**National Association of Community Development Extension Professionals Board/Committee Chairs**

**MINUTES**

**FRIDAY, June 14, 2013**

**Voting Participants:**

Joshua Clements, North Central Rep.

Michael Darger, President

Alison Davis, President-Elect

Notie Lansford, Treasurer

Stacey McCullough, Southern Rep.

Glenn Muske, Secretary

Michael Wilcox, Past President

**Non-Voting Participants:**

Nancy Bowen-Ellzey

Michael Dougherty

Rebecca Dudensing

Susan Kelley

Jen Schottke

Charlie Vavrina

**Approval of the Agenda:** Michael Darger opened the meeting. Stacey moved to approve the agenda. The agenda was approved as presented.

**Minutes Review:** Notie moved to approve the minutes as sent out. Motion carried.

**Treasurer’s Report:**

May 1 balance 147,294.76

Cash In 3,555.38 - 9 membership fees and interest earned

Cash Out 6,240.03 – JCEP travel, PAR contract, association expenses, and

Galaxy tour contract deposit

May 31 balance 145,240.11

The May Treasurer’s report was reviewed and filed with the minutes, subject to audit.

**Committee Reports**

**Finance –** Nancy Bowen-Ellzey – Notie announced that Nancy has agreed to chair this committee. Jen reported that the audit is in progress and should be completed by the Galaxy meeting.

**2014 Annual Conference Committee –** Dave Ivan/Allison Davis/Jen Schottke. Report provided by Jen. They are looking for keynote speakers or possibly a panel. Preparations seem to be on track. Tour opportunities and local keynotes are being listed and explored. Michael Darger suggested, given the timing of this meeting, June 22-25, 2014, that perhaps some family-friendly events be planned. Other JCEP associations do this. With these dates and location, bringing family members along might increase attendance and interest.

**Regional Rural Development Centers Rep. –** Stephan Goetz – Not present

**Membership Services** – Mary Martin/Minnie Mitchell – Not present – Submitted report

*The Member Services Committee reports that there will be representatives from the committee attending Galaxy IV to welcome, greet, and meet newcomers.*

*We also anticipate fundraising for future scholarships.  Any and all ideas are welcome by contacting co-chairs - Minnie and/or Mary.*

*Minnie Mitchell-Bishop will not be in attendance for this meeting.*

*Respectfully submitted,*

*Minnie Mitchell-Bishop and Mary Martin*

**Communications and Website** – Susan Kelly/Brian Raison – Written report was provided by Susan. No questions were raised regarding the report.

*Communications Committee Report*

*June 14, 2013*

*Susan A. Kelly*

*Facebook - Currently 138 people are receiving NACDEP posts on Facebook each time it is updated. The page is only 12 months old and we have come a long way! Mary Peabody is working behind the scenes helping keep the page fresh with new comments every few days and is doing a great job.*

*Social Media Policy – Completed and submitted to the NACDEP Board for approval.*

*Website – Waiting for approval to begin the member portal.*

*Future work for the committee – how to use communications tools to engage people at the Galaxy Conference and attract new NACDEP members.*

**Journal of Extension –** Mary Emery – Not present – No report

**PILD Representatives** –Charlie Vavrina – Charlie reported he will be attending August PILD meeting. At that meeting they will begin discussing the next conference. Michael Darger reported that two candidates have been contacted and are willing to serve on this committee.

**Nominations Committee** – Michael Wilcox – Nothing to report

**Recognition** – Michael Dougherty indicated that 32 award applications were submitted. Jen asked when the selection process would be finished. Michael indicated that regional award winners would be finished by the end of June and national award winners should be selected by the end of July. The question of letting individual know that they had been chosen as an award winner was discussed. It was agreed that this should be done to encourage attendance. As regional winners will be selected by the end of June, the agreement was that they should be told as soon as possible to encourage their attendance and help reduce their costs as early bird registrations would still be available. Some minor glitches have appeared. Michael Dougherty said this would be discussed and suggested corrections be offered for inclusion in the policy and procedures manual.

