



National Association of Community Development Extension Professionals

November 16, 2018 Board Meeting

Agenda

- **Welcome/Call to Order ~ David Civittolo**
 - Called to order at 12:02 p.m. ET
- **Introductions/Roll Call ~ Michael Dougherty**
 - David Civittolo, President
 - Susan Kelly, President-Elect [Briefly]
 - Nancy Bowen-Ellzey, Treasurer
 - Michael Dougherty, Secretary
 - Mary Peabody, Northeast Regional Rep
 - Brian Raison, North Central Regional Rep [Late to Call]
 - Amanda Philyaw Perez, Southern Regional Rep
 - Laura Ryser, Western Regional Rep
 - Adam Hodges, 1890s Rep
 - Yvonedda (Henry) Thompson, 1994s Rep
 - Melinda Grismer, Communications Committee (Com-Com) Chair
 - Daniel Eades, Finance Committee Chair
 - Rebecca Sero, PILD Committee Representative
 - Rachel Welborn, RRDC Rep, PILD Committee Rep, & Recognition Co-Chair
- **Approval of the agenda ~ David Civittolo**
 - Adam Hodges moved. Nancy Bowen-Ellzey seconded. Approved.
- **Approve October 19, 2018 Minutes ~ Michael Dougherty**
 - Susan Kelly moved. Laura Ryser seconded. Approved.
- **Treasurer's report accept and file ~ Nancy Bowen-Ellzey**
 - Report posted to MemberClicks
 - Noted staying within line-item expectations. Have some movement on one line-item. Trying to solve the anomaly. Will have a negative balance for the year of \$20,000 to \$21,000. Happened also last year. Will be taking a look at structural finances at the December retreat.
 - David Civittolo asked Susan Kelly to talk about NACDEP 2019 Conference Budget. Shared that the Executive Committee worked with Planning Committee and Finance Committee on Budget. Tracking close to Cleveland. Will talk about it at the retreat. Nancy: Daniel Eades incorporated into organizational budget. To be presented in December.
 - David: As dollars have gone down, cannot afford to give that amount of money to endowment. Will have to retract stated amount of transfer that was done last February and redo it in January. Nancy: Thought fund transfer would occur almost immediately. Took time on investment policy, which was important to do.
 - Adam Hodges moved to accept report. Laura Ryser seconded. Approved.
- **The Association Source ~ Ricky Atkins, Executive Director**
 - Not on call. No report.

Partner Reports

- National Institute of Food & Agriculture (NIFA) ~ *Brent Elrod*
 - Not on call. No report.
- Regional Rural Development Centers Rep. ~ *Rachel Welborn*
 - Still working on civil dialogue efforts. ECOP provided seed funding for second training.
 - Work being done around broadband/e-connectivity. Meetings on that nationally. CRED and 4H involved.
 - Work on opioid crisis continues. Mark Skidmore [Director of the North Central Regional Center for Rural Development], leading effort nationally.
 - Amanda Philyaw Perez: Dave Lamie planning to reach out to find another avenue for funding for local food systems work (SARA 47)
 - State Program Leaders meeting scheduled for Sunday of conference. Two representatives from each region helping shape meeting.

Committee Reports

- Finance Committee ~ *Daniel Eades*
 - Report on MemberClicks.
 - Ran various scenarios on conference budget that put us in the “black” – both conservative and realistically where we can be. Budgets do require 10% increase in membership. Thought conference committee put together a realistic budget. Only had a couple of questions.
 - Looking at investment vehicles for endowment fund. Going to talk to Vanguard for ideas.
- Communications Committee ~ *Melinda Grismer*
 - Report on MemberClicks.
 - Have chairs of all subcommittees: Videos/videography, Unconference, Social media, YouTube, Internal communications. Helps us to focus.
 - Talked about what do between now and call for proposals. Started working on lining up student videographers. Developing messages for Facebook and YouTube – “Welcome to Ashville” video, then follow-up with “Visit Ashville” video on social media. Get people ready to register after January 1.
 - Talked about the Unconference. Did have question about logistics. May need to talk with Susan (Kelly) about that.
 - Laura Ryser: Noted the Unconference may to start in one place and then go to different locations, making sure everyone knows where all subjects are. Melinda: Discussed using single open space or separate rooms. Laura: Movement between groups depends on how framed.
- Marketing Committee ~ *Rebekka Dudensing*
 - Not on call. No report.
 - David Civittolo: Committees (Marketing, Member Services, Com-Com) working, making sure all on same page.
- Member Services Committee ~ *John Phillips*
 - Not on call. No report.
 - David Civittolo: Committee will be working with Amanda Philyaw Perez to create put together survey in early 2019.
- Nominations Committee ~ *Trudy Rice*
 - Not on call. No report.
 - David Civittolo: Trudy expresses her gratitude to the regional reps for helping field a slate of candidate. Voting will be starting shortly.

