



## National Association of Community Development Extension Professionals

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### March 15, 2019 Board Meeting

#### Agenda

- **Welcome/Call to Order** ~ *David Civittolo*
  - Called to order at 12:02 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
  - Mary Peabody, Northeast Rep
  - Brian Raison, North Central Rep
  - Amanda Philyaw-Perez, Southern Rep
  - Adam Hodges, 1890s Rep
  - Yyonedda (Henry) Thompson, 1994/FALCON Rep
  - Ricky Atkins, Executive Director
  - John Phillips, Member Services Committee Co-Chair
  - Daniel Eades, Finance Committee Chair
  - Melinda Grismer, Communications Committee (Com-Com) Chair
  - Charlie French, 2020 Annual Conference
  - Rebecca Sera, PILD Conference
  
- **Approval of the agenda** ~ *David Civittolo*
  - Susan Kelly moved, Amanda Philyaw-Perez seconded. Approved.
  
- **Approve February 15, 2019 Minutes** ~ *Michael Dougherty*
  - Nancy Bowen-Ellzey moved. Susan Kelly seconded. Approved.
  
- **Treasurer's report accept and file** ~ *Nancy Bowen-Ellzey*
  - Not a lot to report. Over half of membership dues coming in, up compared to last year. Nothing else early in the year. Expenses trickling in and are in line with the line item budget.
  - Mary Peabody moved. Michael Dougherty seconded. Approved.
  
- **The Association Source** ~ *Ricky Atkins, NACDEP Executive Director*
  - Uploaded report and current regional rosters. About 251 members. Eight from conference registration so far. 26 conference registrations first week. Scope of work includes newsletter, working out registration.
  - David Civittolo: Noted that it has been a busy week, getting the survey out, scholarship out, and conference registration out.
  - Susan Kelly: Asked how registration compared (to 2018). Ricky: Felt good about it. Most time don't get much first week. The Super Early Bird helped (drive registrations). Susan: Noted that Super Early Bird was same rate paid last year (and joked "Don't tell anyone.") Said also sent out registration information to ANREP and NAEFCS. Noted that Ricky been on call lot this week and he was appreciated.

## 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**
  - Nancy Bowen-Ellzey, Ricky Atkins, and I met earlier this week. Ricky has paperwork for Vanguard Investments. Contacted our Vanguard Rep (Eric) to answer two questions. Spot audit materials went out to Finance Committee. Should be done next week.
- **Communications Committee ~ Melinda Grismer**
  - Report will be posted.
  - Have good, established crew. Been reaching out to videography, trying to get a team of two, make sure get great value out of that. Will have You-Tube video chair and co-chair post things. Taking last year's 8-minute video into one-minute clips. Will have social media posting and expanded use of Guidebook (Conference App) for social media use.
  - Will have a "Step and Repeat" booth for videography and photos. It will ask if can use snapshot to update the member profile. We will have four people to staff booth. A message is being sent out include registration and updating profile. You won't be able to miss us.
- **Marketing Committee ~ Rebekka Dudensing**
  - Not on call. Report posted.
- **Member Services Committee ~ John Phillips**
  - Report posted.
  - Survey went out on March 7, closing date March 22, though may be extended depending upon response rate.
  - Amanda Philyaw-Perez: Stated survey doing great. Have 123 responses including 13 in process.
    - 23% respondents are non-members.
    - 24% have been members for 1-2 years
    - 21% have been members for 3-5 years
    - 51% have been members for more than 5 years
    - Only 15% never attended a conference.
    - Greatest value is the professional networking. Lowest (relative) value (which is a gut check) are the business meeting, new member orientation. This does not say not a value, it is just the way stack the responses.
  - Will upload as soon as I can. (Michael Dougherty suggested cross-tab on new member orientation question).
  - John: Noted this is encouraging. My gut (now) is that we probably won't need to extend that close date. Plan to present more final data on the next call. Amanda: Do we have reminder? John: Just went out.
  - David Civittolo: Said plan was to send reminder out Tuesday.
  - John: Scholarship applications close March 25. Once close, panel those following day and close out quickly. Working with Susan get a call together with conference committee on how to work new member orientation session. Amanda: Look at survey data make sure new members get value out of it.

