



**National Association of Community Development Extension Professionals
Board/Committee Chairs
MINUTES
FRIDAY, DECEMBER 14, 2012**

Voting Participants:

Tim Borich, Past President
Steve Burr, Western Rep.
Michael Darger, President-Elect
Greg Davis, Treasurer
Stacey McCullough, Southern Rep.
Kenyetta Nelson-Smith, 1890 Rep.
Kelly Nix, Northeast Rep.
Richard Proffer, North Central Rep.
Michael Wilcox, President

Non-Voting Participants:

Bo Beaulieu
Notie Landsford
Michael Dougherty
Susan Kelly
Brian Raison
Jen Schottke, PAR

Approval of the Agenda: Michael Wilcox opened the meeting with approval of the agenda. Darger made the motion; the agenda was approved unanimously.

Minutes Review: Stacey presented the November minutes in Rachel's absence. Steve Burr made the motion to approve the minutes; minutes were approved as presented.

Treasurer's Report: Greg sent this month's report via email prior to the meeting, along with the November Financial Report. He noted that the (\$315) in the accounts receivables column (cell B:33 on the Summary Report tab) represents planned membership income that was not received in November. As we discussed previously, this is nothing to worry about. He also indicated that we are slightly less than \$21,000 ahead of where we were this time last year. Below is a summary of activity for the month:

Nov 30 checking balance: \$3,870.22

- Credits: \$3,000. (transfer from savings); \$525. (dues)
- Debits: \$2,617.63 (PAR admin fee); \$112.86 (President Wilcox travel to NEAFCS); \$871.51 (President Wilcox travel to NACDEP, RRDC and National Program Leaders meeting with NIFA and NACO); \$49.54 (Capital One – FedEx shipping for Retreat \$29.54 AND BaseCamp subscription \$20.); \$15.77 (credit card fees)

Nov 30 savings balance: \$142,268.48

- Credits: \$29.52 (interest)
- Debits: \$3,000. (transfer to checking)



The November Treasurer's report was reviewed and filed with the minutes, subject to audit.

Committee Reports

Finance - Notie Lansford

The committee has received policies and procedures amendments and is reviewing them with the intent of responding according to the timeline established.

Policies and Procedures - Tim Borich, Michael Darger

The draft has been sent out to committees for review. No comments have been received yet. Tim is still working on a conflict of interest piece. Tim will send out a reminder after January 1. Comments are due back by January 31.

Membership Services - Minnie Mitchell / Mary Martin

Minnie emailed Wilcox and indicated that it looks like the committee will be meeting on January 9 although the date has not yet been confirmed.

Communications and Website - Susan Kelly / Brian Raison

CommComm met in early November. The committee discussed RFP responses. A committee member is following up with one interested party. The committee discussed the possibility of sending out survey to members to better understand their needs from the committee. The committee will be meeting again in early February.

We have received one response to the database RFP, which was shared with Board via Basecamp. At \$11,500, it is higher than what is currently budgeted (\$7000) but seems appropriate given previous level of interest. Wilcox reported that PAR, the regional reps, and member services chairs met to discuss database components and how to collect the information. The database proposal will be discussed in more detail under Old Business.

Jen reported that we had a 34% open rate for the December newsletter and lots of people clicking on the links and longer articles.

Publications - Mary Emery

No report.

Recognition - Michael Dougherty

Michael talked with the chair of ANREP's committee. Based on this, he recommends:

- Sticking with a calendar year for awards
- Keeping regional and national level of awards to allow
- Setting a minimum standard for giving out awards. No award would be given if the minimum was not met.
- Send multiple awards from each region for national consideration to minimize dominance of a single
- Maintain state distinguished awards.
- New to review and update current nomination forms.

Darger asked Dougherty to provide some clarification to some of the items. Dougherty will convene the recognition committee in January to discuss these recommendations.

2013 Galaxy - Michael Dougherty / Winifred McGee / Michael Darger

- Mary Seaton has reserved a meeting room (30 people) for CRD program leaders at the Windham Hotel.
- Our tour proposals were presented to Galaxy committee. It is unclear whether we have/need permission to proceed.
- Darger proposed having regional meetings on Wednesday morning, followed immediately by the national annual meeting.
- Darger proposed a VIP reception on Wednesday night.
- Darger proposed the NACDEP super session be held on Thursday morning.

PILD Representatives - Michelle Walk and Charlie Vavrina

No report.

2014 Conference - Dave Ivan / Michael Wilcox / Jen Schottke

No activity over last month to report.

Nominations Committee - Tim Borich

Election closed today at noon. 109 people voted in the election. Results will be announced to members on Monday after candidate notifications.