***Brief Written Report of the NACDEP Recognition Committee by Michael Dougherty***

*The awards closed May 31. Packets were sent out to regional chairs for distribution to their respective committees on June 3 (Northeast, South, West) and June 4 (North Central). They are due back June 24.*

*Overall 32 nominations were submitted – all met eligibility and completeness requirements. The North Central had 20 nominations, the West had 5, the South had 5, and the Northeast 2.*

*Excellence in Community Development by a Team was the only award category with submissions from all four regions. Three categories had no submissions: Diversity - Team; Excellence in CD - Individual; and Cross Program – Team.*

*There have been some minor administration and interpretation issues that had to be decided “on the fly.” Once the process is finished, I will file a complete report, including thoughts related to operations, forms, award eligibility language, maintaining regional award levels, etc., as well as any proposed policy changes.*

*The awards will be presented at the banquet on Sept. 19 at Galaxy IV. The menu will be finalized for that event early next week. Information on the costs of extras (such as presentation systems) is forthcoming.*

**2013 Galaxy Conference** - Michael Dougherty/Winifred McGee/Michael Darger – Written report was presented. Discussion regarding the report and other questions then occurred.

Discussion - 680 registrations were now in. About 5% of those (31-33) were from NACDEP members. The conference committee anticipates a big surge as the early bird discount period ends. The Pirates game tour has been a big hit. More slots have been opened. There is some confusion regarding the total numbers available. We have been told it is about sold out but the website shows lots of empty slots. A question was raised on how many slots Galaxy may have thought were added. The increase in available slots should have went from 60 to 100 total but those on the call wondered if, when they updated the website, if another 100 were added instead of it being increased to 100 total. A second tour was also close to full and had already had its size increased. It also seems to have some issues as to the total size limit on the tour. Michael Wilcox is going to contact Mary Seaton directly to check on these issues. .

The big things for NACDEP are our awards banquet and planning. Awards, as noted already, are moving along. In terms of presenters, everyone should have been notified but the specifics for what poster session

Finally, there may be a social for NACDEP leadership on Thursday night or perhaps Wed.

***Brief Written Report of the Galaxy Planning***

*Galaxy registration opened two weeks ago. Already almost 600 Extension professionals from across the country and across the disciplines have registered.*

*After the initial flurry, the registration pace appears to be at a constant 200 or so a week. It will undoubtedly pick-up immediately before the early-bird deadline (July 15).*

*Even with only about one-third of the expected number of participants having registered, the NACDEP tours have been so popular that their capacity had to be expanded. Also, the Pirates game as a “States Night Out” activity has been very popular with close to 200 tickets purchased.*

*Final preparations continue to be made for the event. These range from schedule corrections to banquet planning. Volunteers are still needed – both for all of the conference and the NACDEP specific activities.*

**Regional Reps Group –** The regional reps had met by conference call. The main topics of the call were discussing some of their best practices in terms of generating member involvement and how to reach out and get new members. They are planning future quarterly meeting, with the next one planned for August 6th.. The regional reps agreed that having time, in additional to the Board meeting, would allow them to better handle their responsibilities.

**Updates from the Regions & Partners:**

**Northeast:** Kelly Nix – Not present – Written report

***NorthEast Region Report to the Board – June 2013***

***Submitted by Kelly Nix***

* *Sent email to members regarding NACDEP awards and invite for NACDEP newsletter contribution.*
* *Coordinated and participated in conference call with other regional reps. Major discussion included getting to know, general responsibilities of reps, strategies to get new members and current members involved, and agenda items for regional rep meetings at Galaxy. Next regional rep call will be August 6th, noon EST.*
* *Provided nomination materials and instructions to regional awards committee. Committee members: Rick Moorefield, Lisa Chase & Jane Haskell. I asked two committee members to remove themselves from scoring since they were part of one of only two nominations. Those individuals were Daniel Eades and Judy Chambers. My deadline for the reviewers is June 21st. Daniel Eades will represent the region nationally.*

**North Central:** Josh Clements reported that 8 reviewers stepped forward to review awards. He will follow up to see if they need help in completing their task. He asked of the other regional reps and the others on the phone if they had any suggestions on how often do people contact regional members, what should be communicated, other tips? Michael Darger responded that Josh should take the lead and be proactive. Michael said that the north central membership responds well and that he probably couldn’t over-communicate.

**Southern:** Stacey McCullough sent a written report and was present to provide additional comments. She had directly emailed an invitation to some recruits. One of those invited has already joined and two others have indicated that they intend to join. A general discussion agreed that personal invitations seem to work well.

