



National Association of Community Development Extension Professionals Board/Committee Chairs

Friday, April 20, 2018

START TIMES: 9 am (PACIFIC) / 10 am (MOUNTAIN) /11 am (CENTRAL) / noon (EASTERN)

**Welcome/Call to Order
Introductions/Roll Call**

Trudy Rice
Suzette Barta

Trudy Rice
Kelly Nix
David Civittolo
Suzette Barta
Nancy Bowen Ellzey
Brian Raison
Mary Peabody
Susan Kelly
Laura Ryser
Adam Hodges
John Phillips
Ricky Atkins, Executive Director

Committee Chairs/Liaisons also in attendance:

Kevin Andrews
Steve Burr
Michael Dougherty
Brent Elrod
Mary Emery
Julie Fox
Laura Fuller
Melinda Grismer
Stacey McCullough
Rebecca Sero-Lynn
Peggy Schlechter
Dave Shideler
Mark Skidmore
Michael Wilcox
Rachel Welborn

Guest: Charlie French with the 2020 conference proposal from New Hampshire.

Approval of the agenda

Motion to approve by: David Civittolo. Second by Susan Kelly. Motion carried.

Approve March Minutes

Motion to approve by Nancy Bowen Ellzey. Second by: Kelly Nix. Motion carried.

Accept Treasurer's report and file

The 2018 March Balance Sheet and Budget vs. Actual documents were posted to Member Clicks by the Treasurer. Nancy added that conference registrations are started to accumulate and that we are within our budget for the year, so far.

Motion to accept and file for future audit by: David Civittolo. Second by: Laura Ryser. Motion Carried.



Executive Committee Report by Trudy Rice

1. Committee Reports for Annual Business Meeting: Trudy noted that several had not yet been turned in. Please get those to her.
2. Presentation by Charlie French for the 2020 NACDEP Conference. (We received the proposal via email.)
 - Kelly Nix introduced the discussion by sharing that there had been a process for soliciting proposals
 - Charlie French shared some highlights including
 - o Portsmouth is a sea-side destination with a recreationally based economy.
 - o The European-style city has just under 30,000 population and is close to the university.
 - o The city has a vibrant local foods effort, including community supported fisheries.
 - o Given that 2020 is a Presidential election year, there could be a tie-in with topics on role of government and public discourse.
 - o The city does face the challenge of problems posed by climate change.
 - o The Sheraton Harborside is the only real conference center option although there are some other hotels that could serve as spill-over lodging.
 - o Air travel would be in to Logan in Boston. There are hourly buses from Logan to Portsmouth, but there would be a cab/Uber ride from the bus station to the conference center. Another possibility would be to fly in to Manchester and rent a car.

Committee/Liaison Reports

National Institute of Food & Agriculture (NIFA): Report posted by Brent Elrod. (See Posted Committee Reports.)

Regional Rural Development Centers: No Report.

North American Food Systems Network (NAFSN): No Report

Member Services Committee: No report.

Communications Committee: Melinda Grismer emailed a report to the Board. (See Posted Committee Reports)
The two most important things to note:

- 1) The videographers, Steve Keller and Steve Mers, have been lined up for the NACDEP conference. David C. and I meet with them next Wednesday 4/25, to review details
- 2) The marketing committee and Comm Comm has discussed merging (documents attached explain history of the creation of the marketing committee. See attachment.)

Marketing Committee: by Dave Shideler (See Posted Committee Reports)

There was significant discussion regarding the possibility of merging Comm-Comm and the Marketing Committee. Dave presented the idea that there might be one committee with a variety of sub-committees. Dave requested a dedicated time and meeting space at the Cleveland Conference for the 2 committees to meet and strategize.

Finance Committee: by Steve Burr

The Finance Committee and the Development Committee continue to work on a formal investment policy. They have an example from JCEP and are waiting to see an example from CDS. They hope to be able to present something in May.



Policy and Procedure and By-Laws: No report

Journal of Extension – Julie Fox sent a report to Trudy via email indicating that she will have a Journal of Extension table set up at the conference in Cleveland.

