**National Association of Community Development Extension Professionals**

**Board/Committee Chairs**

**MINUTES**

**Friday, October 17, 2014**

**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:**

Nancy Bowen-Elzey, Finance

Michael Dougherty, Recognition

Rebekka Dudensing, Marketing

Brent Elrod, NIFA

Mary Emery, JOE

Debra Jo Kinsella, PILD

Mary Martin, Member Services

Rose Merkowitz, PILD

Peter Metsker, PAR

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: Joshua Clements moved to approve the agenda. Motion passed.**

**Approval of the September 2014 Minutes**: **Notie Lansford moved to approve the minutes with corrections. Motion passed.**

**Treasurer’s Report:** The Treasurer’s Report was posted to Basecamp for the Board on October 15th by Notie Lansford (see: September 2014 financial statements.xlsx in Basecamp). **Treasurer’s report was filed for audit.**

**Committee/Liaison Reports**

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

In addition to base funding, the following FY14 awards were made to the four regional centers:

Community Assessment and Education to Promote Behavioral Health Planning and Evaluation (CAPE) – Phase II – led by North Central

Asian- American and Pacific Islander (AAPI) Resource Center (with initial focus on Hmong) – led by North Central

Agricultural Marketing Service Training and Technical Assistance (AMSTA) – led by Northeast

In addition, USDA Rural Development awarded funding to support Stronger Economies Together (SET) Phase V – led by South and Purdue Center for Regional Development

VA Office of Faith-based and Neighborhood Partnerships will lead a pilot that includes the South and Purdue Military Family Research Institute.

The Small Business Innovation Research Phase I RFA closed 2 October 2014. The review process is underway.

Please consider having representation on the following webinar to help inform deliberations if NACDEP would like to submit a proposal to the new NEA project category in Our Town:

Now in its fifth year, the Our Town program will continue to support arts engagement, cultural planning, and design projects. The NEA is also offering a new project category this year, funding up to five projects carried out by arts or design service organizations, or other national or regional membership organizations, that provide technical assistance to those doing place-based work. The goal is to expand the knowledge base about creative placemaking to their members and the field.

Arts and Community: Funding Opportunities and Resources from the National Endowment for the Arts

Jason Schupbach, National Endowment for the Arts October 20, 2014 (Monday) 1:00 PM – Eastern Time <http://connect.msu.edu/ncrcrd>

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

Community Behavioral Health Early Warning Systems Call for Proposals 2014

The Substance Abuse and Mental Health Services Administration, the USDA National Institute of Food and Agriculture, and the Regional Rural Development Centers are partnering to implement a national program to explore options for community-implemented early warning systems with respect to community-level incidence of behavioral health issues (e.g. substance abuse, mental illness). The incidence of these issues and how they are expressed varies by place and across time, so local monitoring and intervention techniques are important.

The Community Assessment and Education to Promote Behavioral Health Planning and Evaluation Phase II (CAPE 2) project will fund Land Grant Universities and their partners to implement locally-based early warning systems. This is a national competition; individuals and teams are welcome to submit proposals to join the CAPE 2 project in one of two categories:

1. Innovation Communities. The activity includes designing and implementing an innovative and potentially replicable early warning protocol around a locally determined set of community behavioral health issues. Creative use of existing locally produced information sets is encouraged. Successful applicants will engage their target community in prioritizing adoption of an intervention based on the information produced by the early warning system. Funding of up to $150,000 is available for each innovation community. (See attachment for full details.)

2. Barometer Communities. The activity includes recruiting a panel of thirty knowledgeable local individuals who will be compensated to participate in a nationally designed biweekly community behavioral health survey and coordinating community priority setting and implementation to respond to emerging issues. Funding: the CAPE 2 project will compensate survey participants and offset 0.7 FTE of local team member salary.

Proposals are due November 19, 2014. ARCHIVED INFORMATIONAL WEBINAR: Click following link to view. https://connect.msu.edu/p972xctlq5t/

Visit the CAPE website for the complete Call for Proposals.

WEBINAR: Arts and Community: Funding Opportunities and Resources from the National Endowment for the Arts, Jason Schupbach, National Endowment for the Arts, October 20, 2014 (Monday); 1:00 PM – Eastern Time

This webinar will explain funding and resources provided by the National Endowment for the Arts to support arts-based community development activities. Through its programs the Endowment supports American communities in their efforts to engage the arts in making places more livable. It will explain Challenge America Fast Track, Art Works, and Our Town funding guidelines and walk through some new resources that provide technical assistance to communities.