- Recognition Committee ~ *Rachel Welborn/ Carroll Welte*
 - Updated change recommendations posted to MemberClicks.
 - Rachel: Took recommendations and made cleaner version. Board needs to review changes.
- Development Committee ~ *Notie Lansford*
 - Not on call. No report.
- Historian ~ *Stacey McCullough*
 - Not on call. No report.

Updates from the Regions & Partners

- Northeast ~ *Mary Peabody*
 - Starting to get organized around planning for the 2020 Conference in Portsmouth NH conference. Getting logistics together for good showing for Ashville.
- Southern ~ *Amanda Philyaw Perez*
 - Worked on planning Zoom meetings with region but have had very little interest in participation. Talked to the five people who showed interested regularly. Not sure hosting Zoom useful. Have been sending out emails and getting responses – that is working well.
- North Central ~ *Brian Raison*
 - Did a NC Region Zoom a month ago and have another one scheduled. We had good participation. This is value-added for members; it keeps them involved.
 - Amanda Philyaw Perez: Are you sharing special topics to get people to participate? Brian: Used different approaches. We had a guest speaker (North Central Rural Development Center director). We've also used the "unconference" approach and that generated conversation/engagement.
- Western ~ *Laura Ryser*
 - Report posted to MemberClicks
 - Recruiting for next Western Regional Rep. Have used an email blast, targeted calls. Did get someone from Idaho.
 - Tried the Zoom but that did not work. Tried blended discussion with an idea, but that didn't work. Might try a guest speaker. Not that many members.
 - Mary Peabody: Things vary region to region. For example, Zoom works in the Northeast where there is no Program Leaders meeting. Don't see each other except NACDEP unless we make it happen.
- 1890 ~ *Adam Hodges*
 - Noted nice to hear not only one problem trying to get members together. Trying to get feedback on ideas for conference, membership. Hearing Brian's ideas, may be way to get people to participate. Would help us heading into Ashville Conference to get 1890s involved.
 - Brian Raison: Suggest emailing people on what topic might be of interest. Giving people chance to participate, even before an "unconference." Get a guest speaker on that subject.

- 1994/FALCON ~ *Yvonedda (Henry) Thompson*
 - Just completed FALCON Annual Conference (Nov 2-5 in Minneapolis). Talked about meeting in Ashville. Community Development is essential in work in tribal communities.
 - Conference very good and well-attended. Representation from all tribal colleges. Students participation as well. Over 50 posters – most ever been.
- Joint Council of Extension Professionals (JCEP) ~ *Trudy Rice/David Civittolo/Susan Kelly*
 - No report.
- Journal of Extension ~ *Julie Fox*
 - Not on call. No report.

Conference Reports

- 2019 Annual Conference June 9-13 Asheville, NC ~ *Susan Kelly/Susan Jakes/Ricky Atkins*
 - David Civittolo: Planning well underway. Request for proposal going out shortly. Couple of different things, so read it closely.
- 2020 Annual Conference May 31 - June 3 Portsmouth, NH ~ *Charlie French*
 - Mary Peabody: Getting committee structure organized. Later this winter will begin recruit for national participation.
- PILD Conference 2019 ~ *Rebecca Sero/Rachel Welborn*
 - Conference is April 14-17, 2019 in Arlington, Virginia.
 - Theme is “*Enhancing Leadership Capacity for Emerging Public Issues.*”
 - Rebecca: Call for proposals just ended. Will discuss at meeting at end of this month. Registration will open Jan. 2, 2019. Latest discussion dates/locations for future conferences.
- 2019 Extension Leadership Conference sponsored JCEP ~ *Trudy Rice/David Civittolo*
 - Conference is February 6-7, 2019 in San Antonio.
 - David: Proposals being reviewed. Registration opening soon.