PILD Conference 2018: Attended and reported on by Rebecca Sero, Rachel Welborn, and Susan Kelly

Rebecca: There were 14 NACDEP representatives at PILD. Susan's NACDEP meeting was a success. There was an opportunity to meet with Brent Elrod.

Susan: Susan added that she presented at a luncheon and that NACDEP was well-represented.

Rachel: The post-conference on civic dialogue was not as well attended as hoped, but there was good discussion.

JCEP Leadership Conference 2018 Report by Trudy Rice.

- The conference has been renamed the Extension Leadership Conference sponsored by JCEP. Trudy is chairing the conference to be held Feb 2019 in San Antonio. The theme is "Cultivating Leadership." The committee will meet in May to further flesh out the details.
- They are still looking for a great keynote speaker.
- JCEP is considering going back to the format of 2-4 regional meetings as opposed to one national conference. They are looking for member feedback on this. Trudy suggested that one national conference is more conducive to attracting new NACDEP member. To summarize, the Board believes that a member survey would be a good idea, but generally prefers the idea of one national conference.

Recognition Committee: Report posted by Michael Dougherty. (See Posted Committee Reports.)

Michael asked for board approval on two items:

1. Given that one judge has not (as of yet) returned his/her choices for award recipients, despite repeated contacts, Michael would like approval to close judging as of mid-day Monday. Winners will be announced shortly following. (Michael made the Board aware that if this happens, he will likely be the recipient of one of the awards.)
2. If there are no nominations for the JCEP awards at the posted deadline, Michael would like to leave the awards open until the end of the month. If nominations are received between now and then, the process would close.

There was no board opposition to either of these requests.

Development Committee – Report by Michael Wilcox and Stacey McCullough

- The committee is currently following up with CDS to get a copy of their investment policy.
- There has been just one donation since December. The committee will need to come up with a creative, yet professional, way to solicit donations at the conference.

2018 Annual Conference-Cleveland, OH: Report by David Civittolo.

- The agenda will be posted to the website today.
- Presenters will be notified of their date/time on the agenda very soon.
- Ricky added that registrations are currently at 80 – a bit behind last year's.
- Early bird registration ends April 30.
- Michael Wilcox added that the post-conference committee will meet later today. The focus of the post-conference will be the Hometown Collaboration Initiative. They have reached their minimum registration of 15.



2019 Annual Conference – Asheville, NC Report by Susan Kelly.

The host committee will have a face to face meeting at the conference hotel next week.

Historian: No report.

Updates from the Regions & Partners

Northeast: No report.

North Central: Report posted by Brian Raison. (See posted committee reports.)

Southern: No report.

Western: Report posted by Laura Ryser. (See posted committee reports.)

1890: No report.

1994/FALCON: No report.

Joint Council of Extension Professionals (JCEP): Report by Kelly Nix
There will be a face to face meeting next month.

Update from TAS: Report posted by Ricky Atkins (See Posted Committee Reports.)

Unfinished Business: None

New Business: Proposal to host 2020 NACDEP Conference:

1. Motion by Susan Kelly to accept the Portsmouth, NH proposal pending that the hotel is adequate as determined through a visit by Ricky Atkins.
Second by David Civittolo.
Motion carried.
2. Motion by Susan Kelly to hold the conference during the week of May 30, Sunday – Wednesday.
Second by Kelly Nix.
Motion carried.



Comments and Announcements – None

Adjournment - Nancy Bowen Ellzey moved to adjourn. No opposition to the motion.

Next Board mtg. is May 18, 2018 at 11:00 Central Time/12:00 Eastern Time.

Board meetings are by Zoom on the 3rd Friday of each month.

START TIMES: 9 am (PACIFIC & AZ) / 10 am (MOUNTAIN) /11 am (CENTRAL) / noon (EASTERN)

Following is the schedule for the 2017-2018 Board:

- **May 18th**
- **June 15th**



Posted Committee Reports

NACDEP West report for April: Submitted by Laura Ryser

Since the last report, I sent out a newsletter to 89 people who are either current or past members, with a 24% open rate. These newsletters contain information about the conference, membership benefits, individual member spotlights, and any other pertinent info.

