

Meeting of the NACDEP Executive Committee via teleconference and Adobe Pro webinar system at University of Minnesota.
November 18, 2011

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

Members present: Michael Wilcox, Michael Darger, Winifred McGee

Members not present at roll call: Richard Proffer, Deb Tootle, Paulette Cooper, Steve Burr, Harry Crissy, Greg Davis

Others present: Peter Metsker, Michael Dougherty, Notie Lansford

No quorum was present so the meeting went forth as an information only session. September, October, and November 2011 minutes will need to happen by e-mail vote. It will be presumed that all decisions made in the October and November meetings will be ratified when a majority of the board accepts the minutes via an e-mail vote.

Agenda adjusted because Tim had to leave early to “play professor” and approved on motion by Michael Darger, second by Michael Wilcox, and carried.

Conference Registration and Membership Renewal.

Discussion about payment of dues as part of conference registration to help members who can get their membership paid if it’s made part of conference registration. A receipt for \$450 is what a registration with dues paid will look like. \$375 if they are registering for event only. Both of these are at the “early bird” rate. Conference registration would start happening after presentation acceptances are decided around Dec. 19th.

Separately, membership invoices would go out in mid/late January to those who didn’t pay with conference registration. Motion by Wilcox, second by Darger, to have member renewal commence online Dec. 1, member renewal will be available through conference registration, and follow-up invoicing will go to those who don’t pay membership dues through conference registration and carried (subject to approval by board via minutes).

Paulette Cooper joined the webinar site at this point but not the audio so still no quorum.

Election for board and officers. Deb Tootle not being in attendance, Tim reported that a nominating committee has not been convened yet for lack of members. Regional reps. need to get names to Deb within a week for nominating committee reps. Paulette suggested via chat: Sandra Thompson, Florida A&M, to represent 1890 region. Then the committee has to move fast to get a slate created so that 2011 members can vote for 2012 board. The bylaws call for the election to happen by the end of this calendar year but it is starting to look doubtful whether that requirement will be met.

Budget Discussion. Notie Lansford went over the budget on behalf of Finance Committee. Greg Davis joined the call at this point but we were still one board member short of a quorum on the audio call. Tim predicts we will get conference sponsorships as additional revenue. Peter said that he is not getting any quotes on the website

development RFP (\$7,0000. Discussion about Galaxy revenues; there is concern that there will be fairly little revenue for us in that 2013 event. Galaxy revenue rough guess is ~\$10,000 per Michael Dougherty. Notie wondered whether continued participation in Galaxy is in the best interests of NACDEP. Discussion and decision on the proposed budget was deferred to December when we hopefully will have a quorum.

Policies and Procedures edits. Still no rough draft for board to look at. Tim will break the thing down and make assignments by December 9th of sections that volunteers will work on. Volunteers are needed to review different sections of this important document.

Tim Borich left the meeting and Michael Wilcox took over as presiding officer.

Treasurer's report was submitted before the meeting by Greg Davis. Details shown in appendices attached. Approved on motion by Michael Darger, second by Winifred McGee and carried (subject to minutes approval).

Updates from the Regions

§ Northeast – Winifred McGee reported on the activities at the regional meeting they had in September. Report from NE CRED mtg. in September is included here in appendices. She also reported on the situation at Penn State regarding the situation there related to the football program sexual abuse scandal.

§ North Central – Richard Proffer was not present.

§ Southern – Harry Crissy was not present.

§ 1890 -Paulette Cooper was not present via audio.

§ Western – Steve Burr was not present.

Committee Reports

2012 Conference Committee report by Michael Wilcox. 25 workshop submissions, 68 conference proposals, 16 poster proposals, and 2 pre-conference proposals (unsolicited, one was from eXtension and one from Southern region regarding broadband curriculum) were received. They are wondering what approach to take. They are also looking for speakers. Discussion of whether to shorten workshop slots to 75 or even 60 minutes so more can be accepted. The 2011 member survey results were reconsidered to think about what members want. Networking is biggest need and that will be met by the longer meeting with an agenda that has been unpacked and field trips added. However, the need for professional development and need for opportunities to present represent tradeoff decisions.

