

## NACDEP BOARD RETREAT

July 12-13, 2012

Marriott Courtyard St. Louis Downtown

**Tuesday, July 12<sup>th</sup>, 2011**

Called to Order by Tim Borich at 8:30 a.m. Also present were members Steve Burr, Winifred McGee, Mike Wilcox, Harry Crissy, Paulette Cooper, Richard Proffer, Michael Darger, and Greg Davis. Not present: Deb Tootle.

Also present: Peter Metsker, association manager

Approved Minutes of June 10, 2011 on motion by Mike Wilcox, second by Steve Burr and carried.

Treasurer's Report (Greg Davis). Cash on hand is stable at \$136,173. Discussion. Approved on motion by Michael Darger, second by Richard Proffer and carried. Full report is attached.

The board reviewed Committee Updates, which were received in writing from Member Services and Communications committees. It also reviewed the current roster of committees and respective members of each committee.

**The membership survey results** from the spring survey was presented by Tim Borich. With a response rate of 51 people (out of approximately 330 current members). Some key findings were:

- fair amounts of satisfaction with NACDEP;
- strong interest in these current benefits: professional development, national presentation opportunities, networking, and awards;
- strong interest in these potential benefits: a CD newsletter, a database of members' research focus, and members' programmatic focus.
- lots of comments indicating interest in more social interaction, opportunities to contact each other, communications, networking between and at conferences.

**NACDEP Financial Projections** were offered by Peter Metsker. Discussion of investments such as \$7,000 for web improvements; \$9,000 for JCEP, board retreat and PILD travel; and an entire year of association manager at \$17,995. At this point, the projected budget surplus is \$10,804 at 12-31-11.

**Web Site and Social Network Development.** The Board viewed the current website and discussed the Communications Committee recommendations from May. Michael Darger suggested that there are three big buckets of activity:

1. Reconstructing the history of NACDEP.
2. Contact and member database and expertise areas
3. Current affairs and typical association items

We're doing pretty well on bucket 3. Bucket 2 doesn't exist yet and Bucket 1 has a lot of reconstruction work to do.

Activity for Bucket 1. Reconstructing the history of NACDEP.

- Greg Davis will attempt to reconstruct the conference agendas for each of the historical NACDEP/Galaxy conferences since inception. Leads for past conferences were: Harry Crissy and Tim Borich for 2011, Cynthia Messer 2010, Hank Cothran & Jim Goodwin 2009, Mike Woods 2008, Dick Senese 2007 (Philadelphia), Rick Maurer & Greg Taylor 2006, Kathy Tweeten 2005.
- Annual Meeting Minutes. Michael Darger will track these down.
- Awards. Paulette Cooper will lead the reconstruction efforts here

Activity for Bucket 2. Contact and member database and expertise areas

- Publish alpha list Member Directory. Members would have the option to opt out of having their info. published. Also, publish regional, state list as a PDF.
- Membership database. Develop an RFP to find a contractor to develop a system to allow members to share their information and expertise (similar to ANREP's public system).
- Facebook Group page. The Board looked at the NEAFCS model. It was a consensus that such a page be planned and created and to launch it in September (with the newsletter inviting participation). Communications Committee will collaborate on this. There will be a Conference page (Mike Wilcox, et al) and a main NACDEP page (Paul LaChapelle, et al). Bring in people from other committees and varied regions, as needed.

Lunch

**A strategic goal setting exercise** was facilitated by Dr. Diane Van Wyngarden, NACDEP member and Iowa State faculty. This started with a big picture discussion of trends and issues of concern. Then a list of issues to work on over three years was generated. Next was an exercise to consider actions for the next 10 months.

3 Year Strategic Goals that Received three or more votes from members:

1. Increase membership/retain membership (especially from other Extension professional areas) (5 votes)

2. Marketing CED (Community Economic Development) to our stakeholders (4 votes)
3. Fiscally sound (4 votes)
4. Engage next generation of Extension personnel while they are with us and beyond (4 votes)
5. Providing networking opportunities for members (3 votes)

Action Goals for the Next Ten Months. Four general categories were identified.

