



National Association of Community Development Extension Professionals

February 15, 2019 Board Meeting

Agenda

- **Welcome/Call to Order** ~ *David Civittolo*
 - Called to order at 12:04 p.m.

- **Roll Call** ~ *Michael Dougherty*
 - David Civittolo, President
 - Susan Kelly, President-Elect
 - Trudy Rice, Immediate Past President
 - Nancy Bowen-Ellzey, Treasurer
 - Michael Dougherty, Secretary
 - Adam Hodges, 1890s Rep
 - Ricky Atkins, Executive Director
 - Peggy Schlechter, Member Services Committee Co-Chair
 - Rebekka Dudensing, Marketing Committee Chair
 - Daniel Eades, Finance Committee Chair
 - Stacey McCullough, Historian

- **Approval of the agenda** ~ *David Civittolo*
 - Trudy Rice moved. Adam Hodges seconded. Approved

- **Approve January 18, 2019 Minutes** ~ *Michael Dougherty*
 - Nancy Bowen-Ellzey moved. Susan Kelly seconded. Approved.

- **Treasurer's Report: Accept and File** ~ *Nancy Bowen-Ellzey*
 - Financials posted.
 - One month in, staying within the amounts in the budget line items. Adjustments reflect budget.
 - Membership is doing well (up from last year).
 - Main thing is the budget.
 - Daniel Eades: We revised numbers from budget after meeting with board, Susan Kelly represented the Conference Committee. The numbers are realistic. The conference budget is "in the black."
 - Nancy: We need conversations around fee structure. We are asking the conference to keep things in the black (keep to the budget). Overall it is a realistic number
 - David Civittolo: Thanks Daniel on behalf of Board. Expectations where we need to do follow-up. Look at two streams of funding and the need to expand it moving forward. Look forward to the survey(s) from Member Services. Decide how to move NACDEP forward. Expenses generally the same. Question is what to do with revenues.
 - Michael Dougherty moved to pass budget as submitted. Adam Hodges seconded. Approved.
 - Nancy: Other thing shared. Endowment transfer, process of setting up Vanguard account almost complete. As soon as it is, will be making transfer. Daniel: Expect by next month's call it will be finalized. Have materials for spot audit, will start on that.

- **The Association Source** ~ *Ricky Atkins, NACDEP Executive Director*
 - 224 members, running ahead of last year and few other years as well. Sponsor page for conference on-line. Invoices sent to all who have asked for sponsorships.
 - David: Working with John Phillips and Peggy Schlechter from Member Services Committee on survey and to get it out.

Partner Reports

- **National Institute of Food & Agriculture (NIFA)** ~ *Brent Elrod*
 - Submitted report. Not on call.
- **Regional Rural Development Centers Rep.** ~ *Rachel Welborn*
 - No report. Not on call.

Committee Reports

- **Finance Committee** ~ *Daniel Eades*
 - Nothing else to add. (Report done during Treasurer's Report).
- **Communications Committee** ~ *Melinda Grismer*
 - Not on call.
 - David: Have been working with Member Services Committee on survey and with Conference Committee to ensure help.
- **Marketing Committee** ~ *Rebekka Dudensing*
 - Report posted.
 - Working on calendar. Conference call to be held in late February/early March.
- **Member Services Committee** ~ *John Phillips/Peggy Schlechter*
 - Report posted
 - Peggy Schlechter: Survey should be out in little over a week. Scholarship application ready, as soon as have information on registration. Working on conference orientation, thinking of renaming, to indicate openness and importance. Have people plan to get there on-time.
 - Asked if any way to have people mark on registration form if first-time attendees. If know, could send them invitations to the orientation session. Ricky Atkins: Noted that done every year. (mark on registration) I can provide you with a list, give you updates. Susan Kelly: Said if that time slot does not work, could work with Hospitality Committee. Peggy: Did talk about looking at optional times. Even if we kept orientation, could be another check-in time during conference. Susan: Concurred. Peggy: Agreed to get committees connected and get people involved.
- **Nominations Committee** ~ *Trudy Rice*
 - Work done.
- **Bylaws Committee** ~ *Trudy Rice*
 - One request for a change. Will send an email to board. Proposed change is to move Secretary to a two-year term.
- **Recognition Committee** ~ *Rachel Welborn/ Carroll Welte*
 - Not on call. No report

- **Development Committee ~ Notie Lansford**
 - *Not on call. No report.*
- **Historian Report ~ Stacey McCullough**
 - Working on three things – Historical docs, Photos, Milestones.
 - SRDC managed records first couple of years, piecing those together.
 - Gathering photos early years for website.
 - Trying to reach out to board members from each of the years for important issues organizationally, milestones during their time. Get on video. Have for each year of NACDEP's existence. Could do through Zoom.
 - David Civittolo: May have time for some of those at NACDEP Business meeting.