- **Resolution and Policy ~ Trudy Rice**
  - Timeline need 30-day notice. Set a deadline of May 1. Only proposal is to make secretary two-year term (only office with a one-year term).
  - Amanda Philyaw-Perez: Asked if there was a role for regional reps? Trudy: I will do generic message to membership. Said Reps can handle their region however they want. Felt the board most aware of what needed.
  - David Civittolo: Suggested that maybe the Regional Reps send out reminder on survey.
- **Recognition Committee ~ Rachel Welborn/ Carroll Welte.**
  - Not on call.
  - Michael Dougherty noted that the awards applications had been received and were being prepared for sending out to the judges.
- **Development Committee ~ Notie Lansford**
  - No report. Not on call.
- **Historian Report ~ Stacey McCullough**
  - No report. Not on call.

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

- **Northeast ~ Mary Peabody**
  - Business as usual.
- **North Central ~ Brian Raison**
  - Last regional meeting in January included conference update, professional development tip, what might board do to help members, and sharing of what doing. Have had good feedback since started quarterly meetings.
- **Southern ~ Amanda Philyaw Perez**
  - Communications sent out to southern region. Responsible for getting judges. Exciting is state chapter development. Florida serious about it, should be submitting it next month. Formation probably going to be after conference, though application will be in. North Carolina also interested.
  - Susan Kelly: Stated she was planning statewide meeting with CD folks, just a matter of getting it put together, want to do it before conference. Amanda: Let me know how I can help.
  - Region not interested in quarterly meetings. Put out request for success stories, been getting them for quarterly newsletter.
- **Western ~ Laura Ryser**
  - No report. Not on call.
- **1890 ~ Adam Hodges**
  - Nothing new.
  - Connecting with people for 2020 Conference (Working with Marketing and Sponsorship Committees).
- **1994/FALCON ~ Yvonedda (Henry) Thompson**
  - Nothing new.
  - Only thing in the next month be making presentation at Western Regional meeting on collaborating across cultures.

- **Joint Council of Extension Professionals (JCEP) ~ Trudy Rice/David Civittolo/Susan Kelly**
  - Nothing to report.
- **Journal of Extension ~ OPEN**
  - David Civittolo: Announced that Jamie Rae Walker has agreed to take on that role. Hopefully moves along. (Reminder that Julie Fox had to step away).

## Conference Reports

- **PILD Conference 2019 ~ Rebecca Sero/Rachel Welborn**
  - April 14-17 in Arlington, Va.: “Enhancing Leadership Capacity for Emerging Public Issues”
  - Rebecca: Next week end of Early Bird registration.
- **2019 Annual Conference ~ Susan Kelly**
  - June 9 to 13 in Asheville, N.C.
  - Having so much fun. Crazy busy. Satisfying.
  - Happy to get registration open. Uploaded draft schedule for review. When get time, take a look to see if anything amiss (in MemberClicks). Also got spreadsheet with presentation schedules.
  - Sent out all acceptances and rejections (about 20 or so). Did offer posters for people. Had seven submitted as a poster. Want to get a few more of those. Had a bunch of pre-conference and 90-minute sessions that could not take because of space. Did take one pre-conference (Participatory meetings).
  - Going to put together a script for each day so that everyone in place will know what is happening. Hope to meet with committees Sunday because many great ideas related to social media/involvement. Meeting with host committee today. Coordinate host and standing committees can be a challenge.
  - David Civittolo: Appreciate hard work. Now finalizing and fine-tuning.
  - Amanda Philyaw-Perez: I have an exceptional new hire interested in helping out. If there is something, she is a coordinator type personality. Let me know.
  - Susan: Looking for tech people to load presentations and music for general sessions. All submissions were good. Tried to share wealth and limited people to two presentations.
- **2020 Annual Conference ~ Charlie French**
  - May 31 - June 3 Portsmouth, NH
  - Susan Kelly has been great in guiding us. Behemoth task. Great to have Mary Peabody who took this on in Burlington, VT (2016 Conference). Working with Adam Hodges (incoming President Elect) to get conference committee and subcommittees setup.
  - Theme is “Rich past, vibrant future.”
  - Worked on marketing, Ricky Atkins has helped.
  - Looking for volunteers for committee.
- **2021 Conference (West Region) Update ~ Trudy Rice and Laura Ryser**
  - Trudy: Have forwarded to groups from California (University of California) and Washington (Washington State University) applications and samples. Laura has not heard but is scheduled to make contact and forward information.

## Unfinished Business

- **Journal of Extension representative needed ~ David Civittolo**
  - Position filled by Jamie Rae Walker (see above).