1. Improving Visibility of CRED professionals (Community Resources and Economic Development).
  - a. ID/approach new sponsors for annual conference & Galaxy.
2. Communication/Networking
  - a. Web site development is needed and this topic was covered earlier in the meeting today.
  - b. Newsletter. A special edition of the newsletter will be issued in August concentrating on the Park City 2012 conference only.
  - c. Newsletter editor is needed. Greg Davis will try to recruit someone. If not, then a call will be issued for an editor in August newsletter.
  - d. Call for articles about program impacts and/or to repurpose articles from elsewhere about CRED .
3. Administration
  - a. Policies and Procedures will be reviewed for edits by Tim Borich, Deb Tootle, and Peter Metsker. Any changes that people see should be sent to these three individuals. They will compose a revised P&P document to the Board in September.
  - b. Business Plan will be done by Peter Metsker.
  - c. Membership requirements will be worked out by Tim Borich and Deb Tootle
4. Marketing & Membership about NACDEP
  - a. Create membership recruitment "pitch piece", posters, other tools for member recruitment to program leaders, deans, allied Extension professionals in FCS, 4H, NRE, and Ag. Harry Crissy, Michael Darger, Richard Proffer will pursue by Oct. 1.

5:25 pm Adjourned

## **Wednesday, July 13, 2011**

Meeting called to order at 8:30 am by Tim Borich. Also present were members Steve Burr, Winifred McGee, Mike Wilcox, Harry Crissy, Paulette Cooper, Richard Proffer, Michael Darger, and Greg Davis. Not present: Deb Tootle.

Also present: Peter Metsker, association manager

### **Student Membership Policy and Procedures**

- Available to full time students, either graduate or undergraduate, based on U.S. Department of Education standards. Discussion about how to verify student status.
- Motion by Michael Darger, second by Mike Wilcox, and carried, to have \$25 as student membership fee.
- Motion by Michael Darger, second by Harry Crissy, and carried, to create student membership immediately on the website.
- The Member Services Committee will be asked to develop student membership recruitment plan and pitch pieces, posters, etc. by November 1, 2011.

### **Park City Conference Discussion**

- Mike Wilcox went over conference plan and meal budget for a Sunday evening to Wednesday morning event in Park City. Drink tickets will be used for the bar before the Monday banquet. Break-even of 130 people.
- Five educational tours are built in to the agenda for Tuesday afternoon. They will be experiential education events with CED learning built in. Mountain Trails presentation + mountain bike tour, tour of historic Park City + museum, Olympic Park + zip line or bobsled, living history attraction heritage park, and Antelope Island State Park. All will be paid for in conference registration.
- “Capitalizing on our Assets” is the theme.
- Keynoters haven’t been decided. 2 keynotes will be had
- Full budget by October.
- Human, Social/Cultural, Built, Financial, Natural, Political capitals are the six tracks this year. Financial, natural and leadership/civic engagement tracks have historically been the tracks that have been at NACDEP conferences year to date. Possibly longer workshops on Wednesday afternoon.

- Peter Metsker recommended that insurance for the conference (or general board) is not advisable because the deductible on any policy would exceed our net worth anyway.

### **Miscellaneous Items:**

It was a consensus of the board that Diane Van Wyngarden be reimbursed for her out of pocket expenses.

Western Center is asking for a discount on their \$750 sponsorship for the Charleston Conference. It was decided that Mike Wilcox will ask them for \$500 cash and in-kind design services for the Park City conference.

CDS Journal. Getting journal access for NACDEP members is not going to happen any time soon. Therefore, it will be left alone.

Tom Blaine, Ohio State, has volunteered to be the newsletter editor. He was recruited by Greg Davis.

Contract for developing new member database for the website. Peter will be the main point person for dealing with the selected contractor, when the contract is completed. He will work with two members including Harry Crissy and someone designated by the Comm. Committee for quick turnaround review at key stages in the project. The Communications Committee will be expected to help create the specifications for the RFP. The RFP is brought to the Board for approval in August and September is when the vendor is selected, based on Peter Metsker's recommendations.

Paulette Cooper left the meeting at this point.

### **Review with PAR of Last year and Roles for Next Year**

Peter Metsker indicated that there were more billable hours involved in the first year than they expected. Having two of his staff at the conference. Peter was asked to do:

1. SWOT analysis – maybe a page of information
2. Justification for increased dollar amount for the contract
3. Any adjustments to the arrangement and contract that need to be made

Mike Wilcox and Harry left the meeting at this point.

### **Looking forward to Galaxy IV – 2013 in Pittsburgh**

Need an awards person to represent us for Galaxy. The Awards banquet will be different than Indy's format. We will ask the Recognition Committee will be asked for a representative.

Need a member services person. Stacey McCullough will be asked for a representative.

There are some exhibit slots to fill. People who would help solicit exhibitors for the Galaxy Exhibit Hall.

Hank Cothran will be contacted about being our rep. from our Life Members.

NACDEP will be allowed to have a session within Galaxy that is more like the educational sessions it has at its own conferences (unlike the business meetings that other JCEP organizations have at Galaxy). In other words, a conference within the conference.

Meeting adjourned at 12:28 p.m.

Respectfully submitted by Michael Darger, Secretary