



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

**Friday, January 19, 2018**

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

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

Trudy Rice  
Michael Dougherty

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

**Approval of the agenda**

Motion to approve by: Susan Kelly. No second needed. Motion carried.

**Approve December Minutes**

Motion to approve by: Laura Ryser. Second by: David Civittolo. Motion Carried.

**Accept Treasurer's report and file**

Nancy Bowen Ellzey posted the December 2017 Financial Report with two documents: the balance sheet (as of Dec. 31, 2017) and a budget vs. actual for 2017. Finance Committee Chair Steve Burr reported in Nancy's absence that the overall loss for the year was about \$7,000 – which was \$6,600 less than anticipated. Revenue shortfalls included 20 fewer members (\$1,600) and conference registrations (\$50,000) – both of which were thought to be associated with holding a joint conference with a similar organization. During the discussion, Trudy Rice stated the loss was less than predicted because expenses were also less than budgeted and Steve Burr noted that the NACDEP assets (approximately \$160,000) helps to offset these situations.

Motion to accept and file for future audit by: Susan Kelly. Second by: Mary Peabody. Motion Carried.

### **Executive Committee Report**

Trudy Rice reported the board has completed the playbook for the association manager (TAS) that reflects the collective wisdom of executive committee and association manager. Kelly Nix noted that a board vote would be to approve it. Ricky Atkins will review Kelly noted that a board vote would be needed to approve. Ricky Atkins will review it; he noted that one change may be that rosters may need be a few days before (rather than week) before meeting. Trudy said a couple days in advance would be fine.

Laura Ryser asked about renewals. Ricky said about roughly one-quarter had renewed already (in the first two weeks of the year). Trudy asked about how many include renewal with conference registration. Ricky said a few do it and that the inability to do that last year may explain the decrease in membership.

### **Committee/Liaison Reports**

#### National Institute of Food & Agriculture (NIFA)

Brent Elrod was not on the call but posted his report. It listed upcoming grant opportunities for veterans and beginning farmers. It also listed SBIR training and federal budget issues.

#### Regional Rural Development Centers

Mark Skidmore (NCRCD) reported that Greg Davis of Ohio State had approached the regional development centers RDCs about sponsoring the conference. The RDCs agreed and each will contribute \$500. The RDCs will meet in Washington, D.C., in March as well (agenda being developed). Mark also stated that he was working with Greg to develop an agenda for the Program Leaders meeting at the NACDEP Conference.

#### North American Food Systems Network (NAFSN)

Susan Kelly reported that the group was continuing to work through strategic planning process. She also noted that something similar has been established at the Wallace Center, so the network is trying to determine its role.

#### Member Services Committee

Kelly Nix noted that the committee is meeting Jan. 25 to discuss scholarships and will put together a budget for approval.

#### Communications Committee

Melinda Grismer stated the committee was trying to work with Marketing Committee heading into conference. Joint efforts include addressing board concern on the strategic communication plan. David Shideler to facilitate the plan for that Issues include deciding on the target audience, how to reach them, and the method to do so. One issue being discussed is videography for conference. Each committee own ideas and we are trying to merge. The hope is to hire student videographer for all purposes. The groups would like to video award winners immediately following receipt of their award—in addition to having their photo taking. This is being written up and the groups may seek funding (for the videographer). Also, at the conference, CommComm will lead Cultural Bingo during New Member Orientation and the Table Topic discussions.

After the report, Trudy Rice wondered about the committee structure and whether these need to be a single, a mixed, or two separate committees.

#### Marketing Committee

David Shideler posted a report. In addition to items noted in the Communications Committee report, it also talked about the development of a new logo and an “On the Streets” booth at the conference to engage members.



### Finance Committee

Steve Burr reported the committee prepared informal slot audit prepared and sent out for review. It has received some feedback received but is still waiting for others to complete work. The committee also reviewed the draft budget for 2018. Some questions have arisen and has asked the board to hold on approval. (For example, conference sponsorship had been listed at \$30,000, twice what it has been in the past. Since then a more realistic figure has been received.) The budget will be presented at the February meeting. (Trudy Rice noted that another budget issue has come up and will be forwarded for consideration).

Steve also said he and Nancy Bowen Elzy and Ricky Atkins plan to get members of the Finance Committee to discuss issues related to development and investment with Michael Wilcox and Stacey McCullough of the Development Committee. The hope is to have something for the board to consider in February.