***Southern Region Report from to the Board – June 2013***

***Submitted by Stacey McCullough***

* *Wrote and emailed regional newsletter to current and past NACDEP members from southern region.*
* *Emailed reminder about May 31 deadline for award nominations, solicitation of volunteers for regional awards committee, and information request for newsletter article.*
* *Added CED faculty and staff from Arkansas to regional email distribution list.*
* *Participated in conference call with other regional reps.*
* *Emailed information about NACDEP and personal invitation to join to 5 potential recruits from Clemson (Ben Boyles, Jennifer Boyles, Alta-Mae Marvin, David Hughes, and Mac Horton); also added them regional email distribution list. These individuals were identified by member Dave Lamie, who noticed they were not on my regional distribution list and sent me their names.*
* *Provided nomination materials and instructions to regional awards committee. Committee members: Susan Kelly, Notie Lansford, Chance McDavid, Susan Jakes.*

**1890:** Kenyetta Nelson-Smith – Not present – Michael Darger reported that Kenyetta has developed a first draft list of people working on CRED in the 1890 institutions. The next step is finding a time for Kenyetta and Michael to do an outreach call to these individuals. outreach

**1994:** No representative at this time

**Western:** Mark Apel – Not present – No report

**JCEP:** Michael Darger and Michael Wilcox reported that their involvement with Galaxy has shown just how complicated it can be to hold such a large event. The registration system is now open. The plans are to review Galaxy after this event to determine if it should continue. Michael Darger was elected assistant treasurer this year (takes office January 2015 as Treasurer) and Michael Wilcox was elected assistant secretary (last year but takes office in Sept 2013 as Secretary).

Michael Darger reported that the lack of a point leader for CRED in NIFA was still on JCEPs agenda. They have indicated they will continue to deliver that message and work to have others join in this effort. Alison Davis’s Dean is now ECOP head and she plans on working with him also on this issue. Michael Wilcox said the leadership changes in JCEP made him excited regarding making forward progress.

**Update from PAR:** Jen Schottke reported that things were moving forward as usual. She recently had a request for a life-time member. She wondered who vets these individuals to determine if they meet the qualifications? This will be further discussed as a future meeting. At this time, Jen will follow up. Michael Darger said he would help as needed. The newsletter was distributed. The open rate was 28%, 863 distributed, 224 opened. While this was slightly slower than previously, it must be remembered that it is being distributed to a list greater than just the members. She and Dave had met on the retreat and conference and that things were moving well on both fronts. Finally, the new membership reports indicate 277 current members.

**Old Business**

**Web-based database proposal from Element 74** - Stacey McCullough / Susan Kelly - Stacey and Susan led the discussion. A searchable membership database discussion began in 2011. The idea arose from having something like ANREP has. The idea arose during several surveys of the membership and it always ranked high on the list. The database would allow for everyone to view a public portion but also to have a private section where members could view the profiles of other members, pay dues or check on membership status. The NACDEP Board had also been discussing this for the past 2 years.

Several calls-for-proposals had been released during the process. In Jan, the Communications committee met with Element 74. Their price was considered the most reasonable at $11,000 one-time plus annual costs of $1150 ($75 per month for hosting + $250 in additional costs per year). Jen reminded the Board that there would be some PAR costs during development to allow the two systems to synch properly. Based on the current contract, those would be billed at $65/hr. PAR and Element 74 have talked with each other and did not see any barriers to getting this done. When asked, Jen indicated that she had no idea on the number of hours PAR would need and that it would depend on Element 74 and the coordination between the two. Michael Darger said that a NACDEP person, someone with some technical background, would need to work with both PAR and Element 74 as project manager.

Basically, Element 74 will design the system, host it, and then will mostly step out of the picture.

Notie asked if the annual maintenance costs were fixed. This was not clear but it seemed like this probably would not be the case. Also Notie asked about cancellation of the contract. This would be possible and NACDEP would own all of the data. It was unclear at this time what the cancellation period was. Stacey was interested in how ANREP felt about their system and if members were using it. And the question arose if our members would use it. Based on the earlier survey data, 101 members indicated this is something they wanted and ranked at 3.9 on a 5-point scale as something they were most likely to use. The thought was that there needs to be a way to find us. Two separate NACDEP committees had recommended moving in this direction plus some members had voiced a concern that the Board was not responding to member concerns. Those on the call felt it would be nice if it could help find documents, web resources, etc through links to materials colleagues had, both within one’s own state and across the country.