Unfinished Business

- 2019 NACDEP Conference Budget ~ *Susan Kelly*
 - David Civittolo: This was covered earlier.
- NACDEP Board Retreat ~ *David Civittolo*
 - Looking forward to getting going in December.
- Recognition Committee awards policy ~ *Michael Dougherty, Rachel Welborn, and Carol Welte*
 - David Civittolo: Asked board to review. Will determine if need to have a motion to review.

New Business

- NIFA Listens update ~ *Amanda Philyaw Perez*
 - Laura Ryser and I talked about this several weeks ago. The request is related to food systems and emerging issues. Survey or listening sessions. Surveyed NACDEP for broad input. Received consistent responses. Most people talked about national curriculum food systems development. Fit within expected paradigm. Said to continue to fund these efforts. Hopefully will share information within next week or so. Not sure how to proceed once have findings.

- Brian Raison: Regardless of how we proceed, would like to see data. Want to share with North American Food Systems Network. David Civittolo: Suggested summarize data and send to board, then can come up with recommendations. Amanda: Noted not well-designed survey. Could have gotten better information, but great information coming in with 10 to 12 responses to date. Wondered if 12 to 15 responses enough to say response from NACDEP. Brian: Noted that we talked about that in advance and as long as we qualify and give background, say this is what data say. Don't necessarily have to make explicit statement. Laura: Say what membership has said. NACDEP did try to get answers. David: Asked how we could qualify responses. Amanda: Noted that cannot consider at retreat as it is due November 30 (before the retreat). Will summarize and send out. Will only have a few days to submit.
 - Mary Peabody: Do you have sense of geographic spread? Amanda: Can look at and provide information. Will send it to you before Monday for a quick look. Mary and Nancy Bowen-Ellzey: Both said it sounded like a reasonable approach. David: Said to move forward that way.
 - Amanda: Looked at data, mostly from the south. Not sure if you want to do a push from each of your regions. Survey is open. (Laura had asked if it was closed). Could give them until Wednesday. Will work on after Thanksgiving. Nancy: Encourage board members and committee chairs to complete.
- NACDEP Budget ~ Nancy Bowen-Ellzey
 - David Civittolo: This was addressed.
 - Marketing Committee Chair update ~ David Civittolo
 - David Civittolo: Shared that Rebekka Dudensing will chair.
 - 2021 Conference in the West Region
 - David Civittolo: Laura Ryser and Trudy Rice are working on it.

Comments and Announcements

- Brian Raison asked about the Unconference slot on Ashville Conference agenda. He was told it was discussed earlier.

Adjourn

- Amanda Philyaw Perez moved. Adjourned at approximately 1 p.m.

Next Zoom Board meeting is December 21, 2018 at 12:00 Eastern Time



National Association of Community Development Extension Professionals, Inc.

