



National Association of Community Development Extension Professionals

July 20, 2018 Board Meeting Minutes

Agenda

General Business

- **Welcome/Call to Order** ~ *David Civittolo*
 - Called to order at 12 noon EDT by David Civittolo

- **Introductions/Roll Call** ~ *Michael Dougherty*
 - David Civittolo, President
 - Susan Kelly, Vice President
 - Trudy Rice, Immediate Past President
 - Michael Dougherty, Secretary
 - Mary Peabody, Northeast Regional Rep
 - Amanda Philyaw Perez, Southern Regional Rep
 - Brian Raison, North Central Regional Rep
 - Laura Ryser, Western Regional Rep
 - Stacey McCullough, Historian
 - Daniel Eades, Finance Committee Chair
 - Melinda Grismer, Communications Committee Chair
 - Rachel Welborn, PILD Committee Rep and Recognition Co-Chair
 - Ricky Atkins, The Association Source

- **Approval of the agenda** ~ *David Civittolo*
 - Laura Ryser moved, Susan Kelly second. Passed.

- **Approve June 10, 2018 Minutes** ~ *Michael Dougherty*
- **Approve June 13, 2018 Minutes** ~ *Michael Dougherty*
 - Amanda Philyaw Perez moved. Susan Kelly second. Approved.
 - Amanda noted she made comments during Committee/Liaison discussion that were not in the minutes but that her points were encompassed in the comments of others.

- **Treasurer's report accept and file** ~ *Nancy Bowen*
 - *Nancy Bowen not on call. Documents uploaded to MemberClicks (Budget Attached).*
 - Ricky Atkins of The Association Source (TAS) reported on the results of the audit. Two deficiencies were found in the audit. Both were internal.
 - The first related to the segregation of duties. It was based on the (incorrect) assumption that Ricky reviewed and handled the money (as we was only one worked on audits). However, Ricky handles money and both Nancy and Jodi Atkins review.
 - The second was that that Financial Reports were not prepared properly. These reports are done by TAS. The question was related to an issue of who assets were reported and NACDEP does not have any.

- David Civittolo asked the board to review the documents and bring questions to August meeting. Nancy will bring forward recommendations to that meeting.
- **Executive Committee Report** ~ *David Civittolo/Trudy Rice/Susan Kelly*
 - *No Report.*
- **The Association Source** ~ *Ricky Atkins, Executive Director (Reports attached)*
 - *Report posted to MemberClicks. (Appended to the minutes)*
 - NACDEP is up to 316 members.
 - An update on the conference is anticipated soon. A small profit is expected.
 - Laura Ryser asked about members added at conference. Ricky said about 40 and they were included in the current count.
 - Susan Kelly asked about financials for 2018 conference (actuals) for planning for next year. Ricky said in once closed out will have all the numbers.
- **Strategic Plan focus areas:**
 - David: 2017-18 adopted plans. Ask that follow priority areas for reporting. Will examine during the retreat.
 - Priority #1: Communication Strategy
 - Priority #2: Member Engagement
 - Priority #3: Financial Stability
 - Priority #4: Committee/Board Structure and Function

Partner Reports

- National Institute of Food & Agriculture (NIFA) ~ *Brent Elrod*
 - *Not on call. Report posted to MemberClicks. (Appended to the minutes)*
- Regional Rural Development Centers Rep. ~ *Rachel Welborn*
 - *Report posted to MemberClicks. (Appended to the minutes)*
 - Coming Together for Racial Understanding: 20 states have registered (11 in South, 4 in North Central, 3 in Northeast, 1 in West). SRDC leading effort.
 - Initial scan finished for Extension Opioid Crisis Response Workgroup. Website is live and working with eXtension. NCRCD leading effort.

Committee Reports

- Finance Committee ~ *Daniel Eades*
 - *Report posted to MemberClicks. (Appended to the minutes)*
 - Committee met at conference on next steps to invest for endowment fund. In September, will talk with Vanguard representative on how to establish fund – including return goals, transfers, when to start using monies, etc.
 - The committee discussed financial planning and moving to a more diverse plan that does rely on conference revenues. This will require work with other committees (i.e., Development, Conference). More information will be available late summer/early fall.

