx. \$32,867.76 as a result of the 2016 ANREP/NACDEP joint conference
 - **Membership:**
 - TAS is preparing for Membership renewals for the 2017 membership year
 - **Communications:**
 - TAS has sent out 2 reminders the 2017 Call for proposals
 - TAS has sent out communications regarding the NACDEP Nominations
 - TAS has created and issued the election ballot forms and is currently collecting votes for the 2017 NACDEP Board of Directors
 - **Web:**
 - TAS has created a stand-alone form to take donations to the NACDEP Endowment for Sustainability and will be ready to set-up the landing page once the development committee has prepared the language.
 - **2017 Conference**



- TAS has negotiated 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.
- **2018 Conference**
 - TAS is currently reviewing the contract from the Renaissance by Marriott for the 2018 NACDEP Conference.

Unfinished Business

Kelly asked that everyone fine-tune their playbooks by mid-December. They will be put into a consistent format and placed in the P & P Manual.

New Business

Policy changes for the Recognition Committee. Ensure these changes are made in P&P.

The meeting adjourned at 1:36PM EST

Next Board mtg. is December 16