To join the webinar go to http://connect.msu.edu/ncrcrd, “enter as a guest” is by default already chosen. Type your name into the text box provided, and click on “Enter Room”. You are now in the meeting room for the webinar.

Ag Marketing Services Partnership

Recently the Agricultural Marketing Service invited the RRDCs to work through Extension nationally to train community members to improve the quality of applications coming into its local foods-related grants (FMLFPP). Two main AMS grants programs, totaling $30M annually, fall within this opportunity:

(1) Farmer’s Market Promotion Program with grants in the $15-$100K range.

(2) Local Food Promotion program with grants in the $5K-$100K range.

We are assembling a team to respond to this opportunity. We have selected a four-person curriculum development team that will work intensively with AMS staff and RRDCs to develop the curriculum. We are now looking for Extension professionals to deliver the program in each state. This opportunity cuts across CRD, Ag, and FCS, and has potential to generate joint initiatives between 1862, 1890, and 1994 partners. Thus, I wanted to touch base with Extension Administrators/Directors for help in identifying the best person(s) across the three program areas and institutions to respond to the opportunity from your state. We are offering each state $5K to organize and conduct the training in their own state with some flexibility (possibly an addition of up to $2,500 more) for larger states with both 1890 and 1862 institutions. We ask that each state identify a point person that would come to a regional train-the-trainer event, probably in January and then deliver the workshop in your state sometime in spring. We’ve had signals from AMS that this could potentially be a multi-year opportunity, but even if it is just one year, the experience will build your system’s ability to respond to stakeholder interest in these grant programs.

SRDC Director Search

SRDC is nearing completion of the second round of interviews. Decisions on these candidates will be determined in the coming weeks.

**Membership Services Committee Minnie Mitchell-Bishop / Mary Martin**

No report.

**Communications and Website Committee Brian Raison**

No report.

**Marketing Committee Rebekka Dudensing**

Rebekka sent an email on 9/16 which stated the following: No report. However, below are bullet points for things the committee would like the board to consider at their retreat. Rebekka will speak with the board at 2pm, Thursday, Nov. 6. The committee:

• Requests permission from the board to conduct a survey of outside partners (non-members) to gauge what Extension CRED means and how it is viewed beyond NACDEP. The committee would like to reach out to other JECP organizations (presidents) to receive feedback from their memberships as well as to non-Extension partners. We expect that the survey could be completed over the winter and would then inform a SWOT and further discussion by the NACDEP membership.

• Seeks to host a NACDEP SWOT analysis workshop at the 2015 conference. State-level focus groups could also be conducted to gain info beyond the conference and to prepare for the conference session. This information, coming as the association matures following its 10th anniversary, will inform future discussions of NACDEP marketing, as well as CRED branding.

• Requests the board consider adding a couple of fields to the membership sign-up and renewal forms to ask what the member’s primary program area/field is and as well as a secondary program area/field.

• Is interested in delineating benefits and prices of membership levels (i.e., affiliate, lifetime, student, “friends of the field”, etc.). A report would be provided to the board for further consider in 2015.

**Finance Committee Nancy Bowen-Elzey**

The Finance Committee scheduled an adobe connect meeting/conference call on September 26 to discuss and move forward on three items:

1. Conducting a spot audit (all)

2. Retiree scenario ideas per meeting in June (Greg and Jane)

3. Comparison of past conferences to assist in budgeting process (Wayne and Steve)

Just prior to the meeting, members all received audit transaction listing, financial statements, and summary reports for April and August from Notie and PAR. Members are currently in the process of reviewing records and submitting input to the Chair for development of an spot audit report for sharing with the Board in November.

The Committee also discussed ideas for retiree retention and engagement (see attached report from sub-committee) and decided to request the board and/or membership committee to review and consider questions and potential recommendations based the attached report.

Finally, a comparison of the past five conferences, compiled by Stacey, was shared. The committee would use an average for the past four years (which are more in line with what would be expected) for budget purposes. The net income average for the past four years is almost $38,000.

With only three of six committee members on the call due to a misunderstanding about call-in time zone, it was decided to review financial records in preparation for a follow-up meeting in late October which will also involve development of a draft budget. This meeting has yet to be scheduled.