Updates from the Regions & Partners

- **Northeast ~ Mary Peabody**
 - No report, not on call.
- **North Central ~ Brian Raison**
 - No report, not on call.
- **Southern ~ Amanda Philyaw Perez**
 - No report, not on call.
- **Western ~ Laura Ryser**
 - No report, not on call.
- **1890s ~ Adam Hodges**
 - Susan Kelly, Michelle Ely and myself to talk about how to create 1890s experience. Not sure if pre-conference or during conference. Conference call coming up. David Civittolo: Thought great idea. Anything board can do to help, let us know.
- **1994/FALCON ~ Yvonedda (Henry) Thompson**
 - No report, Not on call.
- **Joint Council of Extension Professionals (JCEP) ~ Trudy Rice/David Civittolo/Susan Kelly**
 - Trudy Rice: Board meeting prior to Leadership Conference. JCEP looking at Extension Professional Certification Programming. Strategic planning on what keep, stop, add. Revisit during summer board meeting in May.
- **Journal of Extension ~ OPEN**
 - No report.

Conference Reports

- **2019 Extension Leadership Conference ~ Trudy Rice/Susan Kelly**
 - Held February 6 to 7 in San Antonio, Texas
 - Trudy Rice: 316 people total, including 16 from NACDEP. Good percentage of membership. Worked with local extension office for educational tour. Thanked Rebekka Dudensing for stepping forward on technology. Susan Kelly: Trudy hosted NACDEP members. Discussed organization. Promoted (NACDEP) conference.

- **2019 Annual Conference ~ Susan Kelly**
 - June 9 to 13 in Asheville, N.C.
 - Focusing on sponsorship and sessions. Sessions hard to figure out. Sponsorships total \$9,000.
 - Nancy Bowen-Ellzey linked conference with IMPLAN (also presenting, displaying).
 - Requested pass along any sponsorship ideas. Want at least \$8,000 more in sponsorship.
 - Hope have schedule of sessions and registration by end of month.
- **2020 Annual Conference ~ Charlie French**
 - May 31 to June 3 in Portsmouth, N.H.
 - Not on call. No report.
- **2021 Conference (West Region) update- Trudy Rice/Laura Ryser**
 - Trudy Rice: Updated application and sent 2020 application as example. University of California and Washington State University considering coming forward. Cut-off date end of April.
- **PILD Conference 2019 ~ Rebecca Sero/Rachel Welborn**
 - April 14-17 in Arlington, Va.
 - “Enhancing Leadership Capacity for Emerging Public Issues”
 - David Civittolo: Registration open on JCEP website.

Unfinished Business

- **No unfinished business**

New Business

- **April Zoom Meeting ~ David Civittolo**
 - Reschedule from April 19? Will share discussion by email
- **Journal of Extension ~ David Civittolo**
 - Representative needed. Julie Fox resigned. Looking for replacement.

Comments and Announcements

- **Planning and Zoning (Land Use) CoP ~ Michael Dougherty/David Civittolo.**
 - Michael Dougherty discussed situation facing CoP. Seeking to align/affiliate with NACDEP.
 - Plan is to work with leadership of group to find out more details, determine options, bring back to board in March.
- **Adjourn ~ David Civittolo**
 - Susan Kelly moved. Trudy seconded.
 - Meeting adjourned at 12:35 p.m.

Next Zoom Board mtg. is March 15, 2019 at 12:00 Eastern Time



National Association of Community Development Extension Professionals, Inc.