Communications Committee- Michael Darger reported for the committee. Solicitation of newsletter articles went to entire membership. Rough draft of brochure is being circulated in Membership Committee and Peter will share it with the board list.

Recognition. No report.

Galaxy. Michael Dougherty reported. Discussed on conference site issues with Pittsburgh. Subcommittee member slots continue to open with people having to move on. The discussion of whether it is appropriate for NACDEP to stay involved after 2013

conference is a good question to have after this particular event. He didn't know what the policy is for event losses, i.e. revenue splits among each member organization. He will consult with JCEP chair, Chuck Schwartau.

JOE. Michael Dougherty reported that a rep. is still needed from NACDEP.

Discussion of PAR. Nothing reported by Peter except whether we should change banks to one easier to deal with than Fifth Thirds Bank? Peter will submit his ideas to Finance Committee and Treasurer and bring the issue back next month.

Old Business – None discussed.

New Business – None discussed.

Meeting adjourned 2:45.

Respectfully Submitted by Michael Darger, Secretary

Appendices

Treasurers Report – YTD Actual

	<u>Jan - Oct 11</u>	<u>Jan - Oct 10</u>	<u>\$ Change</u>	<u>% Change</u>
Ordinary Income/Expense				
Income				
40001 · Membership Dues	24,975.00	25,300.00	-325.00	-1.29%
40005 · JCEP	0.00	500.00	-500.00	-100.0%
41000 · Conference				
40010 · Restricted - Education	0.00	1,430.00	-1,430.00	-100.0%
41010 · Registration	71,325.00	76,525.00	-5,200.00	-6.8%
41012 · Hotel Attrition Income	5,840.90	0.00	5,840.90	100.0%
41015 · Sponsorship	2,250.00	8,000.00	-5,750.00	-71.88%
41017 · Conference Tour Income	2,921.26	0.00	2,921.26	100.0%
41018 · Scholarship Auction Income	872.00	0.00	872.00	100.0%
41000 · Conference - Other	0.00	4,907.60	-4,907.60	-100.0%
Total 41000 · Conference	<u>83,209.16</u>	<u>90,862.60</u>	<u>-7,653.44</u>	<u>-8.42%</u>
Total Income	108,184.16	116,662.60	-8,478.44	-7.27%
Expense				
51000 · Annual Conference Expense				
51005 · Conf Planning & Registration	0.00	996.07	-996.07	-100.0%