*Sub-committee report on current, recent and future retirees:*

**Retiree retention incentive scenario**

Jane Haskell (Maine) and Greg Davis (Ohio)

**Assumptions:**

1. Mission of NACDEP is to serve an actively engaged membership
2. Flat to declining employment figures translate into a dwindling population of possible NACDEP members
3. The number of Extension Community Development professionals is flat to declining
4. Extension CD employment and thus NACDEP membership is largely an aging group
5. Decline in program momentum very likely if vacated positions are not re-filled
6. There are currently no readily apparent mechanisms to keep active members engaged after retirement

**Proposal:** engage NACDEP resources in a comprehensive effort to retain active membership into retirement as lifetime members

**Rationale:** financial benefits to NACDEP are estimated to range from $12,000 to $25,000 annually

**In addition to additional income, a stronger, more sustainable association is possible via:**

1. Mentoring, listener, co-working, co-researching, & generally ‘rubbing elbows with’ new members
2. Sharing of their wisdom, past experience, and accumulated skills sets on committees to the benefit of the association (including helping with annual conference)
3. Continued advancement/strengthening of the Extension CD profession

**Proposed next step:**

1. Investigate in more depth, e.g.:
   1. How many NACDEP retirees are projected over the next 3, 5, 7 years, etc?
   2. What is the revenue potential of engaging NACDEP retirees?
   3. In what ways can retirees be engaged in committees and conferences?
   4. How do we create an association environment that is so compelling that active members want to stay engaged as retirees/lifetime members?
2. Possible steps:
   1. Ask the board to charge the appropriate committees with addressing the questions above
   2. Consider framing the questions above as a possible research project for the benefit of Extension and the CD program area
   3. Consider how we might model the proposed behaviors by working side by side with Extension retirees such as John Conglose and George Morse (each of whom have expressed interest in collaborative research projects)
   4. Other questions that might be considered:
      1. What does this [assumed imminent retirement bulge] mean for Extension?
      2. How can retirees be engaged in an Emeriti status or as Faculty Associates if working with a University from which they are not of Emeriti status (e.g. George Morse, Professor Emeritus and UMaine Faculty Associate)
      3. What does [assumed large retirement of place based knowledge] mean for Land Grant University contribution to enhancing community vitality?
      4. What does it mean for Extension programs?
      5. What does it mean for Community Development? Could CD be the first Extension program ‘to go’?

List generated for conference expenses and income. Averages over the last five years supplied by Stacy McCullough. Will be used as a reference going into the future.

Draft budget will likely be close to what was used for 2014. This budget has been working well.

**Nominations Committee Michael Darger**

Nominations are being received and the committee continues to seek additional nominations.

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

Committee held a conference call on September 29th, 2014

Participating:

Trudy Rice, co-chr. and Jaime Menon-Kansas

Diane Vigna, co-chr.- Nebraska

Michael Dougherty-West Virginia

Brad Neumann-Michigan

Richard Proffer-Missouri

Michael Darger-Minnesota

Josh Clements-Iowa

Not present due to another commitment:

Susan Kelly-North Carolina

Brian Raison-Ohio

New Member: Paul LaChapelle, Montana

Next Meeting Date: October 27th at 11:00 CDT-conference call and Adobe Connect

During introductions everyone shared their state’s situation related to state affiliated chapters. There are many different situations across the states but, the NACDEP record indicates that we currently have 4 “official” NACDEP state affiliates. They are: Indiana (Purdu), Missouri, Wyoming, and Montana. Other states have local Extension Community Development professional organizations that are serving their needs and might be eligible for NACDEP affiliation in the future.

Information from the following documents were reviewed so that everyone could get a better idea of what the issues are and why we are dealing with this at the current time.

• Member Survey from 2014: Item number 17 on this survey asked for comments about NACDEP state affiliate organizations. The comments were generally in two categories. The first one is that their state was so small that there would not be enough numbers for an organization. The second one was that it was a great idea that would elevate the level of professionalism related to Extension community Development work. The comments spoke to the fact that we should not make it a difficult process and allow as much flexibility as possible.

• Current NACDEP Policies: Currently there is an application for a state affiliate chapter on the NACDEP website as well as some listed policies in the NACDEP Policy and Procedure Manual. However, the current NACDEP Board of Directors is not actively pursuing state affiliate chapters at this time due to some issues related to the current procedure. The NACDEP Board has tried to but all new application requests on hold pending the work of this committee. Michael Darger is our link to the board on this issue.

• Notes from initial meeting in June 2014: A meeting of interested individuals was held during the 2014 NACDEP Annual Meeting. These notes reflected some concerns at that time which included insurance, awards, percent extension appointment of members, size of extension community development staff across the states, percent of NACDEP membership that have state or regional appointments versus county appointments.