BUDGET VS. ACTUALS: BUDGET FY 2019 - FY19 P&L

January 2019

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Income			
40001 Membership Dues	12,525.00	24,325.00	(11,800.00)
40002 Endowment	10.00		10.00
41000 Conference			
41010 Registration		92,300.00	(92,300.00)
41010.1 Mobile Workshop		7,525.00	(7,525.00)
41010.2 Pre Activity		1,600.00	(1,600.00)
41015 Sponsorship & Exhibits		17,500.00	(17,500.00)
Total 41000 Conference		118,925.00	(118,925.00)
Total Income	\$12,535.00	\$143,250.00	\$ (130,715.00)
GROSS PROFIT	\$12,535.00	\$143,250.00	\$ (130,715.00)
Expenses			
51000 Annual Conference Expense			
51005 Conf Planning & Registration		3,300.00	(3,300.00)
51007 Printing/Copies/Promotion		50.00	(50.00)
51007.1 Abstract Submission Program	2,800.00	2,500.00	300.00
51008 Facility Rentals		15,578.00	(15,578.00)
51009 Conference Supplies & Materials		1,200.00	(1,200.00)
51010 Audio Video		8,000.00	(8,000.00)
51020 Keynote/Capnote			
510201 Speaker Expenses	6,500.00	9,000.00	(2,500.00)
Total 51020 Keynote/Capnote	6,500.00	9,000.00	(2,500.00)
51021 Tour Expense		1,300.00	(1,300.00)
51022 Transportation		2,575.00	(2,575.00)
51023 Video Recording		1,000.00	(1,000.00)
51030 Meals/Breaks		42,242.00	(42,242.00)
51040 Awards Program Expense		400.00	(400.00)
51050 Credit Card Fees		2,500.00	(2,500.00)
51051 Misc		850.00	(850.00)
51061 Conference Postage/Shipping		1,000.00	(1,000.00)
Total 51000 Annual Conference Expense	9,300.00	91,495.00	(82,195.00)
60000 Association Expenses			
60010 Board Meetings		3,500.00	(3,500.00)
60015 Supplies		325.00	(325.00)
60017 Website	55.98	125.00	(69.02)
60020 Postage		65.00	(65.00)
60024 Florida Corporate Fees		61.25	(61.25)
60025 Audit & Tax Prep		500.00	(500.00)
60027 AMS Software - MemberClicks	316.83	3,700.00	(3,383.17)
60030 Insurance Expense		1,200.00	(1,200.00)
60050 Bank Service Fees		50.00	(50.00)

	ACTUAL	TOTAL	
		BUDGET	OVER BUDGET
60052 Credit Card Fees	238.00	1,500.00	(1,262.00)
60080 Association Manager	2,860.00	34,400.00	(31,540.00)
60085 Assoc Mgr Conf Travel-Per Diem		3,500.00	(3,500.00)
60200 JCEP and PILD Liaison		2,000.00	(2,000.00)
Total 60000 Association Expenses	3,470.81	50,926.25	(47,455.44)
Total Expenses	\$12,770.81	\$142,421.25	\$ (129,650.44)
NET OPERATING INCOME	\$ (235.81)	\$828.75	\$ (1,064.56)
Other Income			
70300 Other Income			
70350 Interest	4.60	300.00	(295.40)
Total 70300 Other Income	4.60	300.00	(295.40)
Total Other Income	\$4.60	\$300.00	\$ (295.40)
NET OTHER INCOME	\$4.60	\$300.00	\$ (295.40)
NET INCOME	\$ (231.21)	\$1,128.75	\$ (1,359.96)

Budget Notes

Nancy Bowen-Ellzey

The budget was approved by the Finance Committee in November of 2018. Revisions were made to revenue and conference expense estimates following a January conference call with the NACDEP Board of Directors and representatives from the Conference Committee.

Revenue

The revenue estimates are based on previous membership trends and expectations for conference attendance. Based on conversations from the January meeting, the Conference Committee's final attendance estimates were increased by 10 attendees, bumping total registration revenue to an estimated \$92,300; membership dues are in line with the previous four years and include the \$750 from the 10 additional attendees.

Expenditures

Conference expenditures, where modified, received the "okay" from the Conference Committee. All organization expenditures are in line with previous years' estimates.

The Finance Committee worked to produce estimates that are realistic but also conservative. The organization is in the black but the net income number emphasizes a need for conversations about how to generate additional revenue. NACDEP's dues are currently lower than most JCEP organizations; increasing dues to more closely align with the fee structures of other organizations could offset rising costs.

**National Office Report
February 2019
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 January 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 2019 membership year. 224 members have renewed through the online renewal system or mailed in their state rosters.

Communication

- TAS attended a conference call and is working with Comm Comm (Communications Committee) on a schedule for Internal Communications for the Organization

Web

- TAS has added the you tube video for the 2019 conference to the homepage
- TAS has made general updates and web site changes

2019 Conference

- TAS has received and executed an amended contract to add rooms for the 2019 conference.
- TAS has set up the Conference web page and are adding features as they come available through the conference committee.