Additionally, I hosted a zoom session on 3/21 for all current and prospective members, however, no one joined this zoom session.

NACDEP Marketing Committee Report – April 2018: Submitted by Dave Shideler

Our last call was March 26, 2018 @ 9:30 am via Zoom; 6 members participated.

1. We are set to do the “On the Street” booth at conference
 - a. Jamie-Rae Walker (Texas A&M AgriLife Extension) will bring equipment for people to give sound bites to the following 3 questions:
 - i. Why I value my NACDEP membership?
 - ii. What have I learned at this year’s NACDEP conference?
 - iii. What am I presenting at the NACDEP conference?
 - b. Suzette Barta, Michael Darger and Kenny Sherin will assist during the conference
2. Strategic Communication Plan
 - a. Richard Proffer will participate in CommComm meetings going forward (and Melinda Grismer will participate in ours)
 - b. Question has arisen around needing both CommComm and Marketing Committees
 - i. Examining why Marketing Committee was created initially – it may be that the committee has done the work assigned to it
 - ii. Communicate with CommComm around goals and objectives of committees to develop a proposal for a new, merged committee?
 1. Shared via email prior to conference
 2. Meeting of both committees to discuss/modify proposal
 3. Finalized proposal will be submitted to Board of Directors for consideration



National Office Report for April, 2018: Submitted by Ricky Atkins.

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

Finance:

- TAS has reconciled financials for March and sent to the treasurer for their report.
- TAS continues to monitor all accounts receivable and payable for the association
- TAS is working with the auditor for the formal audit

Membership:

- TAS is currently processing Membership renewals for the 2018 membership year. 263 members have renewed through the online renewal system.

Communications:

- TAS has worked with Greg Davis to send weekly updates regarding conference

Web:

- TAS has updated landing page for the 2018 Conference
- TAS has made general updates and web site changes

2018 Conference

- TAS has created the sponsorship form and will be completing all sponsorships online for this year.
- TAS has worked with David Civittolo and Greg Davis to open registration and we currently have 78 attendees registered.

2019 Conference

- TAS has reviewed the contract and executed for the 2019 conference at the renaissance downtown Asheville.

NC Region Report for March-April 2018: Submitted by Brian Raison

A huge shout-out to Mary Peabody, NACDEP Northeast Region Rep. In October 2017, she conceived the idea of holding regional online forums to provide a means of getting together and share program ideas, challenges and opportunities with CD colleagues across the region. They invited their Regional Center for Rural Development director to give updates and share other (including funding) opportunities. We have now done the same in NC Region and are planning additional forums.

As a result of this, I received a thank you email the next day:

I wasn't sure I was going to join the call yesterday. But I'm so glad I did. It's fascinating to hear these initiatives that [others] are doing to promote in-reach and collaboration between and among Extension and other folks. He went on to say that he'd made a connection and received useful, actionable information all because of this call. Nice ROI on this call.

Recommendation:

Based on this positive reception (including Mary's success, and LIKELY other regions who are doing similar calls), I suggest we



consider including instructions / encouragement in the Regional Rep Play Books to conduct Zoom meetings by regions, 2 to 4 times per year. This fits with our new discussion and goal of improving NACDEP's value proposition.

Cheers,
Brian

NACDEP Recognition Committee Report – April 2018

- 2018 Awards Judging Winding Down
 - Five of eight judges finished on-time, two others within a week.
 - Still waiting for information from final judge.
 - If not received by April 23, I plan to go with results as they stand (with board approval).
 - Judge who is late was working on the awards when contacted April 12.
 - Email and phone messages left since then.
 - Alternate judge not contacted because thought going to receive shortly.
 - Now probably too late to contact Alternate Judge and complete in timely manner.
- Committee Work Moving Forward
 - Conversations continue regarding future leadership o Conference call will be scheduled to work on ceremony once recipients decided.
 - Future improvements to process also will be considered
 - Letting judges know time commitment and getting confirmation from them
 - Ensuring criteria measuring what is to be awarded.
- JCEP Creative Excellence Award Process Separate
 - Deadline was April 16
 - Have inquired to see if any nominations received.
 - If nominations received, an Ad Hoc Committee will judge
 - If no nominations, will explore keeping it open for a couple of weeks and sending an email blast (with board approval)

