



NACDEP Executive Committee Minutes July 8, 2005



Present

Cindy Bigger
Emily Shaw
Jeri Marxman
Rick Maurer
Julie Stewart
Deborah Tootle
Kathy Tweeten
Walt Whitmer



Welcome

Kathy Tweeten called the meeting to order. Deborah Tootle reported that drafts of the minutes from 4/8/05 and 6/10/05 have been sent out to the Executive Committee. Motions were passed to accept both (Marxman/Whitmer).

Treasurer's Report

Treasurer's Report -- Hank Cothran could not be here to give the report. Kathy Tweeten reported that Hank has made arrangements for members to submit dues directly to him.

Committee Reports

2006 Conference

Cindy Bigger and Rick Maurer reported good response to requests for track committees. All track committees now have 4-12 members and the last day to volunteer is Friday July 15. Proposals will be due to track chairs by the 10th of September. Track committees will make their decisions by October 15th. We should have a preliminary budget by August and the Conference Committee will be able to put together a draft schedule soon afterwards. The Committee has proposed a change in the opening night poster session and reception. It will run from 5:00 to 7:00 and conference participants will be on their own for dinner that evening. The changes should reduce the costs of the reception as well as increase interest in posters.

Posters will stay up until 2:00 pm the next day. There will be a place for research at the conference, perhaps in roundtable format. The Committee also suggests that we may want to invite "community development partners" to participate in a roundtable format. Cindy will send the draft schedule to the Executive Committee. Requests for proposals will come out in a few weeks.

Marketing

No report. Deborah Tootle will call Ernie Hughes and ask about the display. The Executive Committee needs to know where the display is and how people can access it.

Membership Services

No report. Kathy Tweeten reported that Steve Daniels has been very active in developing services. A question emerged about affiliate membership for people who are not CES. Some CES organizations, such as 4-H, accommodate partners who want to join the professional CES organizations. Walt Whitmer will check with JCEP for guidance.

Resolutions and Policy

Jeri Marxman reported the Committee will be meeting July 11. After the Committee meets, Jeri will send out proposed changes to the Executive Committee. The Executive Committee will review the proposed changes and send comments back to Jeri within a specified time frame. The vote on the changes will go to the membership once the Executive Committee is in agreement. Membership will vote article by article. The Executive Committee discussed the timing of making changes to the Executive Committee once new officers are elected. The general consensus was to keep January 1 as the date for new officers to come on board, at least until we know that we will have annual conference at same time each year. Membership should be able to vote on new officers in August.

Finance

No report.

Recognition

No report.

JCEP

Walt Whitmer reported that we will officially petition for JCEP membership in September 2006. He will put together a draft petition and send it out electronically to the membership prior to the Conference. We will discuss the petition at the business meeting.

Task Force Reports

Database - Julie Stewart

Julie Stewart (see Attachment of Julie's 6/30 email) initiated a discussion of working with RegOnline for event and membership management. RegOnline handled the event management for our last conference. Their membership management services are new. Julie proposed that NACDEP engage RegOnline for event and membership management. A motion to table any decisions on this issue was without further research passed (Cothran via e-mail/Tootle).

The Executive Committee outline three options for event and membership management. The first is to continue as we are. The second is to see what SRDC can help with in terms of the membership data base. The third is to move up the time line on association management and begin looking at some options, including the proposal sent to us by RSS. Kathy volunteered to put together a draft statement of our needs in event and membership management for the next meeting.

Web Page - Emily Shaw

Emily had to leave the call because of another meeting. Everyone agreed she is doing excellent job with webpage. Deborah will get together with Emily help her with corrections and updates. We need to delete the reference to the Board and define the Executive Committee as they are stated in the Bylaws. Deborah will help Emily in getting the committee chairs, charters, and members posted.

Old Business**Strategic Planning**

No report.

Committee Information

Deborah Tootle will contact committee chairs who haven't submitted requested information on charter and membership.

New Business**Regional Reports**

Walt Whitmer suggested we have regional reports on the Executive Committee calls in addition to the Committee reports. Everyone agreed that it is a good idea and we will include the Regional Representatives on the on next call.

Adjourn

The next conference call is scheduled for Friday, August 12, 2005, at 10 a.m. central time, (662) 325-8448. Please let Kathy Tweeten know ahead of time if you will not be able to participate.

ATTACHMENT: Letter from Julie Stewart 6/30/05

Dear NACDEP Board --

We have been looking for a way to more efficiently maintain the NACDEP database which currently consists of approximately 1,200 names -- both members and potential members. As you may remember, membership dues were originally collected in Oklahoma when Mike Woods was treasurer for the transition team (with a database file), then transferred to the Southern Rural Development Center where the account was (with a database file), and the information forwarded to the North Central Center to be added to the larger database. We were able to go from three files to two, but still had a lot of duplication in work. My understanding is that the collection of membership dues is being transferred from the SRDC to Hank Cothran in Florida where the NACDEP bank account is. We're still looking at two files though.

One option that we would like to present to the board is RegOnline. We used the event manager for the 2005 conference. They also offer a membership management function. This would allow one file that a couple of designated individuals from different locations could access and build on one another's entries, without each individual having to enter the same information in duplicate files. This would also allow for an easy transition to a business manager once hired. A breakdown of the cost follows:

2005 -- RegOnline Membership Manager

\$150 -- activation fee

\$190 -- cost to transfer names from the event manager to membership manager (380 x .50)

\$380 -- maintenance (\$1 per member)

\$118 -- adding and maintaining new members (\$1 per member; 498 members as of 6/9/05)

(\$1 -- per additional member)

\$838 -- TOTAL (plus any additional members)

With RegOnline, members can sign-up online, join online, renew online, and make changes to a member profile online. If the board chooses to allow online payment, there would be the credit card fees as well: 5% on VISA and Mastercard; 6% on American Express, Diners and Discover. Hopefully this could be set up directly with the NACDEP account rather than going through a university, where we would need to add a university processing fee.

Also, please note that this estimate is for members only. If we add potential members, the cost will increase by approximately \$700. If the Board would decide to go with RegOnline, rather than automatically incur that cost, we might want to breakdown the potential members by region and have the regional representatives review the list, or continue to maintain a separate

list of potential members that is not part of the RegOnline system.

The membership management function is relatively new and RegOnline will be making some final adjustments within the next month. This will include a price increase.

2005 -- RegOnline Membership Manager after Price Increase

\$500 to \$1,000 -- activation fee (includes cost of transferring names from event manager)

\$1,494 -- maintenance of 498 members (\$3 per member)

\$1,994.00 to \$2,494.00 -- TOTAL

If the board would decide to do this and we do so before the price increase, the activation fee is a one-time fee so we would not be affected by the price increase. The \$1 per member maintenance fee would be locked in for the first year. After that the fee would be \$3 per member.

2006 Cost (if activated in 2005 prior to price increase)

\$1,494 -- maintenance of 498 members (\$3 per member annual fee)

\$3 -- per additional member

In order to cover this cost through membership dues, we would be looking at \$3 per member for maintenance and any cost you might want to add to allow for the credit card fee. You would need to decide if the association would absorb the activation fee or not.

Additional information on RegOnline can be found below. Please let me know if you have any questions. We'll talk with you next Friday. -- JS

RegOnline Membership Management

<http://www.regonline.com/Products/Membership-Management.aspx>

Julie Stewart, Communications Director
North Central Regional Center for Rural Development
Iowa State University
108 Curtiss Hall
Ames, IA 50011-1050
(515) 294-7648
(515) 294-3180 fax
jstewart@iastate.edu
<http://www.ncrcrd.iastate.edu>

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