Stacy moved that NACDEP enter into a contract with Element 74 based on the proposal submitted.

During the discussion, Notie asked how much more this would be than the PAR counter-proposal. Jen indicated that the main difference would be in the filtering capacity and that the Element 74 proposal was more robust. Again the discussion returned to who would work with Element 74 as the project manager per se. Jen agreed the person would need some technical background as well as be able to respond to the member side. Susan said she would work with her committee to find someone. Stacey volunteered as a Board member to work with Susan to find a person.

Motion carried. Susan and Stacey will initiate contact with Element 74.

**Contract renewal with PAR** - Michael Darger (Jen excused during this discussion) – The discussion was in terms of a renewal from Sept, 2013 to Dec, 2014. PAR submitted low and high proposal bids. Notie indicated that the low bid would keep the members more engaged. He indicated that if we go to the higher proposal, where PAR did more of the work, it would be hard to come back. It may be better to keep it lower and more affordable at this time.

Alison moved we accept the lower bid through 2014.

Michael Darger pointed out four aspects he thought the higher bid would offer to NACDEP. PAR would manage the elections, the Board retreat, help with tour identification and operation, and do more work in helping find and negotiate our future conference sites. In addition there would be some money that would help synchronize with Element 74. There is an all-inclusive statement in the high proposal bid that is not spelled out and this might allow NACDEP the possibility of asking PAR to help out in various unforeseen circumstances. The general consensus on the call was that PAR has done a good job of management in the past. Michael Darger said that the time may come when a competitive bid process might be a good step but that it would need to be done with more lead time. He did indicate that under the proposed contract PAR would help with other items but it would be done ala-carte on a per-hourly basis. Michael Wilcox indicated that this might be a good thing for the 2015 hotel negotiations. He has faith that the membership could get the other elements done such as tours, set-up, etc. PAR would continue to take care of plaques and certificates as an administrative detail.

Motion carried.

**Appointment or re-appointment of committee chairs and orientation meeting with chairs** - Michael Darger – Michael announcing that a new finance committee chair, Nancy Bowen-Ellzey, had agreed to serve and that new PILD members have possibly agreed to serve also. He wants to do a call in July to discuss responsibilities. Finally he noted that we need NACDEP exhibit hall cochairs for Galaxy.

**Applications for 2015 Annual Conference site** – Michael Darger thanked Michael Wilcox for the development of the preapplication and application put into place as part of our selection process of an annual conference site. What was learned from 2014 was included into the forms and the new proposal process and will be used in the future. These will be used for the 2015 conference.

The applications have gone out – Stacey will follow up with emails and phone calls. She will work with Michael Wilcox and Kenyetta. There is a preproposal phase and then some sites will be asked to submit a full proposal. Preapps are due next month. Then full apps will be due in August.

**NACDEP brochure** - Michael Darger thanked Rachel Wellborn for designing 3 drafts of a NACDEP brochure. This work will be assigned to the marketing committee if one is formed.

**New Business**

**Create a marketing committee**- Michael Darger – Michael indicated that he felt we needed to have a committee that took a big picture look at membership – what do we offer, what should it cost, what is our long term focus, etc. Some committees do some of this but there isn’t one committee that has an overall view of the issues from which to offer recommendations. Other things the committee may consider are affiliate chapters and life time members. Rebecca Dudensing from TX is willing to chair the committee. Rebecca indicated that they would look at what other associations were doing and would turn to the membership for more ideas. One of the tasks the committee would work on is why people stay and why they leave.

Stacey – moved to have a standing committee on marketing.

Motion approved

Michael Darger indicated that he would be having a conversation with committee chairs regarding how to be an effective group and the sharing of roles and responsibilities with the Board and the committees.

**Board retreat, Oct. 21-23. 2013** – Grand Rapids, MI - Michael Darger

There are possible issues trying to be downtown during that time due to other conventions in town. It may be possible to hold our meeting at the county extension office located about 3 miles from down town. This would save on food costs. Jen thinks there are hotels downtown. Michael Darger suggested the planning committee also look at airport hotels to hold down costs

**Board Discussion for the Good of the Order**

Nothing was mentioned.

**Announcements**

**Next Conference Call -** Friday, July 12th, 2013

**Adjournment**

Submitted

June 14, 2013

Glenn Muske, Secretary

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