### Nominations Committee

Kelly Nix said that the work of committee for this year is done and it can be removed from the agenda.

### Journal of Extension

Julie Fox noted she has taken over as the NACDEP represented on the JOE Board and is building upon the work Mary Emery did in her three-year term. She also is seeking to get more NACDEP involvement (authors, reviewers).

### PILD Conference 2018

Trudy Rice noted that registration is open.

### JCEP Leadership Conference 2018

Trudy Rice stated usually 10-15 NACDEP members. There will be a Virtual Town Meeting again this year. The conference theme is "Balancing Tradition with Innovation." At the conference, there will be two opportunities to meet with NACDEP people – an informal reception and a study tour in partnership with ANREP. Finally, next year the conference will move west of Mississippi River in 2019 – to either Austin, San Antonio, or Albuquerque.

### Recognition Committee

Michael Dougherty reported that awards are open and an email blast is scheduled. Also, the committee is seeking a new committee chair for next year (as Michael becomes Secretary).

### Development Committee

No report. (Michael Wilcox not on call)

### 2018 Annual Conference-Cleveland, OH

David Civittolo stated that the request for proposals – RFP sent out and the deadline has been extended to January 31 (from January 15). To date, the number of submissions are down (only 47 received for 100 slots). The conference materials should be going out the end of January. Work continues on the mobile learning workshops.

Kelly Nix asked about the structure of the planning committee. David said that he and Greg Davis oversee subcommittees. David also noted that organizing is at the point where the groundwork has been laid and decisions are having to be made. The IGNITE session has been moved to Tuesday morning to gain energy. Efforts have been made to involve others outside of Ohio State for planning. The next effort will be to review proposals.

Michael Dougherty asked about getting a meeting room for the Land Use CoP. David said to contact him directly.

Laura Ryser asked about the Tourism track. David said that about 10%-15% received was in that. Steve Burr added that help was sought from the National Tourism Design Team to increase participation. Steve also asked if additional information about the open slots should be sent out.



## 2019 Annual Conference – Asheville, NC

Susan Kelly stated that the contract with the Renaissance Hotel has been signed. The Asheville CVB is moving forward with \$1,000 incentive for NACDEP. The team is starting to establish committees.

### Historian

No Report

## **Updates from the Regions & Partners**

### Northeast

No report.

### North Central

Brian Raison posted his newsletter to the North Central members. It featured news on upcoming conferences and workshops.

### Southern

Susan Kelly reported and posted that her January regional newsletter encouraged members to submit conference proposals.

### Western

Laura Ryser reported and posted that she the regional newsletter reminded people about renewing membership and sending in proposals for conference. She also said the region would be following the lead of the Northeast and hosting video conference with members who want to connect.

*After the report, Melinda Grismer asked about whether the system could be fixed so that membership credentials/profile are not lost if a person does not renew by the end of the year. She also asked about linking conference submissions and profiles. Trudy Rice asked Ricky Atkins to look into this. Laura then noted she had a problem making donations via PayPal.*

### 1890

No report.

### 1994/FALCON

No report.

### Joint Council of Extension Professionals (JCEP)

Kelly Nix said that JCEP would be meeting in person in February at the Leadership Conference. There will be more to report after that.

### Update from TAS

Ricky Atkins reported that NACDEP was in the middle of the membership renewal process with 85 received to date. He also reported working with David Civittolo and Greg Davis on websites for the upcoming conference. The written report also showed work on finances, communications, and upcoming conferences.

## **Unfinished Business**

The Fund Transfer recommendation from Finance Committee was asked to be tabled until February. Motion to table and carry forward by: Susan Kelly. Second by: Laura Ryser. Motion Carried.

## **New Business**

- The Finance Committee asked for approval of the 2018 budget to be tabled until February. Motion to table and carry forward by: Kelly Nix. Second by: Mary Peabody. Motion Carried.



