

Meeting of the NACDEP Executive Committee via teleconference and Connect Pro webinar system.  
May 13, 2011

Meeting called to order by President, Tim Borich at 1 PM (CDT)

Members present: Michael Wilcox, Greg Davis, Paulette Cooper, Richard Proffer, Michael Darger, Deb Tootle, Steve Burr, Harry Crissy

Members not present: Winifred McGee

Others present: Peter Metsker (ex officio), Stacey McCullough, Gary Taylor, Michael Dougherty, Paul Lachapelle

Agenda approved on motion by Michael Darger, second by Deb Tootle and carried.

Approval of the minutes from April 8, 2011. Approved on motion by Paulette Cooper, second by Deb Tootle and approved.

Acceptance of the Treasurer's report by Greg Davis. The Charleston conference was \$4215 under on expenses, and \$29,700 over on income resulting in a \$33,915 net income as of end of April. A new dashboard financial report was created by Peter that the members liked so he will keep producing them. Net cash on hand is \$139,149.50 Approved on motion by Michael Darger, second by Paulette Cooper and carried.

#### Updates from the Regions

§ Northeast - Winifred McGee not present

§ North Central - Richard Proffer reported that the first NC e-mail went out to members in the region. He is still tallying NC member survey results that he collected in Charleston. There are very diverse answers and ideas so it is taking him some time to compile the results.

§ Southern - Harry Crissy not present during the regional reports.

§ 1890 - Paulette Cooper got some input from 1890 schools. One is doing a 4th and 5th grade conference. K State is doing a lot of activities such as workshops with their communities. Also, there is a outreach to the African country of Burundi from K State. Prairieview is involved in the statewide SET program and completed its Ag. Day.

§ Western - Steve Burr not present during the regional reports.

#### Committee Reports

2012 Conference Committee reported by Steve Burr & Michael Wilcox

Discussion of contract. Steve would like to have Peter use his negotiating skills with hotels to negotiate the contract details with the Marriott in Park City. Number of room nights, staging areas, P.A. in the ballroom, A-V equipment, poster area and tables, etc. Mike Wilcox, Steve Burr, Peter Metsker will work on the hotel contract. Timing and dates of the conference not settled yet. Peter suggested that the airline schedules are a critical determinant of conference scheduling so Steve will investigate that further than the fact that 9 airlines fly to Salt Lake City.

Communications Committee- Paul Lachapelle & Michael Darger reported. Two sub-committees reported out their recommendations regarding E-News and Website issues. Paul shared the two reports in writing

before the meeting (attached here)

E-News Report sub-committee report of the Comm. Committee:

Peter said that PAR and members could do the newsletter things that were in the report. Michael Dougherty suggested an editor. Peter will contact the content providers to obtain the content for each issue and Stacey McCullough and Paul Lachapelle will help him with editing and other issues. The newsletter's current issue will not be posted on the website, only the second most recent edition. It was also suggested to add a chapter article to the routine content of each issue. Have regional report first come from Southern/1890. The second regional article would come from North Central region. Richard Proffer made a motion to accept the committee report and discussion on the E-News issue. No second was needed and the motion was accepted.

Website Report from a sub-committee of the Comm. Committee.

Paul Lachapelle reported that the sub-committee prioritized items in their report. Peter Metsker reported on his experience with social media with PAR's other clients. Paul reported on CDS's experience with social media. Paul asked for potential costs for the various sub-committee ideas from Peter, who will do that with his web developer and get the info. back to the Comm. Committee. Then, the Comm. Committee will further discuss and deliberate on recommendations with which to come back to the board.

Recognition - Paulette Cooper reported that she has about 15 committee members. It hopes to have its first meeting by June. She thanked the regional reps. for their help this year and cited the budget and accomplishments of the recognition event at this year's conference.

Finance - Notie Lansford wasn't able to attend but sent in a report that the committee will move forward with an informal audit soon

2013 Galaxy report by Michael Dougherty

Does NACDEP want tours and does it want particular tours? We have some time to decide on that. He sent the most recent scheduling matrix. He asked the board to consider the reports that he sent out and give he or Winifred McGee their feedback. The feedback needs to happen ASAP. About 25 volunteers are needed from NACDEP; about 2 per Galaxy Committee. ANREP and NACDEP get a full share of net proceeds this round but we only get shares proportional to our size in the conference. Tim Borich and Deb Tootle will have a conference call to discuss feedback received about the schedule so that NACDEP will get its best feedback to the committee.

