**National Association of Community Development Extension Professionals**

**Board/Committee Chairs**

**MINUTES**

**Friday, February 20, 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 Merkowitz, 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 12:02pm Eastern.

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

**Approval of the January 2015 Minutes:** **Notie Lansford** **moved to approve the January 2015 minutes. Motion passed.**

**Treasurer’s Report:**

The following reports were upload to Basecamp by Jody Rosen Atkins on February 19, 2015: *2015-nacdep-balance-sheet-jan-revised.pdf* and *2015-nacdep-profit-loss-jan-revised.pdf* . Summarizing the financial reports from NACDEP HQ:

Income 1,875 in dues.

Expense 3,306

Net Income, (1,363.93) - about what we expect for this time of year

Assets declined accordingly to $131,946.78.

Assets are $7,000 more than a year ago.

NACDEP is on sound financial footing.

Regarding the audit for Jan. - Nov. 2014, we have a preliminary report received earlier this week and I have not had time to review or respond. Some details remain. Notie will forward the final report to the board as soon as he receives it. If Board members want to see the preliminary documents, just let Notie know.

**Treasurer’s report was filed for audit.**

**Motion was made by Michael Darger to approve the 2015 NACDEP Budget, including the 2015 Annual Conference, as presented. Motion passed.**

**Committee/Liaison Reports**

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

On 5 March 2015, the RRDCs will host a panel discussion entitled “Advancing the Economic Health of Rural America” in 328A Russell Senate Building. NACDEP President Alison Davis is one of the panelists, along with members Michelle Ely and Brian Kowalkowski. NCRCRD Director Scott Loveridge will moderate. A flyer was distributed with details to share with your legislative affairs’ offices.

Center directors will also be in town for 4 March meetings that include USDA Rural Development and Agriculture Marketing Service to discuss current and prospective collaborative opportunities. Focused work in the South, with the Strike Force and Promise Zone footprint there.

Mapping local regional foods system infrastructure project coming into focus.

The Beginning Farmer and Rancher Development Program (BFRDP) proposals are due 13 March. The recording of last week’s webinar for 2015 applicants is the second bullet on our program page (<http://www.nifa.usda.gov/funding/bfrdp/bfrdp.html>) or you can access directly at [http://nifa-connect.nifa.usda.gov/p43tbboxk3n /](http://nifa-connect.nifa.usda.gov/p43tbboxk3n%20/)

The webinar on BFRDP projects serving veterans is scheduled 3 March 3-4 EST. Join me at <http://nifa-connect.nifa.usda.gov/r5loz5r8shh/>

The Community Food Projects program announcement is also on the streets: <http://www.nifa.usda.gov/funding/cfp/cfp.html>. There is $9M available; $0 - $400K range of awards. Applications are due 17 March 2015. Please direct all inquiries about this program to Dr. Jane Clary. jclary@nifa.usda.gov

Regional approaches to address rural issues continues to be a point of emphasis.

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

* Stronger Economies Together Stronger Economies Together (SET) state applications are in. Participating states will be announced in late February or in March. Two multi-state conferences are planned targeting SET coaches and regional teams, but others are welcome. http://srdc.msstate.edu/set/
* Ag Marketing Services Grant The RRDCs, in partnership with Ag Marketing Services, are working through the Land Grant Universities to build capacity in communities to successfully write grants for AMS programing. Curriculum is finalized and a point person has been identified in almost all of the 50 states to help lead local dissemination. Train the trainer events are being held this month.
* Southern Rural Development Center Director Search Update – The search has been reopened.
* The NCRCRD Director search committee is formed, the position announcement has gone to central administration for posting approval.

**Membership Services Committee Minnie Mitchell-Bishop**

Member Service Committee members will review all 2015 applications received by February 20, 2015. The Committee currently has seven applications in hand.

Criteria for applications: ***Due to funding limitations for this professional scholarship, priority will be given to NACDEP members that have been active in the association which meet the following criteria:***

* First time attendee at a NACDEP national conference
* Presenter/applicant at the 2015 NACDEP conference
* Limitation of funds for travel to professional meetings has hindered participation in past NACDEP conferences
* Membership will be verified by Association Manager to confirm eligibility.
* Verification of proposal acceptance by conference committee will be conducted.