- David Civittolo: Notie Lansford stepped up to chair the Development Committee. Michael Wilcox and Stacey McCullough will be staying on.
- Communications Committee (*Comm-Comm*) ~ *Melinda Grismer*
 - *Posted to MemberClicks. (Appended to the minutes)*
 - Committee received lots of feedback from the conference. It was asked about generating videos from members about work in their home states and about showing videos as presentations before concurrent sessions. The committee will be continuing the videographer into Asheville (2019 Conference).
 - There is a lot of interest but only a few members (eight or nine active). Committee is putting out a priority list and needs people to take lead on each item to make them happen. It should have good idea by the next meeting (August conference call) on what will be happening.
 - David Civittolo: The video (from this year's conference) is on the NACDEP homepage and a (NACDEP) YouTube channel has been established.
 - Stacey McCullough: If use social media (i.e., Facebook, Twitter), it will need to have more people to post to it. Melinda: We talked about that. One thing that is going out on the assignment page. We also talked about a blog but decided to use content to populate Facebook. Laura Ryser: It would be good to know who is administering Social Media. Stacey: It has become a joint effort of Comm-Comm, the Board, and the Conference Committee. Melinda: Asked who the current page administrators are. David: Said Ricky Atkins has the list.
 - From the Chat Box: The current list of Facebook administrators are (in alphabetical order): Ricky Atkins, Nancy Bowen, David Civittolo, Michael Darger, Greg Davis, Melinda Grismer, Susan Kelly, Stacey McCullough, Kelly Nix, Mary Peabody, Brian Raison, and Trudy Rice.
- Marketing Committee ~ *David Shideler*
 - *Not on call. Email thoughts sent to President (Appended to the minutes)*
 - David Civittolo: Trudy Rice is working with the committee.
- Member Services Committee ~ *John Phillips*
 - *Not on call. Report posted to MemberClicks*
 - David Civittolo: One item that may be done is surveying the membership.
 - Amanda Phillyaw Perez: We had several meetings, both prior to and at the conference. John (Phillips) is looking for co-chair (for him to mentor and move into chair position). At the conference, the committee hosted newcomer orientation. It passed out book on Extension Wisdom. It discussed ways to bring value to NACDEP members (which also came out at regional meetings). It is looking at ways bring more value to members through mentorship, career planning, leadership training, etc. It is looking for ways to connect outside of conference. Webinars have been suggested and have been done. It is still exploring options, maybe hold a virtual networking session with those with similar interests which may lead to new programs or grants. Possibly hold a post-conference workshop. Selling nametags was suggested but interest was limited so the committee is looking for other fund raising opportunities.

- Nominations Committee ~ *Trudy Rice*
 - *No report posted.*
 - Committee work will be gearing up. The report in August will have list of open positions. The committee will be put together soon and include the four regional reps.
- Recognition Committee ~ *Rachel Welborn/ Carroll Welte*
 - *No report posted.*
 - Rachel Welborn: The committee talked about potential changes, including adding in JCEP award. It plans to have recommendations to board in October.
- Development Committee ~ *Notie Lansford*
 - *Not on call. No report posted.*
- Historian Report ~ *Stacey McCullough*
 - *No report posted.*
 - Shared some things with David Civittolo that had been developed for new board members several years ago. Reaching out to past to build out details.
 - Michael Dougherty: Asked about previously sent materials. Stacey McCullough: Feel free to share (re-share) materials. David Civittolo: Looking forward to having that.

Updates from the Regions & Partners

- Northeast ~ *Mary Peabody*
 - *Nothing to report.*
- North Central ~ *Brian Raison*
 - *Nothing to report.*
- Southern ~ *Amanda Philyaw Perez*
 - *Report posted on MemberClicks.*
 - Participated in Southern PLN planning conference call.
 - Planning to do survey and disseminate newsletter in August. Follow pattern of Laura Ryser (Western Region Rep) of asking what people want.
- Western ~ *Laura Ryser*
 - *Report posted to MemberClicks.*
 - No longer doing newsletter. Will put news items into NACDEP newsletter.
 - Set up a Listserv. Sent out a couple of emails (one on volunteering and one on the You Tube channel). Received response from people who it turned out were not members.
 - Brian Raison: Pursuit to that comment. Can we keep past members and their contact information so we can periodically pull them back in? Melinda Grismer: Asked if membership lapsing causes profiles to reset. Ricky Atkins: The profile resets to the basic content. The only thing that would change if following one of three specific lists (along with membership their expiration date). Trudy Rice: It is important we talk about that at

board retreat. We don't want lose contact with people by we don't want people to get benefits they have not paid for.