- Resolutions and Policy Revisions was report only by Kelly Nix. A committee has been engaged to review bylaws and asks the board to do the same. The plan is to meet with the committee and bring recommendations forward to the board in March. Also, there will be a call out to general membership.
- The 2020 Conference was report only by Kelly Nix. She is in the process of soliciting proposals Mary Peabody has been involved for the Northeast. There is interest and Charlie French (University of New Hampshire) has been asking questions; it is anticipated will be received from that area. More information will be reported later.
- The scheduled February 16 meeting date needs to be moved because of conflicts (ICEP for Trudy Rice and Kelly Nix; Teaching for David Civittolo). Options were February 9 or February 23 (or hold the meeting as scheduled without Trudy, Kelly and David). The latter date – February 23 – was agreed upon.

Motion to move the meeting date to February 23 by: Susan Kelly. Second by: David Civittolo. Motion Carried.

### **Comments and Announcements**

No comments or announcements.

### **Adjournment**

David Civittolo moved. No opposition to the motion.

**Next Board mtg. is February 23 at 11:00 Central Time/12:00 Eastern Time.**

**Board meetings are by Zoom on the 3<sup>rd</sup> 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:**

- **February 23<sup>rd</sup>**
- **March 16<sup>th</sup>**
- **April 20<sup>th</sup>**
- **May 18<sup>th</sup>**
- **June 15<sup>th</sup>**

## Posted Committee Reports

### NIFA Community Vitality Report, Provided by Brent Elrod

- 1) Government funding will expire after 11:59 p.m. on Friday, 19 January unless the Senate joins the House in passing a stopgap funding Continuing Resolution for FY18. If government shuts down, nonessential personnel will be furloughed. Federal staff will not be able to respond to calls, emails, or attend meetings.
- 2) The President's FY19 budget will be released in February.
- 3) **The FY 2017 Enhancing Agricultural Opportunities for Military Veterans Competitive Grants Program (AgVets) Request for Application (RFA) Letters of Intent closed January 11, 2018 and full proposals due February 8. 67 unique Lols were received.**

The NIFA Funding Opportunity Page: <https://nifa.usda.gov/funding-opportunity/enhancing-agricultural-opportunities-military-veterans>.

Grants.gov Page: <https://www.grants.gov/web/grants/view-opportunity.html?opId=298885>. This page includes a synopsis of the funding opportunity, a link to the full announcement (RFPA) and the application package.

- 4) **The FY 2018 Beginning Farmer and Rancher Development Program (BFRDP) RFA submissions are also due February 8, 2018 at 5 pm Eastern time.**

NIFA Funding Opportunity Page: <https://nifa.usda.gov/funding-opportunity/beginning-farmer-and-rancher-development-program-bfrdp>

Grants.gov Page: <https://www.grants.gov/web/grants/view-opportunity.html?opId=298993>. This page includes a synopsis of the funding opportunity, a link to the full announcement (RFA) and the application package.

The anticipated amount available for grants in FY 2018 is approximately \$17.7 million. A webinar will be held Wednesday, December 19, 2017 at 1:00 – 3:00 pm EST. To join the webinar please use the following link: <https://nifa-connect.usda.gov/bfrdp2018/>

- 5) The Small Business Innovation Research (SBIR) Outreach, Training and Technical Assistance initiative is launching with a train the trainer session in DC on 31 January. As the Extension network touches every county in the nation, the USDA SBIR program office is inviting representatives from 8 key states (2 per region) to receive training on the SBIR program. The training has multiple components, including working directly with helping a business client prepare an SBIR application to submit in response to the USDA solicitation that will be released in July 2018.

Thanks for being the difference makers in your field and spheres of influence!

### Marketing Committee, Provided by David Shideler

NACDEP Marketing Committee Meeting, Jan 16, 2018

Present: Dave Shideler, Jan Steen, Michael Darger, Kenny Sherin, Rebekka Dudensing, Jamie-Rae Walker, Suzette Barta

- Logo development process (to be reported back to the board for approval)
  - Fall out from previous attempt was to pursue a professional, someone who would spend time with the organization to learn it's values, identity;
  - Need strategic communication plan (of which a logo might be a component – board wants us to develop)
- What is the message – relate back to the definition approved last week
- Is the issue boiling down/summarizing the definition, or getting the definition out and in front of the right audience?
- Conference is the one thing we've got to market
  - Pre-conference workshops?
  - Thinking outside of the box to make conference material to apply
- And who are we trying to reach
- Community development colleagues outside Extension
- National Coalition for Dialogue and Deliberation members – org conference is biennial; could we plan content to get them to come to NACDEP in off years? Map on their webpage showing who is a member
- CDC Health and Obesity grant colleagues
- "On the Streets" booth at 2018 conference
  - Jamie-Rae has 2 or 3 ipads with lens, tripods and microphones
  - Have people sign up for specific times to capture these; wait for final conference agenda for appropriate times
  - Reach out to Comm Comm to help staff at conference