51007 · Printing & Promotion	1,800.41	2,686.96	-886.55	-33.0%
51008 · Room Rentals	1,464.75	0.00	1,464.75	100.0%
51009 · Conference Supplies & Materials	1,208.98	0.00	1,208.98	100.0%
51010 · Audio Video	1,458.24	1,101.42	356.82	32.4%
51020 · Keynote/Capnote				
510201 · Speaker Expenses	1,506.60	0.00	1,506.60	100.0%
51020 · Keynote/Capnote - Other	1,750.00	767.40	982.60	128.04%
Total 51020 · Keynote/Capnote	3,256.60	767.40	2,489.20	324.37%
51021 · Tour Expense	2,433.00	1,445.23	987.77	68.35%
51030 · Meals/Breaks	35,878.14	30,185.99	5,692.15	18.86%
51031 · Reception	0.00	5,250.47	-5,250.47	-100.0%
51032 · Assoc. Mgr Expense	2,067.07	0.00	2,067.07	100.0%
51040 · Awards Program Expense	1,052.10	0.00	1,052.10	100.0%
51049 · Insurance	0.00	259.99	-259.99	-100.0%
51050 · Credit Card Fees	0.00	1,942.06	-1,942.06	-100.0%
Total 51000 · Annual Conference Expense	50,619.29	44,635.59	5,983.70	13.41%
60000 · Association Expenses				
60010 · Board Meetings	3,831.70	2,171.04	1,660.66	76.49%
60015 · Supplies	35.00	156.28	-121.28	-77.6%
60016 · Publications Expense	8.00	0.00	8.00	100.0%
60017 · Website	0.00	350.00	-350.00	-100.0%
60018 · Phone	1,016.95	237.42	779.53	328.33%
60020 · Postage	53.83	209.05	-155.22	-74.25%
60024 · Florida Corporate Fees	70.00	61.25	8.75	14.29%
60025 · Audit & Tax Prep	2,125.00	0.00	2,125.00	100.0%
60030 · Insurance Expense	839.39	0.00	839.39	100.0%
60050 · Bank Service Fees	0.00	3.00	-3.00	-100.0%
60052 · Credit Card Fees	2,108.70	413.61	1,695.09	409.83%
60060 · Newsletter	395.50	0.00	395.50	100.0%
60064 · Recognition	0.00	3,225.22	-3,225.22	-100.0%
60080 · Association Manager	15,666.64	10,416.66	5,249.98	50.4%
60081 · Liability	0.00	575.50	-575.50	-100.0%
60085 · Assoc Mgr Conf Travel-Per Diem	0.00	1,151.00	-1,151.00	-100.0%
60200 · JCEP Liason				
60150 · PILD Planning	2,484.61	3,136.27	-651.66	-20.78%
60201 · Representation Expense	996.24	0.00	996.24	100.0%
60200 · JCEP Liason - Other	331.80	5,181.89	-4,850.09	-93.6%
Total 60200 · JCEP Liason	3,812.65	8,318.16	-4,505.51	-54.17%
60500 · Scholarship	700.00	900.00	-200.00	-22.22%

Total 60000 - Association Expenses	<u>30,663.36</u>	<u>28,188.19</u>	<u>2,475.17</u>	<u>8.78%</u>
Total Expense	<u>81,282.65</u>	<u>72,823.78</u>	<u>8,458.87</u>	<u>11.62%</u>
Net Ordinary Income	26,901.51	43,838.82	16,937.31	-38.64%
Other Income/Expense				
Other Income				
70300 - Other Income				
70350 - Interest	<u>453.43</u>	<u>188.46</u>	<u>264.97</u>	<u>140.6%</u>
Total 70300 - Other Income	<u>453.43</u>	<u>188.46</u>	<u>264.97</u>	<u>140.6%</u>
Total Other Income	<u>453.43</u>	<u>188.46</u>	<u>264.97</u>	<u>140.6%</u>
Net Other Income	<u>453.43</u>	<u>188.46</u>	<u>264.97</u>	<u>140.6%</u>
Net Income	<u><u>27,354.94</u></u>	<u><u>44,027.28</u></u>	<u><u>16,672.34</u></u>	<u><u>-37.87%</u></u>

CRED Meeting Notes

Sheraton Society Hill, Philadelphia, Pa

September 18, 2011

GROUP ONE

INCREASED COMMUNICATION & AWARENES INTERNALLY

1. System for sharing program updates (what, who, where, etc.). Updatable (possibly external to NERCRD but linked to it). One stop, searchable system that aggregates bios, program updates, newsletters, etc., form region.
2. Using existing conference venues to connect & share program info. & updates (NACDEP, NAREA, etc.)
3. Set of common impacts & research regarding indicators that is accepted by the region. Searchable database. Start by working across states to develop 5 common indicators with research basis. Leaders have to buy into “common language” and indicators.
 - Some way to know what programs are being delivered (who, what, etc.; program update)
 - Updatable source of information from multiple sources or one stop location where multiple newsletters are housed
 - NE bios (searchable)
 - Create external link that can be placed on NERCRD site, but our own.
 - Showcase site with research programs, impacts, etc.
4. Use NACDEP, NERA and NEED as venues to share above information
5. Report around a common set of indicators as basis of framework

GROUP TWO

INCREASED COLLABORATION

1. LGU++
2. Ed. & Awareness-need to know who we are/what we do
3. Inventory (services/products)
4. Ext. inventory of what exists. (within Extension LGU)
5. Look for common opportunities to build collaborations (venues/events)
6. Are there common issues?
7. Emphasize the research connection
8. Examine organization barriers/structures to collaborate
9. How to share ownership?