○ From the Chat Box: Brian Raison: When I did 4-H, we just made members "inactive." That way, if/when they did re-join (late), we'd just flip the switch and have them back. But we were also able, like I think Ricky (Atkins) can do now, email "REMINDERS" to re-join!! Susan Kelly: We need to (send reminders)! Laura Ryser: Agreed, there should be an email prompting people to re-join.

- 1890 ~ *Adam Hodges*
 - *Not on call. No report posted.*
- 1994/FALCON ~ *Yvonedda (Henry) Thompson*
 - *Not on call. No report posted.*
- Joint Council of Extension Professionals (JCEP) ~ *Trudy Rice/David Civittolo/Susan Kelly/Kelly Nix*
 - *No report posted.*
 - David Civittolo: Monthly meeting is next Tuesday (July 24).
 - Trudy Rice: We will have an opening with Kelly Nix leaving the Extension system for a new position until Susan Kelly's term starts Jan 1. We invite people to participate on the conference call, but will not be as a voting member.
- Journal of Extension ~ *Julie Fox*
 - *Not on call. No report posted.*

Conference Reports

- 2018 Annual Conference Wrap up ~ *David Civittolo/Greg Davis/Ricky Atkins*
 - *No report posted.*
 - David Civittolo: From the Ohio State perspective, very pleased. Looking forward to financials.
- 2019 Annual Conference-Asheville, NC ~ *Susan Kelly/Susan Jakes/Ricky Atkins*
 - *Report posted to MemberClicks.*
 - Susan Kelly: We are collecting people for committees. There is someone from New Hampshire (site of 2020 conference) on every committee. We could use people for Sponsorship. Budget preparation to get underway.
 - Reached out to Life Members – not sure if the list is accurate. We are thinking about talking to different groups if want to come as a group (i.e., 1890s, ANREP, Life Members, etc.) – and have pre-conference sessions or specific tracts. Only response was Life Member Hank Cauthrom who is interested in a Retiree Track. Met with Eric Romich on Guidebook App, plan to use again, will need to talk about billing. Amanda Philyaw Perez: As noted in the "chat box," this could be a role for the Member Services Committee. We could use retirees as mentors. Will take this back to (Committee Chair) John Phillips.

- The Hospitality Committee (for the conference) plan to together sessions for spouses/children. Not sure about the food portion.
- From the Chat Box: Susan Kelly: I think we need to reach out to retirees to see if they will join as Life Members. Trudy Rice: This could be the responsibility of the Member Services Committee or the Marketing Committee to coordinate the effort. Brian Raison: All of the above.
- 2020 Annual Conference ~ *Charlie French*
 - *Not on call. No report posted.*
 - David Civittolo: The conference is May 31-June 3, 2020. Ricky Atkins is scheduled to check out hotel.
- PILD Conference 2019 ~ *Rebecca Sero/Rachel Welborn*
 - *No report posted.*
 - Rachel Welborn: PILD is April 14-17, 2019. Started meetings/organizing. Looking for keynotes. Need to decide on theme.
- 2019 Extension Leadership Conference sponsored JCEP ~ *Trudy Rice/David Civittolo*
 - *No report posted.*
 - David Civittolo: Feb. 6-7, 2019 in San Antonio. Announcement coming out soon.
 - Trudy Rice: Trying to promote to all, not just leadership. Open to everyone. Theme is Cultivating “Leadership.” Tracks are Internal Leadership, Increasing Leadership Capacity at Local Level, and Youth Leadership. Proposals for presentations/posters going out around Sept. 1.

Unfinished Business

- Marketing Proposal ~ *David Civittolo/Trudy Rice/Dave Shideler*
 - David Civittolo: Trudy Rice will be setting up Zoom call with interested parties. Will discuss August meeting/September retreat.

New Business

- 2018 NACDEP Regional Meetings – Summary by Regional Reps
 - David Civittolo: Brian Raison summarized as a Word Doc.
 - Susan Kelly: Will we take a deeper look at retreat. David: Yes. Brian Raison: Aggregate and discuss ideas. That is where ideas to reach millennials and videos came from. Mary Peabody: May have information to add as touch base those not there in June (at the conference).
- Financial Audit update ~ Nancy Bowen and Ricky Atkins
 - David Civittolo: Look over information auditors provided and changes suggested. Will talk about and consider what to implement.

