

Meeting of the NACDEP Executive Committee via teleconference and WebEx webinar system.

October 14, 2011

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

Members present: Michael Wilcox, Michael Darger

Members not present: Deb Tootle, Richard Proffer, Paulette Cooper, Winifred McGee, Steve Burr, Harry Crissy, Greg Davis

Others present: Peter Metsker, Michael Dougherty, Stacey McCullough

No quorum was present so the meeting went forth as an information only session. September minutes and other approvals will need to happen in November meeting.

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

Approval of the minutes from September 9, 2011 on motion by Michael Wilcox second by Michael Darger and carried.

Treasurer's report was submitted before the meeting. Details shown on dashboard report in appendices attached. Approved on motion by Michael Darger, second by Michael Wilcox and carried.

Some student membership fees were waived for volunteer students who will serve on the Member Services Committee. This was an executive decision by the present in the absence of a board quorum.

Updates from the Regions

§ Northeast – Winifred McGee was not yet present.

§ North Central – Richard Proffer was not present.

§ Southern – Harry Crissy was not present.

§ 1890 -Paulette Cooper was not yet present.

§ Western – Steve Burr was not yet present.

Committee Reports

2012 Conference Committee reported by Michael Wilcox. Two submissions received to date. Reminders will be sent by e-mail to solicit submissions. Committees are set.

Tom Chestnut has the reviewers all ready to go. Michael Wilcox thanked all the people who helped on the newsletter.

Communications Committee- Michael Darger reported for the committee. He invited Peter to report.

Steve Burr and Paulette Cooper joined the meeting at this point. Still no quorum.

RFP for member database creation is not going well. No submissions to date. Harry Crissy will look around at Clemson. Other board members are encouraged to look for bidders as well. Facebook page was created but not enough people have liked it for it to be publicized. Therefore, more members and their friends need to "like" it. The newsletter and the conference can be used to promote the Facebook page. LinkedIn is something we should maybe check into. Peter reported that he has a few banked newsletter articles but needs more.

Winifred McGee joined the meeting but was not able to communicate via the webinar system, therefore a true quorum was not yet present.

Recognition - No one was present to report.

Finance – No one present to report

2013 Galaxy report by Michael Dougherty. Need one more volunteer for recognition sub-committee, one for first timers, two for exhibits. We keep losing members as people lose/leave their positions so it will be a constant process of replacing sub-committee members. Tim Borich will send this info. out to the board.

Member Services Committee report by Stacey McCullough. The committee met without a quorum. They are still working on affiliate member issue. Student memberships will be worked on by the new student members, aforementioned in these minutes. Notes of committee meeting attached as appendix below.

Discussion of PAR. Nothing reported besides the other comments made by Peter Metsker.

Old Business – Winifred joined the meeting and was able to verbally communicate so a quorum was finally present.

Review of goals from the July Board Retreat:

1. Policies and Procedures. Deb to take a stab at doing this, using Peter's previous suggestions. Tim is waiting for Deb to do this so that she can add institutional knowledge from her years on the board. The project will have to move soon so there is enough time to clean them up.
2. Business plan. Peter is still wondering what we want in the business plan. Need more info. on cash flow from Galaxy and affiliate and student members. Michael Dougherty will watch and listen for this information (re Galaxy) so that NACDEP can learn what net income that it can expect from Galaxy. This is important because our revenue has been relatively little in Galaxy conference years compared to our stand-alone conferences. Stand-alone conferences have been the biggest revenue generators for NACDEP. The question of whether Galaxy is worth all the effort, and massive volunteer requirement was raised. Or should we have our own conference in Galaxy years? It was also questioned whether we should spend more time and resources devoted to state chapters and affiliate and student members? With a shrinking base of cooperative Extension employees, do we need to be more flexible in who should be our members? Peter raised the point that JCEP and Cooperative Extension are very strongly built into both the bylaws and P&P for NACDEP.
3. Membership and marketing. A Pitch piece was approved in September. Peter will work on the material that Member Services did and put it into the format so that it can be made available to individuals for their use. Stacey will review his work. Student memberships - Membership Services Committee is working on something for this.

Quorum seems to have been lost sometime during the discussion of the July Retreat items above. However, the Secretary could not see the webinar roster, so can not really be certain.

Buckets of Activity for Website Work. No discussion was held today but it is mentioned here since it was deemed important at the July retreat. Here are the notes from September minutes: "There are still holes in the history in terms of business meeting minutes and conference agendas. Greg Davis will be looking in his boxes from Connie Wagner. Missing items could be mentioned in a future newsletter in case any "pack rat" members would still have them laying around."

New Business

Cooperation with Community Development Society (CDS) was discussed. Michael Wilcox reported on a conference call he had with Bo Beaulieu and Brent Hales, CDS President, to discuss partnership. There are "concerns" among many CDS members about the history -- when NACDEP was created that CDS lost many members. Michael reminded them that NACDEP was created in order that CD Extension folks be

accepted and recognized by Cooperative Extension as represented by JCEP. 2014 will be a conference in North Central region for NACDEP and for CDS. They typically meet mid-summer while we meet in the spring. They have ~300 members, as do we. They are interested in developing the practitioner part of their membership and probably cooperating with us on their Journal. He does not know if CDS is partnering again with Rural Sociology Society as they did this year in Boise but this was not brought up. Would it be a joint conference or two parallel conferences? Wilcox assumed it would be a merged conference. Michael Dougherty (member of both organizations) says CDS tends to be researchers and grass roots people and that when they lost NACDEP folks they lost some of the "middle types" (i.e. people who are research+field practitioner). Michael Darger suggested that if the board decides to recommend partnering with CDS for the 2014 conference, that a referendum be held with the NACDEP members to let them decide. Meanwhile, the discussion with CDS will continue to happen.