- Collaboration with Comm Comm on videography at 2018 conference
  - Still working on this
- Videos of award winners
  - Work for our committee: develop guidelines and set standards for the final product (i.e., make sure they are up to snuff – high enough quality to represent our organization)
  - Use existing video of the project (e.g., news cast or other non-Extension generated media); Kenny has a news story around Carrie O’Neal’s food hub work
  - Have awards committee include a video check box on award app

Darger proposed having a group work on video specs specifically (R. Dudensing will help; might try to recruit Brian Raison), while Shideler will lead the organization of a strategic communication plan.

Next steps: Darger and Shideler will identify sub-committees to address video development and broader communication plan during February and March; report back during next committee call.

### **Recognition Committee, Provided by Michael Dougherty**

- 2018 Awards Cycle has begun
  - Webpage updated. Forms have new dates.
  - Email blast scheduled for Jan. 19 afternoon to membership.
  - Process and categories unchanged.
  - Deadline is March 5.
- Committee Future
  - Committee advised that I will be stepping down at the conference (as I become Secretary)
  - Seeking someone to step up.
  - Plan to schedule conference call to discuss.
- Regional Reps and Awards
  - Plan to again work with Regional Reps to promote awards and seek submission.
  - Need two judges and at least one alternate per region by early March.

### **North Central Region, Provided by Brian Raison**

**New Year Wishes:** Mary Peabody, our friend and colleague (and Northeast Regional Rep) wrote a beautiful wish list for 2018. I thought I’d share it with you all: *I so appreciate each of you for the work you do and the difference you make. Here are my wishes for your 2018.*

1. *Laughter. Every day, multiple times.*
2. *Generosity. Keep giving, even when it seems pointless (it's not).*
3. *Mentor someone. Begin building a legacy today.*
4. *Continue learning.*
5. *Take breaks when needed but do not quit.*
6. *Balance daily activity with daily stillness.*

I fully echo Mary’s beautiful note. All my best for 2018. I look forward to seeing many of you in Cleveland this summer.

**It’s time to share your good work! 2018 NACDEP Conference proposals (due 1/15):** Your proposals for peer reviewed presentations and posters are now being accepted. Options include: 30-minute presentation, 90-minute workshop, 5-minute IGNITE and poster. Submissions relating to the conference theme "Communities that Rock" are encouraged but all relevant submissions will be given full consideration. Proposal submission deadline: **January 15**. Submit proposals here: <http://www.nacdep.net/2018-call-for-proposals>

**North Central Leadership Conference (proposals due 1/15):** The North Central Leadership Conference “Pure Leadership” is set for East Lansing, Michigan, on **April 30 - May 2, 2018**, at the Kellogg Center on the campus of Michigan State University. The intended audience includes leaders and potential leaders of the Cooperative Extension system in the twelve states of the North Central region. The goals include:



- Networking with professionals that model a culture of excellence
- Strengthening our capacity to “lead from the middle” of our organizations
- Contributing to the growth of the next generation of leaders

Request for Proposals for Workshop Sessions, Lightning Talks and TED-Like Talks are **due Jan. 15**.

Click here for info: <https://events.anr.msu.edu/event.cfm?eventID=C6FOCCC05C5C649A>

**2018 eXtension Designathons (coming to NC Region):** You may wish to investigate, register and attend one of the ten regional eXtension Designathon One events that will be held this in February – March. North Central region events will take place in:

- Indianapolis, IN, February 12-14, 2018 (co-hosted by Purdue University Extension).
- Madison WI, February 19-21, 2018 (co-hosted by University of Wisconsin Extension)

However, you can attend *any* Designathon One event (info below) that works with your schedule. These events are drawing from the successes of **Innovate Extension** (4 minute video), which started in Ohio in 2016 and has since been held in six different states. This will be a fantastic opportunity to take an idea from concept to reality, all while meeting and working with like-minded Extension professionals from across the country. Registration and other information is posted on **the eXtension site**.