- Potential Partner for National Endowment for the Arts (NEA) Knowledge Building Grant ~Susan Kelly
 - Need to decide if want to submit a letter of support for a grant being submitted by CEDIK (University of Kentucky). Received letter as president in 2020, when results/materials expected. Related to concept of creative place making. No financial commitment from NACDEP, just workshops and sessions (at conference).
 - Stacey McCullough: Similar to grant NACDEP unsuccessfully sought two years ago. Nice they want to collaborate and add value to NACDEP. Susan: Nice being a main partner in this.
 - Susan Kelly moved to write letter. Laura Ryser seconded. Passed. David Civittolo and Susan to prepare letter by end of month (July).

Closing Business

- **Comments and Announcements**
 - None.
- **Adjourn**
 - Mary Peabody moved, Susan Kelly seconded. Meeting adjourned at 1:00.
 - Several board members and committee chairs stayed for a help session on MemberClicks.
 - The next board meeting is August 17, 2018 at 12:00 noon EDT.



BUDGET VS. ACTUALS: FY 2018 BUDGET - FY18 PROFIT & LOSS

January - June, 2018

		TOTAL	
	ACTUAL	BUDGET	OVER BUDGET
Income			
40001 Membership Dues	16,675.00	25,000.00	(8,325.00)
40002 Endowment		5,000.00	(5,000.00)
41000 Conference			
41010 Registration	89,120.00	106,875.00	(17,755.00)
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		2,250.00	(2,250.00)
Total 41000 Conference	107,020.00	147,825.00	(40,805.00)
Total Income	\$123,695.00	\$177,825.00	\$ (54,130.00)
GROSS PROFIT	\$123,695.00	\$177,825.00	\$ (54,130.00)
Expenses			
51000 Annual Conference Expense			
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		6,225.00	(6,225.00)
51020 Keynote/Capnote			
510201 Speaker Expenses		2,500.00	(2,500.00)
Total 51020 Keynote/Capnote		2,500.00	(2,500.00)
51021 Tour Expense		9,025.00	(9,025.00)
51022 Transportation		4,500.00	(4,500.00)
51023 Video Recording		1,000.00	(1,000.00)
51030 Meals/Breaks		86,986.00	(86,986.00)
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	1,256.32	1,500.00	(243.68)
51060 Scholarship		2,250.00	(2,250.00)
51061 Conference Postage/Shipping	493.83	1,000.00	(506.17)
Total 51000 Annual Conference Expense	7,608.24	124,486.00	(116,877.76)
60000 Association Expenses			
60010 Board Meetings		3,500.00	(3,500.00)
60012 President's Discretionary Fund		500.00	(500.00)
60015 Supplies	309.64	80.00	229.64
60017 Website	101.96	300.00	(198.04)
60020 Postage		16.02	(16.02)
60024 Florida Corporate Fees	61.25	61.25	0.00
60025 Audit & Tax Prep		3,275.00	(3,275.00)

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
60027 AMS Software - MemberClicks	1,508.75	3,400.00	(1,891.25)
60030 Insurance Expense	620.00	1,000.00	(380.00)
60050 Bank Service Fees		50.00	(50.00)
60052 Credit Card Fees	808.81	100.00	708.81
60065 Membership		500.00	(500.00)
60080 Association Manager	17,160.00	34,338.00	(17,178.00)
60085 Assoc Mgr Conf Travel-Per Diem	691.01	3,000.00	(2,308.99)
60200 JCEP Liason		2,500.00	(2,500.00)
Total 60000 Association Expenses	21,261.42	52,620.27	(31,358.85)
Total Expenses	\$28,869.66	\$177,106.27	\$ (148,236.61)
NET OPERATING INCOME	\$94,825.34	\$718.73	\$94,106.61
Other Income			
70300 Other Income			
70350 Interest	26.85	428.99	(402.14)
Total 70300 Other Income	26.85	428.99	(402.14)
Total Other Income	\$26.85	\$428.99	\$ (402.14)
NET OTHER INCOME	\$26.85	\$428.99	\$ (402.14)
NET INCOME	\$94,852.19	\$1,147.72	\$93,704.47

National Office Report

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

Finance:

- TAS has reconciled financials for May/June and sent to the treasurer for their report.
- TAS continues to monitor all accounts receivable and payable for the association
- TAS has forwarded all of the Audit documents to the Treasurer for review

Membership:

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

Communications:

- TAS Sent out the June Newsletter on behalf of the editor

Web:

- TAS has removed the 2018 Conference Landing page and added its elements to the Past Conferences Page
- TAS has made general updates and web site changes

2018 Conference

- TAS is currently working on closing out financials for the 2018 Conference.