BUDGET VS. ACTUALS: FY 2018 BUDGET - FY18 P&L – JAN.-OCT. 2018

	ACTUAL	BUDGET	OVER BUDGET
Income			
40001 Membership Dues	17,275.00	25,000.00	(7,725.00)
40002 Endowment		5,000.00	(5,000.00)
41000 Conference			
41010 Registration	92,239.32	106,875.00	(14,635.68)
41010.1 Mobile Workshop	(100.00)	9,800.00	(9,900.00)
41010.2 Pre Activity		3,150.00	(3,150.00)
41012 Hotel Attrition Income		5,250.00	(5,250.00)
41015 Sponsorship & Exhibits	18,000.00	18,500.00	(500.00)
41017 Conference Tour Income		2,000.00	(2,000.00)
41018 Scholarship Auction Income	878.00	2,250.00	(1,372.00)
Total 41000 Conference	111,017.32	147,825.00	(36,807.68)
NACDEP Merchandise	45.00		45.00
Total Income	\$128,337.32	\$177,825.00	\$ (49,487.68)
GROSS PROFIT	\$128,337.32	\$177,825.00	\$ (49,487.68)
Expenses			
51000 Annual Conference Expense			
41053 Entertainment	1,256.32		1,256.32
51007 Printing & Promotion		1,500.00	(1,500.00)
51007.1 Abstract Submission Program	2,500.00	2,500.00	0.00
51009 Conference Supplies & Materials	390.11	600.00	(209.89)
51010 Audio Video	13,008.81	6,225.00	6,783.81
51020 Keynote/Capnote			
510201 Speaker Expenses	3,500.00	2,500.00	1,000.00
Total 51020 Keynote/Capnote	3,500.00	2,500.00	1,000.00
51021 Tour Expense	2,094.69	9,025.00	(6,930.31)
51022 Transportation	2,990.00	4,500.00	(1,510.00)
51023 Video Recording		1,000.00	(1,000.00)
51030 Meals/Breaks	73,207.24	86,986.00	(13,778.76)
51040 Awards Program Expense	1,029.10	400.00	629.10
51050 Credit Card Fees	1,938.88	4,500.00	(2,561.12)
51051 Misc		1,500.00	(1,500.00)
51060 Scholarship		2,250.00	(2,250.00)
51061 Conference Postage/Shipping	493.83	1,000.00	(506.17)
51063 Conference Mobile App	700.00		700.00
51065 Hotel Room Charges	1,844.93		1,844.93
Total 51000 Annual Conference Expense	104,953.91	124,486.00	(19,532.09)
60000 Association Expenses			
60010 Board Meetings		3,500.00	(3,500.00)
60012 President's Discretionary Fund		500.00	(500.00)
60015 Supplies	319.59	80.00	239.59



	ACTUAL	BUDGET	OVER BUDGET
60017 Website	101.96	300.00	(198.04)
60020 Postage	31.95	16.02	15.93
60024 Florida Corporate Fees	61.25	61.25	0.00
60025 Audit & Tax Prep		3,275.00	(3,275.00)
60027 AMS Software - MemberClicks	2,715.75	3,400.00	(684.25)
60030 Insurance Expense	620.00	1,000.00	(380.00)
60050 Bank Service Fees		50.00	(50.00)
60052 Credit Card Fees	1,808.42	100.00	1,708.42
60065 Membership		500.00	(500.00)
60080 Association Manager	25,740.00	34,338.00	(8,598.00)
60085 Assoc Mgr Conf Travel-Per Diem	3,224.88	3,000.00	224.88
60200 JCEP Liason		2,500.00	(2,500.00)
60150 PILD Planning	620.00		620.00
Total 60200 JCEP Liason	620.00	2,500.00	(1,880.00)
Total 60000 Association Expenses	35,243.80	52,620.27	(17,376.47)
Total Expenses	\$140,197.71	\$177,106.27	\$ (36,908.56)
NET OPERATING INCOME	\$ (11,860.39)	\$718.73	\$ (12,579.12)
Other Income			
70300 Other Income			
70350 Interest	40.50	428.99	(388.49)
Total 70300 Other Income	40.50	428.99	(388.49)
Total Other Income	\$40.50	\$428.99	\$ (388.49)
NET OTHER INCOME	\$40.50	\$428.99	\$ (388.49)
NET INCOME	\$ (11,819.89)	\$1,147.72	\$ (12,967.61)

NACDEP Proposed Awards Changes– DRAFT 11/12/2018

Summary of Proposed Changes in Awards

- Provided consistent guidance on page lengths for each supporting document on all awards
- Aligned the layout and language of all awards so they follow a similar format
- Added points to all awards for “program demonstrated uniqueness to warrant recognition” in order to cull some nominations that were for the same programs year after year.
- Refined the Distinguished Career award:
 - 3 page vita was added as a support document.
 - Each LGU can only submit one nomination per year. If duplicates are received, the awards committee will notify the nominators and the nominators will be responsible for selecting their university’s nominee.
 - **Yet to be resolved** was a discussion about whether regional winners from one year can be nominated for national in a subsequent year without going back through regional. (Could they go straight into a national pool, so as to potentially still be recognized, but not take a regional spot if they’ve already won at the regional level?) Potential language: Applicants who are regional winners from prior years will automatically be included in the new pool of national applicants. This applies to Distinguished Service also. Recommended language: *Regional winners from the two preceding years will have the opportunity to update their nomination packages to be included in the pool of national applicants.*
- Added the JCEP sponsored award language

Additional Questions/Considerations

- Consider scaling down the size of the plaques to make them easier to fit into a suitcase.
- Consider providing a plaque for regional Distinguished National Service and Distinguished Career as these are very prestigious awards even on the regional level.