10. Finding WITFM/them?
11. What are the “easy wins”?
12. Transparency of all units
13. Separate what is truly “unique” vs. what is common
14. Highlight our expertise in content and process
15. Ability to transform based on need futuring

GROUP THREE

CRED EXTERNALLY

Preliminary discussion- Identifying Stakeholders and the information they need

Stakeholders

Statewide organization (local or agencies)

Foundations

Extension/LGU

Clients

NACO & NADO

NIFA

EDA

Energy

Non-LGU

Strategic Industries

Federal Agencies

Congressional & Senate

Needs

Common verbiage

Definitions & Values

Framing

Public Values Statement

What about the absence ---So WHAT?

Research Formation

Concise Statements/elevator speeches

ROI

Objectives

- Develop impact statement
- Develop common descriptions of what we do
- Strategy (framework) for delivering message
- Focus on key partners
- Keep momentum
- Formalized structure
- Common indicators

Common Indicators

Start with low hanging fruit

Start with programs that we have most in common

Broad categories & drill down using 7 capitals as potential model

Potential Framework

Civic engagement

Economic Competitiveness

Land and Natural Resources

Steps to consider – Partner with Southern group?

GOALS

INVENTORY

Pilot template to collect inventory data utilizing colleagues

- Create cover letter
- Create survey template (bio, programs, research, goals/objectives)
- Send out using Survey Monkey to our colleagues
- Review data received
- Review process

COMMUNICATION STRATEGY

A. SBDCs ----- Unique Partners who may view us as competitors

B. National----- Unique

C. Community/State/Regional

Similarities for all = Who we are; what we do; why they might be interested?

12-18 MONTHS RESPONSIBILITIES (To be augmented by action plan matrices – see below)

Phase II Priorities (objectives) led to setting strategies for each objective

1. Charlie & Walt: Establish common indicators framework for describing & assessing programs

2. Debra: Information Collection Inventory

- Extension & Research Program + Journal + Regional Staffing & Individual Bios.
 - Internal & External
 - What does it look like?

3. Rod: Externals – Develop Communication venue

- Case studies with audiences @ 3 different levels

4. Develop structure for overseeing our work towards goals

5. **Caroline:** Identify Barriers to achieving goals

NE CRED FULL GROUP MANAGEMENT STRUCTURE

OVERSIGHT/COORDINATING COMMITTEE:

- Committee should include National CRED reps.
 - Mary, Overall Chair (1 year term)
 - Rod, Vice Chair (for future chair)
- Representative from each committee

OVERSIGHT/COORDINATING COMMITTEE CHAIR:

- Represent NE on National Council (Mary & Rod)
- Send notes through Center and NERA/NEED to all states to recruit help on committee (VT, NH, PA, ME, MD, NY, WV, NJ, DE, MA, RI, CT, DC)
- Schedule next NE CRED full group meeting
- Annual & at NACDEP annual meeting
- Progress report at NACDEP meeting
- Jeff forum for communication & inventory (together)

NE CRED GROUP

- Meet annually
- Conduct work through subcommittee/workgroups

WORKGROUPS:

- Meet within groups regularly to carryout plan of work
- Committee notes shared regularly within and between groups

Northeast CRED Action Plan

9/18/11

Goal: Develop Sel. Of High-priority/impact Common Indicators to Elevate the stature of CRED in Region

Objective : In next year, develop 3 CRED high impact areas w/ key indicators under each impact area that are common across region

Committee: Daniel Eades, Walt Whitmer, Ginger Myers, Charlie French, Jenny Fertig