2019 Conference

- TAS has reviewed the contract and executed for the 2019 conference at the renaissance downtown Asheville.
- TAS will be setting up a room block for the Board retreat to be held in Asheville, NC.

NIFA Update

1. [Dr. Thomas Shanower](#) is Acting NIFA Director. [Dr. Scott H. Hutchins](#) has been nominated to be Undersecretary of Research, Education and Economics (REE) for the U.S. Department of Agriculture.

2. **AFRI Foundational: Agriculture Economics and Rural Communities (Basic and applied) \$22.9M**
<https://nifa.usda.gov/funding-opportunity/afri-foundational-agriculture-economics-and-rural-communities>
FY18 proposal due dates vary July to September for AERC priority areas

3. **Small Business Innovation Research Phase I RFA: Community & Rural Development (8.6) announcement due any day**
<https://nifa.usda.gov/funding-opportunity/small-business-innovation-research-program-phase-i>
 - Up to \$100K per award;
 - For project periods of up to 8 months;
 - **Full proposals** are due **October** 2018.

4. The FY19 House and Senate proposed budgets both have the RRDCs in at \$2M (split between the four Centers).

5. A number of bills are making their way through Congress to address the opioids crisis. NIFA continues to support USDA Rural Development as RD coordinates rural responses to opioids misuse. A report on the USDA roundtables and results is targeted for a Fall release.

6. Enhancing Agricultural Opportunities for Military Veterans (AGVETS) – FY18 RFA in development.

7. RRDC Directors Fall meeting in Washington, DC, September 6-7, 2018.

Sweet days of summer, the jasmine's in bloom
July is dressed up and playing her tune
And I come home from a hard day's work
And you're waiting there, not a care in the world
See the smile a-waitin' in the kitchen, food cookin' and the plates for two
Feel the arms that reach out to hold me, in the evening when the day is through

Summer breeze, makes me feel fine, blowing through the jasmine in my mind
Summer breeze, makes me feel fine, blowing through the jasmine in my mind

Songwriters: Darrell Crofts / Jimmy Seals

Submitted by: Brent Elrod.

RRDC Update



Coming Together for Racial Understanding train-the-trainer workshop is scheduled for the last week of August. States registered are:

- South: AR, MS, VA, KY, FL, NC, SC, TX, TN, GA, AL
- Northeast: NY, MA, MD
- North Central: MI, IA, IN, MO
- West: ID, WA



Extension Opioid Crisis Response Workgroup Update —New Information on Extension Opioid Programming Available



The **Extension Opioid Crisis Response Workgroup** has completed its goal of providing information about Extension substance abuse programming that can be quickly shared across state lines to help address the opioid crisis. The new **Opioid Response** website provides content on eight existing opioid-related programs. The following summary information is available for each of the

programs: 1) brief description; 2) format, duration, and approach, 3) target audience; 4) degree to which the program is research-based/evidence-based; and 5) costs of adoption and use. Contact information, links to key resources and webinar recordings offer more detailed descriptions of the programs. ECOP and Workgroup members believe these resources are useful to those seeking opportunities to address the opioid crisis in their states. Over time, new content will be added.

Submitted by: Rachel Welborn.

Finance Committee Report

The Finance Committee met Tuesday morning at the NACDEP Conference. Highlights are below.

- New committee members
 - Gary Deziel, Assoc. Dean, Finance and Operations, UVM Extension
 - Tony Michael, Unit Director, Family and Community Development, WVU Extension
 - Steve Turner, Director, Southern Rural Development Center

- Changes to budget in the formal audit
 - There are plans to consolidate lines to better represent how funds are moving in and out
 - These will be line-item changes and will not require Board approval

- Endowment Fund and future investment strategies
 - The committee met with Stacey McCullough and Michael Wilcox to discuss next steps for finalizing how the organization will invest money in the Endowment fund.
 - Late August/early Sept. Daniel, Nancy, and Stacey will talk to a Vanguard representative about the steps we need to take to establish the fund.
 - Fall: Draft final document outlining:
 - Annual return goal: Conservative growth fund would put us at 5-6% based on 10 year returns
 - Amount at which withdrawals will begin
 - Share of earnings withdrawn or retained
 - When/how often fund transfers will occur (biennial has been proposed)
 - Stock donations to the endowment

- NACDEP Financial Vision
 - How do we move from dependency on conference attendance to more stable and/or more diverse funding sources?
 - Opportunities for new sponsorship dollars – coordinate with Development, Marketing, and Conference Committees to ID corporate sponsors to talk at annual meeting, network with members, etc.
 - Initiate discussions mid Fall

Submitted by Daniel Eades.