Requirements for All Award Nominations

All documents submitted as a part of the awards process must:

- Be converted to PDFs prior to uploading
- Comply with the page limit specified for each document. Pages must be single spaced, have 1” margins on all borders and fonts must be at least 12 points.

Nominations submitted that do not comply with these guidelines or other guidelines outlined in this document will not be eligible for review.

Complete Awards Forms Available on MemberClicks

Finance Committee Meeting Notes
November 15, 2018
Daniel Eades

Present (via GoToMeeting): Nancy Bowen-Ellzey, Steve Burr, Greg Davis, Gary Deziel, Daniel Eades, Notie Lansford, Tony Michael, Eric Romich, Steve Turner

- We received the conference budget at the end of October and ran several budget scenarios based on previous years' budgeted and actual expenses, and expectations for the coming year. The committee approved a final budget* which has been submitted to Nancy Bowen-Ellzey for presentation to the board at the December meeting.

*The approved budget is dependent on increasing membership by 10% from last year's level (an uncharacteristically low year). We know other committees are working on how to increase membership and the organization's visibility. This will be essential for keeping us in the black going forward.

- Several ETF options were presented as proposed investment vehicles for the endowment funds. These funds would provide very low-cost options that are in-line with the Investment Policy guidelines. However, as none of us are professionals in finance we agreed to contact a representative from Vanguard to discuss investment options. A team comprised of Daniel (Finance), Notie (Finance and Development), and Nancy (Treasurer) will talk with a Vanguard representative in mid- to late December (our goal is the week of the 17th). *Daniel will coordinate with Vanguard to get this scheduled.

Communications Committee (Comm Comm) Meeting Notes
November 16, 2018
Melinda Grismer

Comm Comm Mission: The Communications Committee is responsible for overseeing the development and coordination of all communications with the NACDEP membership and outside the association including the website, list serve and other means of information sharing.

Chair: Melinda Grismer

Members:

- Brian Raison (raison.1@osu.edu)
- Marie Hvidsten (marie.hvidsten@ndsu.edu)
- Paul Lachapelle (paul.lachapelle@montana.edu)
- Dean Larkin (larkinl@missouri.edu)
- Jaime Menon (jmenon@ksu.edu)
- Becky Nesbitt (nesbitt.21@osu.edu)
- Mark Peterson (mpeterson@uaex.edu)
- Tom Blaine (blaine.17@osu.edu)

New Members:

- Jan Steen (jmsteen@ksu.edu)
- Beth Kallestad (bckall@umn.edu)

Potential Members:

- Alice Hutzal-Bateson (hutzal-bateson.1@osu.edu)

11:00 a.m.: Review of Chairmanship Appointments

The roles/responsibilities of each chairperson (see descriptions below):

- Videography Chair (responsible for finding, contracting, and managing the conference videography team) Melinda Grismer
- Unconference Chair (responsible for communicating with 4 current discussion group leaders and managing implementation for Asheville conference) Beth Kallestad
- Social Media Chair (responsible for posting colleagues' blogs, Comm Comm member blogs and newsletter content on Facebook and Twitter) Becky Nesbitt
- You Tube Chair (responsible for reaching out to membership to solicit videos of local CD work—and posting it—before next conference in June) Jan Steen/ Marie Hvidsten
- Internal Communications Chair (responsible for communicating with Comm Comm members and encouraging them to complete their profiles/interact with fellow NACDEP members) Dean Larkin/Alice Hutzal-Bateson

11:10 a.m.: Report Outs

- Videography contract approved by the NACDEP Board (\$1,000 to split between 2 students) (Melinda)

11:10 a.m.: Brainstorming Ideas for each chairmanship

- Melinda asked what social media posts we could accomplish between now and the next meeting (over the holidays) that might interest our members and also market the upcoming conference in Asheville. Call for proposals will go out in December, with the first deadline being Jan. 14, 2019.