## **New Business**

- **April 19 Zoom meeting rescheduled to April 12**
  - David Civittolo: Will be inundating with reminders. (April 19 Good Friday)
- **eXtension Community of Practice- Planning and Zoning**
  - David Civittolo: Met with Michael Dougherty and myself. Asked if we would be interested in formalizing agreement. Requested formal proposal. May be visiting April meeting with presentations. Have shared an example Memorandum of Understanding (from relationship with NASAN, the local foods group).
- **NACDEP eXtension Fellow position**
  - David Civittolo: Approached board through Susan. \$5,000 stipend who would edit/organize e-field book. Board asked for more information from Christine. She may also participate in April meeting.

## **Comments and Announcements**

- **General Appreciation** ~ David Civittolo
  - Expressed appreciation for everyone's efforts.
- **Adjourn** ~ David Civittolo
  - Amanda Philyaw-Perez moved, Susan Kelly seconded.
  - Meeting adjourned at 12:46 p.m.

**Next Zoom Board mtg. is April 12, 2019 at 12:00 Eastern Time**



# National Association of Community Development Extension Professionals, Inc.

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

January - February, 2019

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
<b>Income</b>			
40001 Membership Dues	13,200.00	24,325.00	(11,125.00)
40002 Endowment	10.00		10.00
<b>41000 Conference</b>			
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	1,500.00	17,500.00	(16,000.00)
<b>Total 41000 Conference</b>	<b>1,500.00</b>	<b>118,925.00</b>	<b>(117,425.00)</b>
<b>Total Income</b>	<b>\$14,710.00</b>	<b>\$143,250.00</b>	<b>\$ (128,540.00)</b>
<b>GROSS PROFIT</b>	<b>\$14,710.00</b>	<b>\$143,250.00</b>	<b>\$ (128,540.00)</b>
<b>Expenses</b>			
<b>51000 Annual Conference Expense</b>			
51005 Conf Planning & Registration		3,300.00	(3,300.00)
51007 Printing/Copies/Promotion	105.11	50.00	55.11
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)
<b>51020 Keynote/Capnote</b>			
510201 Speaker Expenses	6,500.00	9,000.00	(2,500.00)
<b>Total 51020 Keynote/Capnote</b>	<b>6,500.00</b>	<b>9,000.00</b>	<b>(2,500.00)</b>
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	33.60	2,500.00	(2,466.40)
51051 Misc		850.00	(850.00)
51061 Conference Postage/Shipping		1,000.00	(1,000.00)
<b>Total 51000 Annual Conference Expense</b>	<b>9,438.71</b>	<b>91,495.00</b>	<b>(82,056.29)</b>
<b>60000 Association Expenses</b>			
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	633.66	3,700.00	(3,066.34)
60030 Insurance Expense		1,200.00	(1,200.00)
60050 Bank Service Fees		50.00	(50.00)

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
60052 Credit Card Fees	255.55	1,500.00	(1,244.45)
60080 Association Manager	5,720.00	34,400.00	(28,680.00)
60085 Assoc Mgr Conf Travel-Per Diem		3,500.00	(3,500.00)
60200 JCEP and PILD Liaison		2,000.00	(2,000.00)
<b>Total 60000 Association Expenses</b>	<b>6,665.19</b>	<b>50,926.25</b>	<b>(44,261.06)</b>
<b>Total Expenses</b>	<b>\$16,103.90</b>	<b>\$142,421.25</b>	<b>\$ (126,317.35)</b>
NET OPERATING INCOME	<b>\$ (1,393.90)</b>	<b>\$828.75</b>	<b>\$ (2,222.65)</b>
Other Income			
70300 Other Income			
70350 Interest	4.60	300.00	(295.40)
<b>Total 70300 Other Income</b>	<b>4.60</b>	<b>300.00</b>	<b>(295.40)</b>
<b>Total Other Income</b>	<b>\$4.60</b>	<b>\$300.00</b>	<b>\$ (295.40)</b>
NET OTHER INCOME	<b>\$4.60</b>	<b>\$300.00</b>	<b>\$ (295.40)</b>
NET INCOME	<b>\$ (1,389.30)</b>	<b>\$1,128.75</b>	<b>\$ (2,518.05)</b>

**National Office Report**  
**March 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 February 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. 243 members have renewed through the online renewal system or mailed in their state rosters.