Communications Committee (Comm-Comm) Report

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 in attendance:

- Brian Raison (raison.1@osu.edu)
- Dean Larkin (larkinl@missouri.edu)
- Jaime Menon (jmenon@ksu.edu)
- Becky Nesbitt (nesbitt.21@osu.edu)
- Jan Steen (jmsteen@ksu.edu)

Welcome & Introductions (Melinda Grismer)

- Members gave a brief overview of the work they're doing in their home states

Is it Comm Comm or Com Com? (Melinda Grismer)

- Members had no preference, so Melinda will look back at previous minutes and make a decision about which way to spell it

Review of NACDEP 2018 in Cleveland (All)

Unconference: Had a great turnout! Four brave souls came forward to lead groups in: Workforce Development, Opioid Abuse, Civil Discourse & Happy Stories. Each group leader reached out to its members post-conference and is continuing the conversation through until Asheville.

- **Dean:** Thought it worked well! Need to start the conversation where it ended—pick up in Asheville, NC, with updates as to what groups have discussed in the meantime.
- **Jaime:** Skepticism pre-Unconference and glowing remarks post-Unconference.
- **Melinda:** Need to think logistically about how to separate spatially
- **Becky:** Civil Discourse group was the highlight of the conference, facilitated by Michael Wilcox; suggested we consider a way to keep the conversation going through social media or through NACDEP Web site
- **Brian:** Board is interested in what Comm Comm could do in Asheville, NC; suggested looking at it strategically in terms of purpose, audience, and willingness of members to write a 300-word blog post; Ohio State now has 14,000 unique visitors who view the blog site (really expanded reach)
- **Becky:** New blog post entry on a weekly basis; rather than always having to come up with something fresh, could share among the membership (more of a clearinghouse of CD topics)
- **Brian:** Could link to blogs via NACDEP Facebook page (to drive traffic)
- **Melinda:** Could dual-purpose the newsletter content
- **Jaime:** Could add a paragraph about what we took from another colleague's work, what our interest level is from a community development perspective

- **Jaime:** If we had to do it all over again, maybe we ask two people to be in charge of the group (one facilitator and one scribe); if they want to continue the conversation, ask them to facilitate a zoom discussion four times a year

NACDEP 2018 Highlights video: <https://www.youtube.com/watch?v=kLxM05dPFB0&t=5s> (as viewed at NACDEP closing lunch in Cleveland)

- **Brian:** Video needs to be shorter—3 to 4 minutes; there were some points that could be cut out (awards could be cut); need to focus on the clips that will draw in new members
- **Melinda:** Prefer to work with a team of videographers and help with the editing (to inform the videographers regarding editing priorities)
- **Becky & Jaime:** Could post video on Facebook; could distribute to colleagues with potential interest in NACDEP

YouTube Channel established: <https://www.youtube.com/channel/UC6jgLtvNTltp0ucgmrv4XPA>

- **Brian:** Love having the YouTube channel; maybe people creating content via Community Development could post to this site
- **Becky:** My daughter is 21, and she uses YouTube more than other social media;
- Post questions to Facebook page asking members how they think we could use the YouTube Channel or how we could continue the UnConference conversation; possibly post a couple questions a month
- **Jan:** If people put together a few minutes of the programming they do in their state, to show it off via NACDEP's Web site or via Facebook; could use as a pre-collage to the concurrent session presentations; creates a sense of cohesion to orient people to you, your state, and your work; **starting now** – Comm Comm could communicate with regional reps or the whole membership
- **Brian:** Need to do some strategically prioritizing to decide what we can handle—**list out ideas we have and assign Comm Comm members to that work**

Newsletter: Did everyone receive the post-NACDEP Newsletter? **YES (100%)** How is it looking? Changes needed? Topic ideas? Do we need the membership list from Ricky? (Tom Blaine)—**HOMEWORK FOR SEPTEMBER MEETING TO REVIEW WITH COMMENTS FOR TOM, WHO WILL JOIN US THEN**