- David C. mentioned the idea of having Susan Kelly & Susan Jakes create a short “Welcome to Asheville” video, prompting them to consider making plans for the conference when registration opens up in January (the idea: “dream of somewhere warm you’d like to visit in June”).
- Jan Steen suggested two possible methods:
 - Zoom call that could be recorded that he would upload to You Tub
 - Record the video via Web com that could be sent to Jan via Dropbox (would be higher quality)
- Jamie suggested that we should ask questions via Facebook like “What topic would you propose for Un-Conference?” to engage NACDEP members in conversation
- Melinda added that perhaps a joint Facebook post between Comm Comm, marketing, and member services could aid the integration efforts of these three committees--and share our structure with the membership to add clarity to our roles
- Jaime mentioned that we should use the Visit Asheville video that was shown in Cleveland as a follow-on to the social media posts to heighten member engagement
- Beth asked re: plans for the Un-conference:
 - Discussed timing of Un-conference to replicate the Ohio conference set up--on the second day, in the morning, before lunch/ mobile workshops
 - Discussed logistics of Un-Conference to decide whether or not to be in one big room (spread out in organically created small groups) or in separate rooms (to control noise)-will connect with Susan Kelly to find out what’s feasible
 - Discussed supplies needed--David thought that given Susan Kelly’s proximity to the venue, these materials would be provided for the Un-Conference: large flipchart paper, markers, sticky notes, and tape

11:30 a.m.: Other ideas/feedback from Comm Comm members (All)

- David C. suggested we invite Susan Kelly, Susan Jakes, and potentially the chairs of Marketing (Rebekkah) and Member Services (Amanda) to join each Comm Comm call to cross-pollinate ideas and get answers to conference/logistics questions

Next meeting (11:00 a.m. Eastern time): Friday, Jan. 18, 11 a.m. EST

Upcoming Conference call/meeting dates for the 2019 (third Friday of every other month):

- Friday, March 15, 2019, 11 a.m. EST
- Friday, May 17, 2019, 11 a.m. EST
- NACDEP Conference: Asheville, NC from June 9-12, 2019

Development Committee Meeting Notes

November 9, 2018

Notie Landsford

Present (via Zoom): Notie Lansford, Stacey McCullough, and Michael Wilcox

- Notie communicated that the endowment fund Investment Policy was adopted by the Board and that the Finance Committee was working on an investment vehicle, most likely a Vanguard mutual fund.
- Notie also report that Ricky Atkins shows \$5,845 donated to be matched and that Nancy Bowen-Elsej suggested that approx. \$15,000 from General Acct is to be transferred to the endowment.
- Stacey noted that this is not in line with the \$36,219 amount approved at the Feb. 23, 2018 Board meeting which would be addition to \$5,800 of donations for a total transfer to the endowment of \$42,019. Notie agreed to bring this up with the Board.
- Brain storm ideas on how do we promote/keep in front of the membership:
 - Articles in Newsletters such as “what NACDEP means to me.”
 - Include endowment giving with annual renewal notice
 - Social media posts such as memes.
- Action items
 - Notie will make sure the membership renewal notice includes endowment donation info.
 - Notie will write an article for the next newsletter.
 - Michael and Stacey will either write an article or recruit someone to write an article for a future newsletter.
 - Stacey will put some memes or such on the NACDEP Facebook page.
 - All will interact electronically as needed.
 - Michael and Stacey shared historic committee files with Notie.
 - Recommend that current scholarship fund not be folded into the endowment and that scholarship fundraising at the 2019 conference be conducted by a sub-committee of the conference committee.
- Next Meeting
 - February if needed. Notie will poll members regarding specifics.

Adjourned 2:10 p.m.

**Western Region Report
November 2018
Laura Ryser**

Action Items Related to NACDEP Framework

- Priority #1: Communication Strategy – No updates at this time.
- Priority #2: Member Engagement – Sent out emails and made phone calls to recruit candidates in the West for the Regional Rep. position.
- Priority #3: Financial Stability – No updates at this time.
- Priority #4: Committee/Board Structure and Function – None at this time.