During a discussion on a timeline for our committee work it was agreed that we should not be driven by a

“due date” but should work as quickly as possible with the goal to have our work finished before NACDEP Annual Meeting in 2015.

After much discussion it was agreed that the following issues need to be addressed and that those committee members listed by each one would work on the issue with a report for our next meeting.

• State affiliate member policy for those with less than a 25% extension appointment (JCEP policy)-Michael Darger

• What are the state and member benefits of having a local NACDEP chapter? Joshua and Richard

• Appropriate membership size for a state chapter as well as language for regional affiliates.-Michael Dougherty

• How would voting on business at the NACDEP Annual Meeting be handled from state chapters and individual NACDEP membership? Richard

• How might nomination for officers and awards be handled with some state chapters and some individual NACDEP memberships? Michael Dougherty

• Current application and NACDEP Policies and Procedures Section L. How might this be “tweaked” to be relevant in the future? Trudy and Diane

All of the committee members listed above should complete their initial work by send to Trudy trice@ksu.edu by October 24th.

Our next meeting will be Monday, October 27th at 11:00 CDT and will be by conference call and adobe connect.

During that meeting we will review what has been developed and provide some information for a progress report that Michael Darger can share with the NACDEP Board during their November meetings.

**Journal of Extension Mary Emery**

No report.

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

The PILD conference is scheduled for April 12-15, 2015 in Crystal City, Virginia at the Hyatt Regency Crystal City. Request for Proposals for oral presentations for the PILD conference are due Nov. 7, 2014 at 5 p.m. Apply online on the JCEP website: jcep.org

Please encourage everyone to apply!

**JCEP Leadership Conf. 2015 Alison Davis**

We are on the agenda for the JCEP Leadership Conference. We have about 2.5hrs to fill for ANREP/NACDEP joint presentations. Alison Davis is working with Dean Solomon to coordinate this opportunity. Michael Wilcox mentioned that a webcast had been done in the past. Michael Darger added that the presenters were not live at the venue but, rather, webcast in and there were some technical difficulties.

**Recognition Committee Michael Dougherty**

Committee is in the process of finalizing recommendations to the Board for the retreat in November. Potential NACDEP Recognition Changes for 2015 have been sent to the committee for review. They are divided into two categories: Awards and Operations. They are based upon the input from the committee and the regional representatives after the conference.

Comments are due back next week. Once the feedback is received, suggested (required) changes to the Policies and Procedures will be developed for board consideration at the November retreat.

The committee is tracking to have all approved changes in place and the awards submission process open by the first week of January.

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

• Have received requests from two more people volunteering to help review proposals.

• Next committee meeting scheduled for October 31, 2014.

• Tour of conference hotel scheduled for November 5 at 2:15.

• Working on budget, timeline for major pre-conference activities (call for proposals, registration, etc.), keynote speakers, and conference schedule for consideration by board at retreat in November.

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

**Northeast Kelly Nix**

Working on officer nominations and sent out a newsletter to the members.

**North Central Josh Clements**

Working on Regional Update. Helping to surface nominations for NC Regional Rep.

**Southern Susan Kelly**

No report. Working on officer nominations.

**1890 Kenyetta Nelson-Smith**

No report

**Western Mark Apel**

No report

**1994/FALCON John Phillips**

1. The annual 1994/FALCON conference is almost here. This year we are in Minneapolis, MN, on November 8-11, 2014. The conference theme celebrates 20 years of land-grant status for our institutions. Some highlights of the conference include the following sessions that may be of interest to you:

• Coordinating Extension at the Tribal, State and Regional Levels: Emily Proctor, Michigan State University Tribal Extension Educator & Dawn Newman, University of Minnesota Liaison for American Indian and Tribal Partnerships and Co-Chair of the American Indian Task Force. (Nov. 9, 1:00-3:00pm)

• Foundations of Community Food Sovereignty Work: Vicky Karhu, Founding Director of the Mvskoke Food Sovereignty Initiative. (Nov. 9, 1:00-3:00pm)

• Authentic Community Engagement- Applying the Principles of Community-based Participatory Research to Your Research: Cathy Jordon, Extension Specialist, University of Minnesota Extension Center for Community Vitality. (Nov. 11, 1:00-4:00pm)

I know the dates are close to the Board retreat but if anyone is in the Twin Cities during the conference and would like to drop in, you are certainly welcome. We’ll waive the registration fee and feed you snacks and coffee. Just give me a heads up.