Member Services Committee and Membership Survey report by Stacey McCullough

The membership survey and committee report (attached here) were sent out to the board. They didn't think that anything necessarily needs to be dropped from the things that are done now. A searchable database of people's expertise emerged from the data as something that would be nice for members to have. Peter pointed out that the level of search power will make a huge difference in the cost of a database. The committee will come back with more information and recommendations based on the survey results in June. Michael Darger suggested that future dollar auctions not be paired with any speeches (like happened this year) so that sufficient time is allowed with which to raise lots of money. Stacey said that they are investigating other fundraising techniques as well. They will be developing policies and procedures for the new student member category. Exit interviews with former or nonrenewing members is also an action area.

PILD report not made -- Trudy Rice and Michelle Walk not in attendance

Report from PAR by Peter Metsker. They have WebEx as a meeting management online service that is

available to its clients for no cost. Michael Darger suggested that the Board meetings would be more effective and efficient if we were to adopt the WebEx system especially to the extent that all meeting participants commit to using it. It was decided by consensus to have the board test the WebEx system in June, with Peter or one of his staff at the controls.

Tim Borich reported that for the 2014 Conference there is some interest from Purdue. It is the turn for North Central to host that year (in the four year rotation).

#### **Old Business**

Board Retreat (July 12-13) will be in St. Louis, MO but there was no discussion of agenda timing. Winifred McGee sent a note before the meeting indicating that she would like those details so that she can book her flights early.

Evaluation results for the 2011 conference have not been shared yet with the entire Executive Committee. There was no discussion of this issue though it was on the agenda.

Forming and changing the committee rosters. Tim Borich asked everyone to get back to him with missing committee members on the roster that Cindy Struve sent out with this month's agenda.

#### **New Business**

J.O.E. Rep - conference will be June 24-25 in Baltimore. Tim asked Michael Wilcox for suggestions on who could be our rep. for this position.

Meeting adjourned at 3:00 on motion by Paulette Cooper and second by Michael Darger and carried.

Respectfully Submitted by Michael Darger, Secretary

## Appendices to May 13, 2011 Board Minutes

### NACDEP Communications Committee Website Update Recommendations

May 7, 2011

#### HOME PAGE:

- Remove 2011 Conference info and references (pictures, sponsors, etc) from all pages
- Install revolving photo gallery (photos from conferences, etc.) as header on all pages
- What will calendar be used for? Also, it is cut off in Firefox
- Move 2012 conference info to top of homepage – remove first '2012' – consistent font size and colors. Put conference info only on Homepage and Conference page

#### ABOUT

- More content for History – we will provide

#### BOARD

- Provide pictures of Board members

#### COMMITTEES

- Delete text: "NACDEP Committees, Volunteers and Appointments 2010-2011"
- Fix formatting (extra bullet, spaces) – remove bold
- Have committee name link to page where committee notes, etc. are located.
- Update new appointments

#### PRESIDENT'S MESSAGE

- New President's message needed
- Include picture of President and have message be a narrative about NACDEP and the mission of the organization.

#### MEMBERSHIP

- None of the information in this section is very exciting. Member services committee will provide updated information.

#### BENEFITS

- Delete this page

#### NEWSLETTER

- Make sure we post a newsletter when we get one – the last ones were 2008!

#### JOIN/RENEW

- Why is this info here?: 'When July 1, 2011 from 6:00 AM - 6:00 PM Location Price of Attendance'
- Membership renewal should be updated. Members should be asked to voluntarily provide the following:
  - i. Email address:
  - ii. Professional web site address(es):
  - iii. Any professional social media / networking site you'd like to share (ex. Facebook, LinkedIn, Twitter, Flickr, blog sites, wiki sites):
  - iv. Short description of work (50-100 words):
  - v. 3-5 keywords describing work (program areas, teaching focus, research, etc.):
  - vi. Upload picture
- All member info then resides in the Member Directory under the MEMBERS ONLY tab

## TYPES

- This info should go under JOIN/RENEW

## OTHER

- Is this folder needed?

## AWARDS

- Have two tabs – Previous Award Winners and Applications
- Post photos of previous winners on one page – scroll down from most recent to least recent
- Applications page will have download of categories and instructions - have Awards Committee provide updated information

## OPPORTUNITIES

- Post jobs here
- Put posting and ending dates up front with the name of the positions listed.
- Conferences and Meetings – take off old events – Peter can search and post for content on the Opportunities folder

## CONFERENCES

- There should be 3 Folders, 2012 NACDEP Conference, Park City, UT; Galaxy IV 2013, Pittsburg, PA; Previous NACDEP Conferences (post Conference photos associated with each conference)
- Provide link to Galaxy IV - <http://www.jcep.org/galaxy.htm>
- Site Selection and Hosting info combined on one tab
- For each year's conference, create sub folders with the following: photos, presentations, schedule/agenda, other materials; If possible, explain the pictures from conference, who is in them and what was going on.