Submitted by: Michael Dougherty, West Virginia University Extension Service Chair, NACDEP Recognition Committee Phone: 304-293-2559. Email: michael.dougherty@mail.wvu.edu

NIFA Community Development Update for NACDEP April 2018: Submitted by Brent Elrod

- 1) H.R. 2, the Agriculture and Nutrition Act of 2018, was introduced and marked up by the Agriculture Committee on April 18. In addition to recommended reauthorization of RD programs through FY2023, the bill elevates as priorities extending broadband service to rural areas and combatting the opioid crisis in rural communities. You can follow <https://agriculture.house.gov/farbill/> to chart progress.
- 2) In conjunction with USDA Rural Development, we've been asked to help identify Cooperative Extension and Land-grant expertise that can participate on a panel to raise awareness and better understand what support rural communities need to prevent and address opioid misuse.

Remaining regional roundtables are scheduled:

- May 9 in Kentucky
- June 6 in Oklahoma
- July 11 in Maine



Check with State RD directors to determine if there is an opportunity to collaborate on a forum in states not represented in the regional roundtables.

- 3) The FY18 Agriculture and Food Research Initiative (AFRI) Request for Application release is anticipated soon.
- 4) FY18 RFAs for the RRDCs have been released.
- 5) Dr. Ramaswamy's appointment as NIFA Director expires 6 May. He has advised that nominees for both NIFA Director and REE Undersecretary are forthcoming.
- 6) The next quarterly RRDC visit to DC is scheduled 8-9 May for meetings on topics that included e-connectivity and workforce development.
- 7) I look forward to rocking together in Cleveland!

NACDEP Comm Comm (Communications Committee) Mar 16, 2018 Minutes: Submitted by Melinda Grismer

Attending: Brian Raison, Dean Larkin, Marie Hvidsten (Dave Shideler, marketing chair, guest)

A. 2018 Conference TO DO items (sent via email to all members on March 10, 2018)

As the conference approaches, we really need your help in guiding our internal communications efforts during the four days we're in Cleveland (June 10-13) by filling these critical roles:

- 1) Morning Buzz table facilitators (during breakfast two of the mornings at the conference)—Dean Larkin agreed to take lead on this
- 2) Cultural Bingo instigators (during orientation and the new member reception)—Marie Hvidsten designed the cards for our use; Melinda Grismer will implement at NACDEP

Not going to the conference or want to help in a different way? We need your assistance in filling these critical roles:

- 1) Guiding our cooperation with the Marketing Committee (in charge of NACDEP's external communications) by being CommComm's liaison to that committee
- 2) Helping the CommComm chair craft the strategic communications plan for our committee to be shared with incoming members

B. Collaboration with Marketing Committee/Videography

Discussed progress to date, which includes:

- 1) Working on proposal to board for two students to capture key moments including #ah-ha, awards, keynote & closing—present recap video at final luncheon at conference in Cleveland
- 2) Recommendation for board structure—Should we merge marketing and communications committees? Discussed history (see documents attached). According to Dave Shideler, marketing committee was born of innovation—more than communications wanted to/could do. Might be time to bring back together? We don't have explicit items like we did back in 2012—with Galaxy...

Cultural Bingo

Discussed sponsoring "Cultural Bingo" as an inter-cultural networking/welcoming event on opening night of the conference and from 8:30-9:30 a.m. on Tuesday morning at NACDEP. Marie will not be at the conference, but she



has submitted the cards she designed for our use. Melinda will take the lead as the facilitator for this event at the conference.