**Communication**

- TAS has put out the March Newsletter
- TAS has communicated the NACDEP Survey Announcement as well as the Member Services Committee's Scholarship announcement and the Development Committee's Endowment announcement

**Web**

- TAS has added jobs to the Job opportunities page
- TAS has made general updates and web site changes
- TAS has built out the Conference Registration form and went live on Monday March 11.

**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**  
**March 2019**  
**Brent Elrod**

1. USDA Research, Education, and Economics Mission Area will host a Farm Bill Listening Session Thursday, March 21, 2019 at 1 p.m.

*Listening Session Information*

- Pre-registration is required to attend the listening session.
- You must register by 5 p.m. EDT on March 20 to attend the listening session by emailing [REElists@usda.gov](mailto:REElists@usda.gov)
- If you are attending the listening session there is an expectation that the organization you are representing will be presenting oral comments.
- Attendance is limited to three individuals per organization; all individuals must register, but all three are not required to speak.
- Individual speakers providing oral comments will be limited to 3–5 minutes each.
- In addition to presenting orally, you are encouraged, but not required to submit written comments to the *Federal Register* by 5 p.m. EDT March 29.

*Written Comments*

- If you are unable to attend the listening session in-person, written comments are welcome and are due by 5 p.m. EDT on March 29, 2019, to the *Federal Register* at **(link forthcoming; URL will be listed soon at <http://ree.usda.gov>)**.
- All written comments received will be publicly available.
- Stakeholder input received orally and in writing will be treated equally.

2. The RRDC directors' next quarterly DC is scheduled June 4-5,2019.
3. The FY19 Agriculture and Food Research Initiative and the New Technologies for Agricultural Extension competitive RFAs will be released March 2019.
4. For the proposed relocation of NIFA, USDA scaled down the initial list of 136 to 67 Expressions of Interest. A short list is expected to be developed within the next month followed by site visits beginning at the end of April. We anticipate a final determination on a future site for ERS and NIFA by the end of May.

Happy St. Patrick's Day!

**Marketing Committee Report**  
**March 2019**  
**Rebekka Dudensing**

The marketing committee met 3/4/19 with the main goal of discussing the communication calendar, including a conference out idea to increase engagement outside the conference. RRDC webinars and proposed NACDEP engagement events (see next paragraph) will be added to the calendar along with some possible wording/images for more generic messages. Other messages are specific to programming content.

The committee generally liked the idea of a “conference out” that built on the value of the conference for both attending and non-attending NACDEP members. Discussion evolved to building value not only among members but also among potential full and associate members with a focus on sharing resources and building community/network.

1. Conference Out during-conference posts. Sending out social media during the conference that highlighted resources related to current presentations. In early May, the committee will contact lead presenters to ask for a Tweet hook, link to resources, and photo/short video to post during the conference. In this way, presenters can opt in or out. Links will direct NACDEP members to the presenters’ related handouts or other resources, driving web traffic their way. Engagement with posts may also help inform the engagement topics.
2. Award recognition. Once a month highlight award winners or fan favorites (from the conference) with links to resources (not all presenters may provide links pre-conference and/or new resources may be developed post-conference).
3. Discussions around engagement topics. The committee will work to identify topics with strong value outside the conference and host web conversations around those topics to engage members and other interested parties (potential affiliate members) throughout the year. Other groups have experienced low attendance but fruitful conversation in similar web discussions. The committee will work toward productive conversations by identifying topics with high engagement potential and discussion leaders to prepare and facilitate the conversations. Adam Hodges will create a score sheet to ID potential for post-conference engagement among conference presentations and the committee will discuss on a May call. The first conversation will likely be what people took home from the conference and how we are using it.

The marketing committee’s next meeting will be in late May.

Following the March call, Rebekka submitted a newsletter piece to encourage belonging in the association, tease the idea of post-conference engagement, and request ideas (none received to date).

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

**Committee Leadership**

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

**Current and Planned Activities**

- The member survey is now out, released on March 7 with a close date of March 22. We will assess response rate and decide whether to extend the survey. Many thanks to all the committee members from Member Services, Marketing, and Comm Comm, and Board members who helped in the survey development and testing.
- The conference scholarships applications were released on March 14, with a close date of March 25 (corresponding to early, early bird registration). Once applications are received, the committee will move quickly to review and make awards.
- We continue to plan for the conference new member orientation session, including targeted recruiting, adjustments to the timing of the session, as well as the interactive activities in the session.

**Other Business**

- Nothing to report.