## MEMBERS ONLY

- Is this supposed to be password protected?
- Member Directory is searchable – contains all items that members fill out when they renew; Member pictures will appear as thumbnails next to the members name; a click on the picture will bring up the member info
- Change “Minutes” to “Board Meeting Minutes”
- Add 2011 Annual Meeting minutes
- Need to upload newest version of bylaws revised at 2011 annual meeting
- What about a folder for Regional NACDEP info?
- Create a folder for State Affiliates: (i.e. <http://www.msuextension.org/communitydevelopment/MACDEP/index.html>)

## Other:

- The word ‘Extension’ should be capitalized on all pages.

## Other thoughts / possible future items:

- New blog site embedded in the existing website; it will incorporate the following:
  - a. Members will be able to blog; non-members will need an account on the website.
  - b. We will have the option of Team Blog(s) where many people could post and blog for just one person and a combination of the two.
  - c. Each Author could upload a photo / avatar that is shown on their posts
  - d. Comments on post or can be turned off with or without captcha
  - e. Tags, and categories can be set by each author if they want
  - f. Readers can subscribe to each blog if they want

- g. Posts can contain Twitter and Facebook 'share' buttons.
- h. Images and videos can be embedded in posts
- i. Blogs can be "featured" and shown first or even on front page
- j. We can list things like the latest posts, most popular, most commented, random post, tag clouds, archives, etc...

- Create NACDEP Facebook and Twitter accounts.
- Add topical success stories or articles to site
- list Community Development resources

Invite members to contribute to the website by inserting photos, stories, recommendations, etc.

**NACDEP Communications Committee E-Newsletter Recommendations**  
May 7, 2011

Main points:

- Quarterly E-Newsletter be distributed June 1, Sept. 1, Dec. 1 and March 1
- Updates to be distributed as needed
- All current members receive both the Quarterly E-Newsletter and the Updates
- Non-members do not receive either the Quarterly E-Newsletter and the Updates
- All newsletters posted on website
- Updates not posted on website

**E-Newsletter Outline**

One month before, Peter (or a Communications Committee member if we have a volunteer) sends reminder to President and all committee chairs to provide updates due one week before publication. He formats and sends to E-Newsletter Committee for review. E-news sent on the following dates:

June 1

1. President's message
2. Forthcoming Conference Committee Update
3. Previous Conference Committee Report
4. Other Committee Updates
5. Regional spotlight - Northeast
6. Links to minutes from previous 2-3 board meetings
7. Job postings / events

Sept. 1

1. President's message
2. Forthcoming Conference Committee Update
3. Nominations committee – call for nominations
4. Other Committee Updates
5. Regional spotlight – Southern/1890
6. Links to minutes from previous 2-3 board meetings
7. Job postings / events

Dec. 1

1. President's message
2. Forthcoming Conference Committee Update
3. Member Services Update - Reminder of membership renewal
4. Recognition Committee – call for applications
5. Other Committee Updates
6. Regional spotlight - Western
7. Links to minutes from previous 2-3 board meetings

## 8. Job postings / events

### March 1

1. President's message
2. Forthcoming Conference Committee Update
3. Policy and Resolutions Committee – call for proposed bylaws changes
4. Other Committee Updates
5. Regional spotlight – North Central
6. Links to minutes from previous 2-3 board meetings
7. Job postings / events

### Committees to contact:

2011 Conference Committee (Tim Borich, Chair and Harry Crissy, Co-Chair). The Conference Committee is responsible for planning and coordinating the annual NACDEP conference.

2012 Conference Committee – (Mike Wilcox and Steve Burr, Co-Chairs)

2013 Galaxy Conference Committee (Winifred McGee and Mike Dougherty, Co-Chairs). The NACDEP Galaxy Conference Committee is responsible for working with other JCEP organizations in planning and coordinating the 2013 Galaxy Conference in Pittsburgh. The two co-Chairs will represent NACDEP on the Galaxy Steering Committee.

Finance and Audit Committee (Notie Lansford, Chair). The Finance and Audit Committee will serve in an advisory capacity to the NACDEP Board on financial matters and will conduct periodical internal reviews of the financial records.

Committee on Policy and Resolutions (Gary Taylor, Chair). The Committee on Resolutions and Policy shall annually review existing policy statements and present any new policy statements for consideration at the Annual Meeting. New and/or proposed policy statements will normally be in the form of resolutions and will be documented in the minutes

Member Services (Stacey McCullough). The Membership Services Committee is responsible for ensuring that Extension Professionals choose to belong to NACDEP. Membership services is charged with keeping the organization responsive to its members, both in terms of organizational focus and products delivered to members and in terms of customer service on a day-to-day basis.