Ah-Ha Moments:

Videographers will capture these post-session for use on the Web site

Web site review (Trudy's request): Trudy asked for Web site feedback from CommComm, including:

--first impression of Web site?

--difficult or easy to login? Navigate?

--what do you like best about the Web site?

--why do you visit the Web site?

--what do you use it for? –drop down with popular items and write-in possibility

Melinda will work with Ricky to survey members of NACDEP (pre-conference) via Qualtrics (5 ?s max)

C. Assignment of Duties to CommComm Members:

All members need to sign up for one of these conference duties through the sign-up genius I'm sending out:

- 1) Cultural Bingo helpers (welcome event on opening night of the conference and Tuesday morning)
- 2) Liaison with the videographer (when this person is slotted in the budget and identified)—Brian Raison agreed to help with this
- 3) Social Media/#Ah-Ha Moments liaison (to work with Ricky)
- 4) Morning Buzz table-top topic hosts (will need at least 6, let's determine topics based on our committee's areas of expertise)

Upcoming meetings. For your reference, CommComm conference call meeting dates for the remainder of 2018 (scheduled for the third Friday of every other month) include:

Friday, May 18, 11 a.m. EST

Friday, July 20, 11 a.m. EST

Friday, Sept. 21, 11 a.m. EST

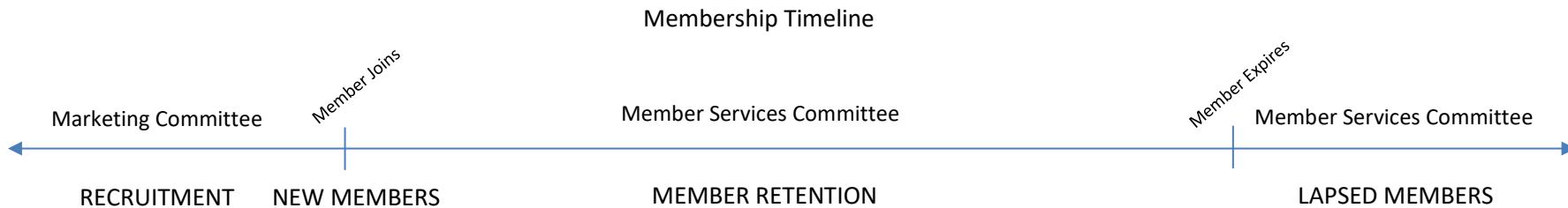
Friday, Nov. 16, 11 a.m. EST

ATTACHMENT

Clarification of Roles of Marketing vs. Member Services vs. Communications Committees

Marketing Committee Job Description

Marketing is responsible for communicating the value of NACDEP in order to grow membership and gain visibility in and outside of Extension. The committee researches and reports to the board on strategic issues: recruitment of members, target markets, services or products, and related issues. Marketing researches the methods of like-minded associations reporting on best practices, dues rates, and other pertinent items to the board of directors. Marketing works in cooperation with the communications committee to develop recruitment materials and to implement e-communication recruitment techniques via the newsletter, social media, NACDEP website, and email marketing.



Member Services Job Description

Member Services is charged with keeping the organization responsive to its members, both in terms of organizational focus and products delivered to members and in terms of customer service on a day-to-day basis. To this end, the committee will annually welcome new members to the organization, assess members' satisfaction with the organization, follow up with lapsed members to determine why they are not renewing, and identify strategies for retaining members. The committee will operate in close cooperation with the marketing committee, as well as other committees when member needs are identified that relate to their responsibilities. The Member Services Committee is also charged with the annual conference scholarship program. The chair of Member Services, or their representative, will serve on the Annual Conference Planning Committee.



Communications Job Description

The Communications Committee is responsible for guiding communications with the NACDEP membership and outside the association including the website, Social Media pages, NACDEP newsletter, Listservs, and other means of information sharing. Because communications must be consistent with branding and marketing of NACDEP, the committee will work closely with the Marketing and Member Services committees. The chair of the Communications Committee, or their representative, will serve on the Annual Conference Planning Committee. These functions are in partnership with the Management Firm.