- **Melinda:** Should I get the membership list? David C. offered it up...
- **Jan:** Is there something tied into the Web site? If there's not something tied in, we should get the list—and maybe use Constant Contact to communicate

Potential Improvements Comm Comm could make

- **Creating a blog on the Web site** (Brian)—previously discussed
- **Enhancing social media interactions/updates** (Brian)—previously discussed
- **Requiring Member Profiles** (Melinda) – How could we incentivize participation? Previously, Ricky offered to “remind” members when they get notification to renew NACDEP dues. Could have a link in the reminder. --TABLED
- **Videos for Asheville conference** (from Susan Kelly)—previously discussed
- What if we had video of our people at work back home, put together to use as starters for our general sessions? I would like to produce the sessions a little better with music and you could play a series of clips just before the speaker starts. We could target folks and ask them to send it in? Something for the YouTube channel later, too.

Other ideas/feedback from Comm Comm members (All): No other comments were made. Melinda will initiate email communication between meetings and generate

Next meeting (11:00 a.m. Eastern time): Friday, Sept. 21, 11 a.m. EST

Upcoming meetings (2018-19). Comm Comm conference call dates (third Friday of every other month):

- Friday, Nov. 16, 11 a.m. EST
- Friday, Jan. 18, 2019, 11 a.m. EST
- Friday, March 15, 2019, 11 a.m. EST
- Friday, May 17, 2019, 11 a.m. EST
- NACDEP Conference: Asheville, NC from June 10-13, 2019

Marketing Committee Thoughts

From: Dave Shideler

One of the issues that I did not see raised in the June or post-conference minutes, that directly affects the conversation between Trudy (Rice), Melinda (Grismer) and I, is around membership. I understand for sustainability that increasing membership and reaching outside of our current “pool” is important. We have this category of affiliate membership, but it is not clear what the value of that membership is – you don’t need to be a member to attend the conference, which is our main benefit. Also, with travel budgets getting cut, the likelihood of an Agriculture or FCS (Family and Consumer Science) educator attending multiple national conferences seems less and less likely.

My point here is that the Membership Committee really also needs to be part of this conversation, as they are the ones responsible for creating value in our organization. Additionally, if we increase the affiliate membership, does that jeopardize our JCEP membership? This is likely some way down the road, but if we got a critical mass of non-Extension members, how would the other JCEP organizations react?

Member Services Committee Report

Prepared by Peggy Schlechter. Presented by Amanda Philyaw Perez

Thank you to everyone who participated on the NACDEP Member Services Committee this past year: Amanda Philyaw-Perez, John Phillips, Deborah Tootle, Kelly Nix and Paul Thares. It has been a pleasure to work with all of you and I appreciate everything you did to serve our committee and our organization!

Best wishes to Amanda Philyaw Perez who has served on this committee for the past 2 years and is now moving on in her leadership role as Regional Rep for the Southern Region. She will serve as the board liaison.

Welcome to our new committee members: Brent Hales, Chris Cotton, John Gulick, Kittrane Sanders, Nancy Daniels, Oluwatoyin Adebisi, Phyllis Varnon and Traci Dixon. We are so excited to have you join us so that we can do bigger and better things for our members. It is motivating to have our committee double in size!

This past two years, I have been the chair of this committee, and while I will be stepping down from the role of chair, I am looking forward to remaining on this committee. John Phillips has agreed to co-chair the committee (thank you John) so **we are looking for someone to co-chair** with him. This would be a great opportunity to move into a leadership role in NACDEP and not be on your own. If you are at all interested, please let me or John know.

Some of the things the member services committee does are provide conference registration scholarships, plan and host the newcomer orientation, support fundraising for the registration scholarships, and look for additional ways to bring value to the members.

We did hold a couple of committee meetings at NACDEP. The first one was on **Sunday, June 10** to prepare for the Newcomer Orientation. In addition to newcomers, committee members and past presidents attended. We facilitated a variety of activities to help newcomers learn about NACDEP and the conference as well as meet others. Newcomer ribbons for nametags were distributed. The book "We've Tried Before: 500 Years of Extension Wisdom" was also distributed.