**Communications and Website Committee Brian Raison**

Susan Kelly and Brian Raison met and had some great ideas to add to the emailed items for the Com Com team. Here are bullet items:

* Member Profiles: Could we use a check box to put people in Listservs via topical interests; could we add a search feature?
* Twitter: Ricky set up a twitter account. He can tweet for us (if folks send info/pics/etc). We have 9 followers now. Let’s use our hashtag so when we tweet it will trend #NACDEP or to gain attention @NACDEP
* NACDEP News: What’s ComCom role? How can we help? E.g., regional focus (via Reps); perhaps ComCom could focus on program sharing
* Member directory: marketing campaign to communicate the VALUE. Get folks to use more.
* Scrolling photos: link story to the 4 (e.g.) scrolling photos. Have more pictures and videos of CD events.
* Can we consider videoing at the 2105 conference (of keynotes at a minimum) and posting after the conference?
* Member directory - can we add keywords to each profile that individuals can either choose from or input themselves (there is an option for discipline but this info is not offered in each profile and there no option there to enter our own words)? The link option does not allow for a work URL, only LinkedIn and Facebook. The Job Title has a limit on the number of characters – tough for those of us with long job titles.
* Topical list serves: topics of climate change, local government education, and community indicators/evaluation.
* NEXT STEPS: need to assign people to tasks and set timelines.

**Marketing Committee Rebekka Dudensing**

The NACDEP Marketing Committee met February 5, 2015, via conference call with 5 members and Brian Raison from the communications committee and Minnie Mitchell from the member services committee. The committee discussed the organization’s value proposition and the list of values/benefits the organization provides. The proposition is directed toward extension professions, both with and without designated CRED responsibilities, and attempts to appeal to such professionals and define-by-example/peak their interest in NACDEP and CRED. Thus we have drafted a value proposition and listed broad areas of CRED work. These items have been debated and revised over the past two weeks via email. Rebekka will send the board (entire group actually), the “final” version for review within the next two weeks for official consideration. The current drafts are below (there are two versions right now), and comments are very welcome. Please email Rebekka, and she will forward it to the rest of the committee and our  We expect that the bullet points can be further developed in text in space on the website and/or in an updated brochure. Discussion of dues and lifetime membership was tabled pending more information from the state chapter committee.

Draft value proposition:

Supporting community resources & economic development (CRED) programming efforts of all extension educators, while being a voice for CRED educators to propagate successful programs and expand resources.

Draft versions of the value list:

* Economic and business development
* Leadership, civic engagement, and government
* Food systems, public health, and poverty
* Tourism, arts, and land use planning
* Disaster preparedness and resilience

*and*

* Economic Development, Entrepreneurship & Tourism
* Leadership, Civic Engagement & Grand Initiatives
* Local Government, Community Resilience & Disaster Preparedness
* Core Skills - Facilitation, Inclusion, Collaboration, Analysis & Planning
* Integrative work on emerging issues across Extension
	+ Food systems
	+ Art and creative placemaking
	+ Program development & evaluation
	+ Environment & climate change
	+ Public health and poverty

**Finance Committee Nancy Bowen-Elzey**

No report.

**Nominations Committee Michael Darger**

No report.

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

The special committee on state chapters continues to work and we will be preparing and discussing a proposal that will be presented to the NACDEP Board within the month.

**Journal of Extension Mary Emery**

The JOE board has a committee reviewing proposals for the editor’s position. We will not meet until late March. As usual, we are always looking for some good reviewers. If want to volunteer or nominate someone, please contact me.

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

No report. Conference registration is open.

**JCEP Leadership Conf. 2015 Alison Davis**

Occurred last week in Las Vegas. NACDEP had around 6-10 members attend.

**Recognition Committee Michael Dougherty**

Awards have been coming in this year at a slower pace than last year. To date (February 20), a total of 24 submissions have been received (47 awards packets were received last year and 33 in 2013).

Because of this slow pace – and other factors such as earlier deadlines associated with an earlier conference and the third submission for awards in 21 months – a decision was made in conjunction/consultation with the executive team to February 27. Notices were sent to members about the date change and the awards descriptions were changed to reflect the new date (Thanks to Ricky). I also received several inquiries seeking to confirm the new date and thanking me for the additional time. (From this, I anticipate a rush of submissions late next week).