PILD. Michael Wilcox reported that 12 proposals are sought for their 2012 conference. We will put a passive link on the website to promote this opportunity. He then had to leave the meeting.

Discussion of the webinar site for the meeting. Some members were able to figure it out and some were not and PAR is getting rid of it anyway. It was decided that Peter would test out a free service with his staff and try that in the next meeting in November. Tim will build time into the agenda for everyone to be trained in by Peter.

Meeting adjourned 2:35 on motion by Michael Darger, second by Paulette Cooper and carried.

Respectfully Submitted by Michael Darger, Secretary

Appendices

Treasurers Report

Year to Date (Sept. 2011)

| | Actual YTD | Prior Year to date | \$ Change | % Change |
|------------|--------------|--------------------|-----------|----------|
| Membership | \$ 24,825.00 | \$ 24,700.00 | \$ 125.00 | 0.51% |

| | | | | |
|-------------------------|--------------|--------------|----------------|---------|
| Conference Income (net) | \$ 33,314.87 | \$ 46,227.01 | \$ (12,912.14) | -27.93% |
| Other Income | \$ 416.20 | \$ 686.55 | \$ (270.35) | -39.38% |
| Expenses (Operational) | \$ 28,559.87 | \$ 26,062.38 | \$ 2,497.49 | 9.58% |
| Net Income | \$ 29,996.20 | \$ 45,551.18 | \$ (15,554.98) | -34.15% |

YTD to Budget

| | <u>Actual YTD</u> | <u>Budget YTD</u> | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|-------------------------|-------------------|-------------------|-----------------------|--------------------|
| Membership | \$ 24,825.00 | \$ 22,500.00 | \$ 2,325.00 | 110.33% |
| Conference Income (net) | \$ 33,314.87 | \$ 725.00 | \$ 32,589.87 | |
| Expenses (Operational) | \$ 28,559.87 | \$ 27,195.01 | \$ 1,364.86 | 105.02% |

| | <u>Actual YTD</u> | <u>Prior Year to date</u> | <u>\$ Change</u> | <u>% Change</u> |
|--------------------|-------------------|---------------------------|------------------|-----------------|
| Cash on Hand | \$ 126,595.18 | \$ 105,397.16 | \$ 21,198.02 | 20.11% |
| Accounts Payable | \$ - | \$ 2,280.88 | | |
| Net Cash Available | \$ 126,595.18 | \$ 103,116.28 | \$ 23,478.90 | 22.77% |

Member Services Committee October 3, 2011

The member services committee met on October 3, 2011. Three of 13 members participated, which does not constitute a quorum. One non-committee member participated.

Committee Members Participating:

Stacey McCullough, Winifred McGee, Cathy Martinez

Others Participating:

Peter Metsker

The following agenda items were discussed:

- ***Recommendations for handling affiliate memberships.***

NEAFCS recently amended its bylaws to allow for non-Extension university members. It is an individual membership, not an organizational membership. Organizations can participate in conference through vendor/exhibitor registrations. Stacey will obtain a copy of the new NEAFCS bylaws for the committee to review before submitting a final recommendation.

There was also discussion as to whether an affiliate membership could be transferred to an active membership if the member was hired into an Extension position.

Regarding affiliate benefits, access to the NACDEP membership list was discussed. Currently this is available to anyone online, not just members. Does this open our members up to unsolicited marketers? NEAFCS has this information password protected for this reason.

- ***Non-renewal protocol.***

Initially, the committee discussed some minor edits (see attached). It was unclear what we are trying to learn from the age and years of service questions. Do we really need this information? Some further discussion with the rest of the committee is warranted.

The question was raised as to whether we would get better responses if we just email the first question regarding the reason for not renewing and then asking if we could call to discuss it further to get the more in-depth information. Possibilities for who might make the calls include representatives of the member services committee, the association

management firm (PAR), or the regional reps. Stacey will pose this question to the rest of the committee via email.

- ***Plan for recruiting student members.***

Stacey will ask for volunteers to draft something for this. We might try to solicit a couple of students from each region to help with this. Could we offer a free year of membership in return for this help?

- ***Conference activities***

New member orientation is tentatively scheduled for breakfast on Monday, May 21 at 8:00.

The dollar auction fundraising event is tentatively scheduled for Monday, May 21 at the awards banquet at 6:00-8:00. The committee has in the past discussed having multiple formats for the auction. We could do some items at the dollar auction and have a silent auction of some sort. We need to start soliciting items in January. Steve Burr is contacting the Chamber of Commerce concerning local donations.

The scholarship application needs to be available by December 1 when conference registration opens. We need to establish evaluation criteria and designate someone to receive the applications. Peter may be able to set up a scholarships@nacdep.net address for us.

Stacey will solicit volunteers start working on each of these items.