**2018 National Land Grant Diversity Conference** - February 15-16, 2018 - Cincinnati Airport Marriott, Hebron, KY. “Intentional Connections: Education and Application in a World of Differences” **Registration Cost: \$195 for main conference; optional Pre-Conference (Feb. 14) for \$65.**

- **About the Conference:** The Conference is hosted by five land-grant universities from Indiana, Kentucky, and Ohio. It is designed for administrators, faculty, and staff from Cooperative Extension, research, and academic programs; private and public university representatives; K-12 educators; community outreach leaders; health and social services professionals; employers and supervisors; human resource staff; elected and appointed officials; and all others wanting to expand diversity efforts and increase cultural understanding in their communities and workplaces.
- **Seminar On Wheels:** Brand NEW this Year - will travel by charter bus to sites throughout Northern Kentucky and Cincinnati that were important in the march to freedom during the time of underground railroad. The tour features a visit to the National Underground Railroad Freedom Center in Cincinnati and includes a delicious four course meal at the famous Hofbräuhaus in Newport Kentucky. Seminar limited to 45 participants.
- **Registration is open!** (Early bird \$195 special deadline is January 15.)  
<http://ces.ca.uky.edu/tristatediversityconference/>
- **Pre-Conference:** Join us a day early (Feb. 14) for a tour (transportation and lunch included) of the National Underground Railroad Freedom Center and other sites, plus a 4-course meal at the famous Hofbräuhaus. Only \$65. Limited to 45 participants!
- **Keynote Address:** Karima Samadi and the Ohio State University Kirwan Institute. Hear Karima’s story (immigration, integration, and inclusion). Participate in a World Cafe discussion (personal reflection, storytelling), and civic engagement training.
- **Capnote Address:** Jasmine Roberts, Ohio State University School of Communication, strategic communication lecturer and author of "Writing of Strategic Communication industries," an openly-licensed textbook and writing guide for those interested in the strategic communication field. Topic: Open Education: Accessible and Affordable, Unrestricted and Open for All.
- **International Banquet:** Thursday evening will feature unique dishes from four parts of the globe. The hotel chef is a master at preparing a wide array of international dishes.
- The goal of this diversity conference is to learn more about ourselves and others, to network, and to link resources to integrate diversity into programs, policies and practices for creating community well-being. We hope you’ll join us!
- **For more information,** go online or contact the Conference Co-chairs: Steve Brady @ Ohio State University -- 513.695.1311 – [brady.111@osu.edu](mailto:brady.111@osu.edu) and Tara Marlow @ Central State University -- 937-376-6089 - [tmarrow@centralstate.edu](mailto:tmarrow@centralstate.edu)
- **Plus over 20 breakout sessions and posters!**



### **Southern Region, Provided by Susan Kelly**

- Sent a Southern Region Newsletter the first week in January, encouraging conference proposal submissions and asking for state or institutions “champions” to contact me.
- Contacted a new CRD agent/county director in South Carolina and shared NACDEP information.
- Starting forming committees for 2019 Conference.
- Continuing discussion about forming a North Carolina NACDEP Chapter in 2018.

### **Western Region, Provided by Laura Riser**

A December newsletter was sent out to the roster of all past NACDEP West members encouraging folks to renew their membership and consider presenting at the June Conference. I had also mentioned that I will be hosting a Western region videoconference in early Spring for anyone interested.

### **National Office Report, Provided 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 December and sent to the treasurer for their report.
- TAS continues to monitor all accounts receivable and payable for the association

#### **Membership:**

- TAS is currently processing Membership renewals for the 2018 membership year. 84 members have renewed through the online renewal system.

#### **Communications:**

- TAS has worked with David and Greg to send reminders for RFPs for conference
- TAS has gotten approval and sent the December newsletter out to membership

#### **Web:**

- TAS has updated landing page for the 2018 Conference
- TAS has created a call for proposal page for the 2018 conference
- TAS has worked with Michael Dougherty to set up the new awards forms and web page for the 2018 awards.

#### **2018 Conference**

- TAS has created the sponsorship form and will be completing all sponsorships online for this year.
- TAS has worked with Greg Davis to get the webpages up and running.

#### **2019 Conference**

- TAS has contacted all of the site visit hotels to apprise them of our selection for 2019
- TAS has reviewed the contract and executed for the 2019 conference at the Renaissance Downtown Asheville