There appear to have been no problems associated with submissions being submitted using incorrect or older forms. If any are found, the applicant will be invited to update/expand information and resubmit.

I have received the list of reviewers from all the regions and will be contacting them next week to prepare them for their assignment. I will also be holding the first committee meeting of the year in anticipation of the awards work beginning in earnest.

**Historian Update Kevin Andrews**

No report.

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

* Planning Committee met on January 30, 2015. Next meeting is scheduled for February 27, 2015.
* A draft of the conference schedule is posted on the website. Additional details about several activities have been determined:
	+ Newcomer Orientation (less than 3 years membership) will be held on Sunday afternoon (5/17) at 4:00-5:30 p.m. in the same room as the Opening Session. Past presidents, committee chairs, board members and other national organization representatives not participating in other conference meetings will be invited to participate. The schedule of events shall include introduction of board members and other distinguished attendees, newbies, and an overview of committee opportunities with sign up information. Other related activities may include a scavenger hunt throughout the conference to challenge newbies to get to know NACDEP with a final check-in of the challenge on the night prior to the end of the conference. An additional introduction of newbies will be announced at the Monday morning session. Special welcome packets should be provided for newbies to the conference. The packet shall include a welcome letter from the president and the member services committee. Special name tag identifiers will be provided at the registration table prior to conference.
	+ Opening Session will include a welcome from Dr. Tony Windham (Arkansas Extension Director), land-grant keynote speaker focusing on what we can do to ensure a “rock solid” future for Extension, a speed networking activity, and karaoke.
	+ The Morning Buzz: Big Ideas and Trending Topics in Community Development (general session 5/18) will consist of topical table circles similar to the NACDEP super session at 2013 Galaxy. Topics will be based on information provided on the conference registration form.
	+ Ignite Presentations will be held on Wednesday (5/20) morning. We can probably accommodate 6-8 speakers and the audience will select one for the People’s Choice award. An application form and evaluation criteria are currently under development.
* Acceptance/non-acceptance notices of presentations were sent out the week of February 2. Breakout of accepted proposals:
	+ 30-minute sessions = 51
	+ 45-minute sessions = 17
	+ 90-minute workshops = 9
	+ posters = 23

Sixty-three presenters have confirmed their participation in the conference. Confirmations are due on February 27.

* Our two keynote speakers have been confirmed. They are:
	+ Nancy Franz, Professor Emeritus at Iowa State University. Dr. Franz has also served at Virginia Tech, University of New Hampshire, and University of Wisconsin. She has worked at the county level, as a state specialist, and as an administrator in multiple capacities.
	+ Pierre Ferrari, CEO of Heifer International. Mr. Ferrari took over at Heifer in 2010. He was born in the Belgian Congo and has more than 40 years of business experience, ranging from large consumer package goods organizations such as Coca-Cola USA to work with socially-oriented organizations like CARE and the Small Enterprise Assistance Fund.
* We have received $4,000 in new sponsorship commitments (Oklahoma State University and University of Arkansas Extension). This is addition to the $2,000 commitment from the RRDC’s to sponsor a land-grant speaker. An “ask” letter is being developed for additional requests. A limited number of exhibitor tables will be made available for a fee of $100 per table plus conference registration.
* We are working to finalize the registration process. Proposed fee structure:
	+ Member Early Bird $425.00
	+ Non-member Early Bird $500.00
	+ Member Regular (after 4/17/15) $500.00
	+ Non-member Regular (after 4/17/15) $575.00
	+ Single-day $175.00

The registration fee would include any of 7 mobile workshops except *Downtown Revitalization through Art, Food and Public-Private Partnerships*, which will have a $25 charge to cover tastings at local restaurants and brewery.

Additional information to be collected during the registration process includes:

* + Special Dietary Requirements
	+ How long have you been a NACDEP member? (Less than 3 years, 3 – 5 years, More than 5 years) \*Needed to ID those for Newcomer Orientation
	+ Is this your first NACDEP Conference? (yes, no) \*Needed to ID those for Newcomer Orientation
	+ What topic(s) or issue(s) would you like to discuss with other participants during this conference?