2020 Conference

- TAS has negotiated the contract for the 2020 conference in Portsmouth, N.H. at the Sheraton Bayside Resort

**NIFA Rural & Community
Development Update
February 2019
Brent Elrod**

- Votes are planned February 14, 2019 in Congress on the FY19 budget to avert a second government shutdown.
- As originally proposed, both the FY19 House and Senate budgets had the Regional Rural Development Centers (RRDCs) in at \$2M (split between the four Centers).
- H.R. 2, the Agriculture Improvement Act of 2018, better known as the Farm Bill was signed into law on 20 December 2018; a USDA Farm Bill Implementation Working Group has been established to lead Departmental efforts.
- The RRDC directors' quarterly DC (Winter) visit had to be canceled due to the partial government shutdown.
- The FY19 Agriculture and Food Research Initiative and the New Technologies for Agricultural Extension competitive RFAs will be released March 2019.
- No updates have been provided to staff on the proposed relocation of NIFA.

Marketing Committee Report
February 2019
Rebekka Dudensing

I messed up my calendar so the February call didn't happen. The committee is rescheduling. A second draft of the communications calendar is underway (see below). As part of our rescheduled meeting at the end of Feb/beginning of March, we will be discussing this and working on messaging. One idea is a "conference-out" through the slow summer months in which we will highlight really useful messages and resources from the conference so that people who didn't attend get a flavor of the conference and perhaps see a tangible benefit they can maybe share with their clients. We will watch for potential content at the conference and work with the creators to make sure they are good with sharing and getting appropriate credit.

NACDEP Communication Calendar Draft 2

Key: BoM=Beginning of Month; MM=Mid-month; EoM=End of Month
SM social media; em email

January

- MM Welcome to a new year/membership renewal SM em
- EoM Proposal Submission/reviewers/award nominations due in March SM em

February

- BoM Late renewal notices (email only targeted to only lapsed members) em
- BoM Proposal reviewers as needed em
- MM Award nominations due in next few weeks SM
- EoM Conference Registration/begin promoting tours (work closely with conference committee about messages of specific interest) SM-multiple posts

March

- Newsletter-include endowment with conference registration-based renewals
- BoM Award nominations due in next few days SM em
- EoM Promo push for conference and workshops SM-multiple posts

April

- MM Promo push for conference and workshops SM-multiple posts (may extend to EoM)

May

- BoM Final promotion for conference registration (including relevant tours that need extra push) and solicit Auction Items SM em
- EoM Promote auction items SM-multiple posts

June

- Newsletter
- Social Media is heavy during and after conference
- MM Social media celebrating award winners SM
- *EoM Post conference wrap-up (written and video will take some time for approvals); could also encourage non-attendees to remain engaged through committee membership SM em

July

- *MM Conference-out (conference highlights to share interesting things with non-attending members and also other Extension and non-Extension audiences, including clientele); e.g., quick video with resources SM

August

- *MM Conference-out SM

September

- Newsletter include write up with link to all three Conference-outs and committee thank you/sign-ups
- BoM Conference-out SM
- MM Committee rosters (Thank you!) and calls for more committee members SM
- EoM Thank you to officers SM

October

- BoM Call for officer nominations SM em

November

- Multiple dates: Elections SM em
- EoM Call for Conference Proposals SM em

December

- Newsletter
- MM Membership Renewal SM

**Member Services Committee
Report February 2019
John Phillips**

Committee Leadership

- John Phillips and Peggy Schlechter are co-chairing the committee.

Current and Planned Activities

- We had a committee call on 2/12/19. Highlights include:
 - The member survey is now in final draft, after vetting with the Board and the Communications and Marketing committees. The survey will be loaded into Qualtrics, tested, and be ready for launch by Feb. 25. We anticipate the survey to be open 2-3 weeks, with results to be shared in about a month.
 - We have developed plans for the conference scholarships. We plan on awarding five scholarships at the early bird price (\$450). We have a draft scholarship application ready and when registration opens, we will distribute the application. Once the application period is closed, we'll review and make awards. Specific timing is dependent on conference registration timing.
 - We've begun planning for the conference new member orientation session. We are working on targeted recruiting, adjustments to the timing of the session, as well as some of the interactive activities in the session. Details forthcoming as we make progress.

Other Business

- Nothing to report.
-