	Tasks/activities (required to accomplish objective)	Persons Responsible	In cooperation with (as appropriate)	Start	Anticipated completion	Comments/Notes
1.	Get regional buy-in to 3 broad categories of impact that can be drilled down	Walt, Dan, Ginger, Charlie, Jenny	Res. Directors	Now	Fall (October)	
1a.	1a Explore 5 region models and build off of that	Walt, Dan, Ginger, Charlie, Jenny			Fall (October)	
2.	Form indicators & sub groups Group/Committee to finalize indicators & drill down to sub-indicators	Above + Regional Educators/specialists	NIFA, Regional Directors, CRED Staff, other programs that do CRED related work		Winter 2012	

3.	Figure out a way for indicators to be adopted by states & for impact data to be shared via a “system”	?	NIFA, Regional Directors, CRED Staff, other programs that do CRED related work		One Year form NOW	

Draft Impact Areas

- 1) Civic Engagement
- 2) Economic Competitiveness
- 3) Land, Water & Natural Resources

Northeast CRED Action Plan

9/18/11

Goal: Communicate Strategies

Objective : Communicate impacts; tailored messages that would gain understanding, support, funding, collaboration for CRED visibility of successes; highlight NE network tied into national network

Work Group at NE CRED Meeting: Winifred McGee, Jeff Heckman, Rod Howe & Jenny Fertig

Committee Chair:

Team: Need group willing to stay with this for 18 months. (Identify who the communication person is at each university); Kathy Scholl

	Tasks/activities (required to accomplish objective)	Persons Responsible	In cooperation with (as appropriate)	Start	Anticipated completion	Comments/Notes
1.	(CRED brand identity) Develop basic template of who we are	Need to form Cmt.	NERCRD/NACDEP communication specialists			
2.	Survey to identify priority audiences & why (NIFA)					
3.	List of full range of communications products and services	Jeff Heckman	Those similar positions at other universities			
4.	(Best practice) Develop case study; fine tune for partners who may see themselves as competitors. SBDC? Fine tune for additional audiences – different levels					

Northeast CRED Action Plan

9/18/11

Goal: Increase Collaboration

Objective: Identify Barriers

Committee: Heidi Mouillesseaux-Kunzman, Mary Peabody, Caroline Williams

	Tasks/activities (required to accomplish objective)	Persons Responsible	In cooperation with (as appropriate)	Start	Anticipated completion	Comments/Notes
1	Heads up to NERCRD	Heidi, Mary, Caroline	NACDEP NERCRD	October annual Meeting	October	Kathleen Survey Review
2	Survey Internal Regional Community	Heidi, Mary, Caroline	NERA/NEED Extension Ed./Res.	October	November	
3	Ground Truth (Reac/Perceived)	Heidi, Mary, Caroline	Focus Group Interviews	January	March	

4	Myth Busting (Outreach)	Heidi, Mary, Caroline	NACDEP Galaxy? Webinars	March		
5	Prioritize which to work on/change	Heidi, Mary, Caroline	NACDEP	April	May	
6	Report Back	Heidi, Mary, Caroline	NERA/NEED NERCRD	June	July	

Journal Article

Center Outreach (Oct.)

Joint Survey

Barriers/Inventory/Communication Group

Goal: Increasing Communication/Collaboration

Objective: Create Inventory – staff, research, programs

Committee: Debra Kantor, Bill Shufstall, Kathleen Liang, Kelly

Tasks/activities (required to accomplish objective)	Persons Responsible	In cooperation with (as appropriate)	Start	Anticipated completion	Comments/Notes
Pilot template to collect information from colleagues (bio, programs, research, objectives, goals)					
Create cover letter	Kelly		9/18	10/18	
Create Survey Monkey template	Bill		9/18	10/18	
Send out template	Bill		10/18	11/18	Reminder 2 weeks
Review data received			1 st wk December by email		
Review process with larger group				Mid January 2012	