Need to contend with the membership via registration issue. Michael Dougherty suggested that we could have a Non-membership registration with or without membership included (to address administrative issues at the participant’s home institution).

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

**Northeast Kelly Nix**

No report.

**North Central Josh Clements**

• Solicited volunteers for North Central reviewers of NACDEP Awards. Received 17 (!) offers to volunteer within three days. Appointed the first to respond: Neil Linscheid (MN), Marilyn Schlake (UNL) as primary reviewers, Cynthia Bond (OSU) and Kathryn Macomber (Missouri) as alternates.

• Preparing next NC Region Newsletter, to be distributed ASAP, featuring Membership Renewals and Extended Awards Deadline.

**Southern Susan Kelly**

Sent two communications to the Southern Region, a newsletter and a reminder of upcoming deadlines.

Worked with NACDEP Southern Region member in determining membership status for an award submission. This required coordinating with TAS and the Recognition Committee Chair.

**1890 Kenyetta Nelson-Smith**

No report.

**Western Mark Apel**

Mark successfully recruited three awards reviewers for Michael Dougherty from the Western Region in January.

**1994/FALCON John Phillips**

No report.

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

Michael Darger reported that the JCEP Board met in Las Vegas last week. JCEP became one association larger (now seven) through the addition of the National Association of Extension Program & Staff Development Professionals (NAEPSDP). Alison is the chair of the Blue Ribbon Committee. Future conferences will likely be issues oriented. NACDEP’s participation in JCEP continues to strengthen and grow in importance.

**Update from TAS Ricky Atkins**

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

**Finance:**

* January finances have been reconciled and sent in to Notie Lansford for the board reports
* TAS has processed approximately 99 Memberships for 2015

**Communications:**

* TAS distributed an email blast communication to extend the deadlines for awards submissions.
* TAS has been replying to Member and Non-member emails and phone inquiries regarding any business associated with NACDEP.

**Membership:**

* TAS has processed 96 memberships for the 2015 Membership Year. (Now 129 Total)
* TAS has been monitoring incoming memberships to assure that we don’t have multiple profiles for any one Member.

**Web:**

* TAS continues to add content for the 2015 conference to the new NACDEP web site
* TAS has created a Newsletter template for NACDEP Newsletter Communications

Stacy mentioned that we need to ensure that the newsletter “process” needs to be addressed and we need to be certain that we clearly express what the Board expects of the Newsletter editor and what newsletter calendar we are going to follow (with deadlines). Com Com should address this issue. Need to re-orient the regional rotation on the newsletter. Susan reported that the rotation was: March - West, June - South, Sept. - North Central, Dec. - North East.

**Social Media:**

* TAS has opened a new Twitter account on behalf of NACDEP and linked to the twitter icon on the homepage of the web site.

**2015 Conference**

* TAS is awaiting details and pricing for the conference to set-up an online registration form.

**Old Business**

**Development Committee Alison Davis**

Michael Wilcox (Purdue) and Melissa Bond (Kentucky) have been appointed as co-chairs of the new Development Committee. They will be meeting with the Membership Committee and developing a report on how NACDEP should move forward. Michael asked for feedback from the Board regarding philanthropic opportunities and strategies.

**2016 Joint Conference with ANREP Joshua Clements**

Ricky sent a quote to Stacey for the logo and program.

**2017 Joint Conference with CDS Alison Davis/Mark Apel**

Alison reached out to CDS to determine their final decision. Still waiting to hear.

**New Business**

**IACD Partnership**

Paul LaChapelle inquired as to whether NACDEP is interested in partnering with IACD. The Board encouraged Alison to invite Paul to make a presentation on the proposed organizational membership opportunity.

**Basecamp**

Michael Darger explained that we are continuing with our Basecamp subscription. He inquired as to whether we should expand membership of the Board of Directors Basecamp section to all board members and committee chairs. Stacey mentioned that we need to make a decision between MemberClicks and Basecamp. If we are going to create committee pages within MemberClicks, then there is no reason to expand Basecamp. We should be concentrating on migration. We are going to try and run the next Board meeting using MemberClicks.

**Announcements**

**REMINDER:** Next Board meeting is March 20, 2015

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