2. The 1994/FALCON Board position, moving forward. When we decided that I (John) would serve on the NACDEP Board, we knew that: 1) there had been a long, unsuccessful effort to fill that position, 2) as an association administrator, I probably wasn’t the perfect fit, and 3) we would work to eventually find a 1994-based board member. We’ve been fortunate to identify an individual who is well-qualified and interested, Karen Cary, Director of Career & Technical Education, Leech Lake Tribal College (Cass Lake, MN). While the mechanics of a transition have yet to be worked out, between now and the NACDEP annual meeting I will work with Karen to bring her up to speed and ensure a smooth turnover. I’ll still continue to provide Karen and NACDEP support and represent the 1994s. Plans can always change, but that’s the plan for the time being.

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

* Alison Davis attended NEA-FCS and ESP
* Michael Darger will be attending NAE-4HA.

**Update from PAR Peter Metsker**

No report.

**Old Business**

**2016 Joint Conference with ANREP Michael Darger/Kelly Nix**

No report. Conference call coming up in November.

**2017 Joint Conference with CDS Alison Davis**

We will need to make a decision at the NACDEP Board retreat in November. Big Sky, Montana is the tentative host site. There are some issues that need to be addressed including cost and travel time.

**2015 Retreat Stacey McCullough**

Start at 12:30 pm (lunch) on 5th and end right before lunch on the 7th. Send Stacey your flight information.

**Member survey Stacey McCullough**

A more detailed and final analysis is being conducted and will shared with the Board soon.

**New Business**

**Board Retreat Alison Davis**

Need to begin to assemble the agenda items. Member Services, ‘Development Committee’, CDS Joint Conference, Marketing issues, etc. will be on the agenda. Please share ideas with the Board.

**NEA Opportunity Brent Elrod**

Creative placemaking is an exciting area of interest that was highlighted at the NACDEP Conference in Grand Rapids. NEA is very interested in having NACDEP consider a project that would fall into one of the three tiers of cost ranges. Non-Federal match required (combination of cash or in-kind). Brent has shared the RFP.

Stacey McCullough questioned whether this is appropriate for NACDEP to consider. We haven’t traditionally completed programmatic-oriented projects. Also worried about how this might be perceived by our membership. Michael Darger added that we historically haven’t been a grant-seeking or grant-making organization. Michael questioned whether the organization needed to have an arts orientation. Brent Elrod assured the Board that grant will not be awarded solely to arts-oriented organization.

Alison Davis explained that the University of Kentucky has personnel that are poised to create and deploy resources, alongside their other NACDEP colleagues, related to creative placemaking. Michael Wilcox asked about what advantage does NACDEP has over other organizations with whom we collaborate. According to Brent, NEA believes that a membership organization (NACDEP, JCEP) is a better way to create and disseminate this information. Michael Wilcox pointed out that this represents an opportunity to bring our NACDEP members together around a multidisciplinary issue, for the first time, and to leverage our strengths which are our conferences and members. Could this work something like the National E-commerce Extension Initiative? Stacey McCullough noted “Subgranting or regranting, except for local arts agencies that are designated to operate on behalf of their local governments or are operating units of city or county government. (See more information on subgranting.) Subgranting activity by designated local arts agencies must be directly relevant to the Our Town project activities. - See more at: <http://arts.gov/grants-organizations/our-town/arts-engagment-cultural-planning-and-design-projects-grant-program-description#sthash.baVMnRTb.dpuf>

Link to grant info - <http://arts.gov/grants-organizations/our-town/arts-engagment-cultural-planning-and-design-projects-award-information>”. Brent discussed the need to avoid fragmentation regarding proposals from the Cooperative Extension System. Notie Lansford discussed the need to consider what the membership might think about NACDEP pursuing/supporting an effort associated with this particular issue. The was general discussion about how this might work logistically within NACDEP (we do not have a Grants and Contracts person). Michael Wilcox mentioned that taking a grantsmanship approach might be alternative to philanthropy with respect to revenue generation. Michael Dougherty wondered if this might be the beginning of NACDEP creating a policy on how to react to these types of grants/grant opportunities/RFPs and Susan Kelly Commented A committee might write the grant but the board would have to be involved in administering it and providing match -?

**Reminder:** Next Board meeting is Board Retreat in Little Rock, AR November 5-7, 2014

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