Recognition (National/Regional Awards) Committee (Paulette Cooper, Chair). The recognition committee is responsible identifying NACDEP members at the regional and national levels for outstanding outreach, scholarship and service to NACDEP.

Communications Committee (Paul Lachapelle, Chair with Michael Darger, Vice Chair). 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.

Nominations Committee (Ed Jones, Chair, with Michael Darger). The Nominations Committee is chaired by the past president. He or she is assisted by the Secretary. The Committee is responsible for identifying nominees for election to NACDEP office, certifying the eligibility of nominees as well as coordinating the election process.

Publications (Michael Wilcox, Chair). The Publications Committee is responsible for identifying academic publication opportunities for NACDEP members. The Chair serves on the Journal of Extension Editorial Board.

#### Appointments and Other

JCEP Committee. The past and current presidents, along with the president-elect, serve on the JCEP Board of Directors.

PILD Representatives (Trudy Rice and Michelle Walk). Two NACDEP members work with two members from each of the JCEP partners to coordinate the Public Issues Leadership Development (PILD) organized by JCEP.

Historian. The Historian will serve as the Archivist for NACDEP.

## **Member Services Committee Notes May 3, 2011 Conference Call**

### Members participating:

Stacey McCullough, Paulette Cooper, Erik Glenn, Mary Martin & Minnie Mitchell

Note: Because a quorum was not present, no official business was conducted. The following is a summary of topics discussed.

### 2011 NACDEP Conference Recap

- ***New member orientation.*** The session was well attended and overall feedback was positive. Changes/issues to consider next year include:
  - Ensuring that registration form asks if person is a first-time attendee.
  - Circulating a sign-in sheet so we have a record of who attended for follow up.
  - Implementing a scavenger hunt or other activity.
- ***Dollar auction.*** We ended up with 24 items and raised \$872.
  - There were concerns that the timing of the auction (last day, last meal) negatively impacted our bottom line.
  - Some high value items might have brought in more money through an alternative auction process, such as a silent auction, traditional live auction or secret ballot bid auction.
  - We also need to make sure callers are loud and attention getting. Some people felt they were not adequately represented.
- ***Conference scholarships.*** The committee needs to:
  - Review the application form and update it, if necessary.
  - Draft formal policies and procedures for soliciting applications and evaluating applicants.
  - Work more closely with the association manager, communication committee, and conference committee to ensure effective communication about the scholarship application process and ensure that we receive all applications.

## **Member Services Committee Notes May 3, 2011 Conference Call (continued)**

### Survey Results & Recommendations

- Regarding current benefits of NACDEP membership, nothing jumped out as needing to be dropped.
- Regarding the list of potential benefits,
  - Establishing an accessible database of member's research and programmatic foci should be our first priority.
  - An eNewsletter also ranked high, which is currently being proposed by the Communications Committee.
  - Benefits such as a NACDEP-sponsored journal, regional conferences, and webinar trainings seem to be fairly important. All would likely require additional NACDEP committees/structures to implement.
- Additional comments:
  - Including membership dues with registration might make it more economically feasible for some to join. Most universities won't pay for memberships but will pay for conferences.
  - Need to look closely at the affiliate member category. How can we best serve retirees vs. others with an interest in community development?
  - Need to explore how we can make the organization feel more inclusive for members.

### Plan of Work for next 12 Months

- ***Student Memberships***
  - Develop guidelines for Policies and Procedures, including dues.
  - Minnie and Jody volunteered to work on a first draft of this.
- ***Member Benefits***
  - Formalize recommendations to the Board based on member survey results.
  - Develop information for the NACDEP website.
  - Create and implement a membership promotion plan.
  - Possibility of member certificates.
  - Erik and Paulette volunteered to begin working on these items.

- **Newsletter Updates**
  - We are tentatively scheduled to provide information for a December newsletter on membership renewals.
- **Membership Renewal Protocol Exit interviews**
  - Develop plan to follow up with non-renewing members (Peter has provided us a list with open memberships).
  - Stacey and Jody will work on this.
- **2012 Conference** (see 2011 NACDEP Conference Recap above)
- **Stacey will coordinate our activities with communications and conference committees**

#### Other

- Minnie has volunteered to serve as vice chair of our committee, moving up to chair in 2012.
- Stacey will email all committee members to confirm whether they wish to continue being on the committee. This is important so we know when we have a quorum.
- We may want to submit a proposed amendment to the bylaws regarding what constitutes a quorum for committees.

#### Next Meeting

Stacey will send out a Doodle poll to schedule our June meeting.