The second meeting was **Tuesday, June 12** during the 7:00 am breakfast. We discussed additional ways to bring value to the NACDEP members, outside of the annual conference. According to results from a survey that was distributed to members about 3-4 years ago, members were looking for more opportunities to connect and network, outside of conferences. We discussed holding quarterly webinars, marketing webinars provided by other groups, and providing opportunities through virtual networking groups around topic areas so that connections can be made with others working in the same area. Deb Tootle and I attended the NACDEP Post-conference Workshop and it was determined that quarterly webinars should be provided, along with monthly/quarterly opportunities for virtual networking around topic areas. It appears that we were on the right track so we let them know that those were tasks our committee was willing to facilitate.

As far as supporting fundraising efforts for the registration scholarships, we have some NACDEP nametags to sell. This year we decided to do a “self-serve” and just leave them at the registration desk for members to purchase. That was evidently too passive as I don’t even think we sold 5 of them that way – so that is another thing to think about for next year.

Since our committee has grown, it might be worth the time to think about dividing into subcommittees such as: Registration Scholarship, Newcomer Orientation, Webinars, Virtual Networking (and maybe find time during conference for some of those groups to meet face to face?), Fundraising (luggage tags and support and help with silent auction), and others that may be needed based on ideas that this committee has. That is something that John and his co-chair can lead us through in making those decisions.

Southern Region Report

Submitted by Amanda Philyaw Perez

Action Items Related to NACDEP Framework

Priority #1: Communication Strategy – I participated in the CRD/PLN Call on July 18. I provided a NACDEP update, sharing the request for committee participation for the Asheville conference. I submitted an article to Thomas Blain for the South. I am working on survey of the current members to ask what they would like to see in a newsletter. I plan to draft and disseminate a newsletter in August. I am setting up a new listserv for members in the South and will send out a message on this listserv to the membership with any announcements.

Priority #2: Member Engagement – CRD PLN call and request for conference committee participation. I provided suggestions to the Membership committee regarding planning for a mentor/career trajectory planning via email.

Priority #3: Financial Stability – No updates at this time.

Priority #4: Committee/Board Structure and Function – I am the Board liaison to the Member Committee. I sent an email to Committee Chair, John, to share my new role and will offer continued support.

Western Region Report

Submitted by Laura Ryser

Action Items Related to NACDEP Framework

Priority #1: Communication Strategy – Based on feedback from regional meeting at the Cleveland conference, I will no longer be sending out a member newsletter but will send Thomas Blain any West related information to be included in his NACDEP newsletters. I have set up a new listserv for members in the West and sent out a message on this listserv to the membership with a number of announcements.

Priority #2: Member Engagement – Additional members have filled out survey to be added to the West member map.

Priority #3: Financial Stability – No updates at this time.

Priority #4: Committee/Board Structure and Function – I am the Board liaison to the Development Committee. I sent an email to Committee Chair, Notie, introducing myself and offering support.

2019 Conference Host Committee Report

Host Committee Attending Cleveland Conference:

Steering: Susan Kelly, Susan Jakes, Michelle Eley

Speakers: Rachel Welborn

Sessions: Jackie Miller, Donna Rewalt, Kristin Feirabend

Publicity: Maddie Ciszewski

MLW: Tres Magner, Becky Bowen

Hospitality: Hannah Bundy, Kittrane Sanders, Traci Dixon, Cintia Aguilar

Sponsorship: Joanna Lelekacs



While in Cleveland the group collected names of volunteers for moderators, reviewers and conference committee members. All agreed that the Ohio State group did a fantastic job with the 2018 Conference!

Committees are meeting independently working on their tasks. Budget Committee met on 7/17/18 to start developing conference budget. Charlie French asked his planning committee to join our committee so they can experience conference planning in advance of their 2020 Conference in New Hampshire.

Steering Committee meetings are set for the rest of 2018: August 1, September 5, October 15, November 7 and December 5 at 2:00PM via Zoom

Steering Committee Members: Susan Jakes, Susan Kelly, Michelle Eley, Rachel Welborn, Robbie Furr, Robert Hawk, Tres Magner, Becky Bowen, Donna Rewalt. Invited: Ricky Atkins, Charlie French

New attendees to target for Asheville Conference:

- Life Members and Retirees – Susan reached out to Life Members to see if there is interest in a retiree track (need an accurate list)
- 1890s – Brent Elrod, Michelle Eley and Adam Hodges are working on possible special invitation/events for this group
- ANREP members (off year for their conference)
- Community Partners (would like to consider special registration fee)

Guidebook App: Eric Romich from OSU is working with Robbie Furr (NC) to learn to administer the Guidebook App and will meet on July 19, 2018.

Submitted by: Susan A. Kelly