Updates from the Regions & Partners

Regional Rural Development Centers - Bo Beaulieu

The Centers had a conference call yesterday:

- The National Agricultural and Rural Development Policy Center is reviewing two products (natural gas extraction, rural broadband) that were part of its competitive award process. Webinars will be held in February and March and reports, including 2-page summaries, will be posted online.
- The Centers are considered taking joint responsibility for “Rural Connections,” the publication currently produced by the Western Rural Development Center, and making it a quarterly publication, which would be refereed.
- Phase 4 of Stronger Economies Together (SET) will be announced in early January. It will be open to additional states, as well as states currently participating that would like to expand the program to additional regions.

The CDS board met in Charleston in preparation for their 2013 conference there.

A poll was taken among CRD program leaders about where they should meet next year. It leaned toward meeting at NACDEP/Galaxy. Tim reported that meeting at both CDS and NACDEP/Galaxy is still an option. Other program leaders on the call agreed that this might be a good idea.

Northeast - Kelly Nix

- Emailed members for information for to include in the Northeast Regional Spotlight in the newsletter.
- She has also been hearing from members interested in participating in the NACDEP Conference at Galaxy.

North Central - Richard Proffer

Nothing to report.

Southern - Stacey McCullough

- One new member since last meeting (Joann Smith Wissinger, County Extension Coordinator from Alabama Extension).
- Welcomed two new members from this quarter in newsletter.
- Participated in November CRD conference call for Southern PLN. Most relevant to NACDEP was discussion of where program leaders should meet (CDS or NACDEP/Galaxy or both).

1890 - Kenyetta Nelson Smith

Kenyatta had to leave the call early, but submitted a report via email:

- Been making contacts with sister institutions to determine if they have CED offices with active specialist, agents, who are designated in this area.
- Determining if there are not designated persons in CED, if there are persons doing work in this area that may benefit from NACDEP.
- Planning a conference call to discuss how networking and participating in NACDEP is excellent professional development opportunity.

She welcomes any comments/feedback from the Board.

1994 – No representative at this time

Western - Steve Burr

Nothing to report.

JCEP - Michael Wilcox

Most activity has been focused on Galaxy, Leadership Conference, and PILD. The Leadership Conference is being held in Memphis, where the Board will also meet. Wilcox and Darger would both like to attend to ensure an active NACDEP voice. A representative from NIFA may also be there. The JCEP Board is open to NIFA appointment to replace Sally Maggard.

Update from PAR - Jen Schottke

- Jen worked with Thomas Blaine to get the December newsletter out. May need to get more proofreaders involved.
- The election notice was sent. Jen and Rachel verified process to ensure people were eligible to participate.
- Membership invoicing went out and is going well. Reminders will go out next week and again in January. May need to do another drive as Galaxy registration nears.
- Office will be closed between the holidays.

Old Business

Web-based database proposal -

Jen walked through Member Data Collection Proposal 12.12.pdf (see end of minutes). Susan, Brian and a 3rd person from CommComm, as well as Richard, Stacey, and Jen will set up a meeting with Element 74 to learn more about their capability.



Letter to Program Leaders for 2013 National Program Leaders Meeting -

President Wilcox will draft the letter and send it via email for review with the plan to send it out in January.

New Business

2013 Budget -

Notie presented the budget. A net loss is projected at around \$17,000. The Galaxy estimates were thought to be a bit high. Galaxy revenue was reduced to \$6,000, tour revenues and expenses were estimated to be a wash, scholarships were estimated at \$1,700, and networking at \$2,000. This would result in a net loss of \$29,700.

Stacey mad a motion to approve the budget as revised. Motion passed.

Response to JCEP for ECOP -

JCEP has requested guidance from NACDEP on how to proceed in encouraging NIFA to replace Sally Maggard. Wilcox, Darger, and Tim will touch base before Monday's JCEP call and will report back to the Board in January.

Attendance @ JCEP Leadership Conference in Memphis, TN -

Wilcox asked if anyone objected to both he and Darger attending the JCEP Board meeting being held at this conference. There were none.

Other Agenda Items

Board Retreat – Reminder (March 4-6), Flight Credits, etc.

Wilcox was able to get a full refund on his credit card from Delta when he explained that he was told there would be no penalty for canceling the flight to Pittsburgh, which was on their travel advisory watch list, and that other airlines had done so. He offered to help coordinate a response on behalf of Stacey, Steve, and Rachel if needed.

Announcements

Next Conference Call

Friday, January 11, 2013

Adjournment

Submitted by
Stacey McCullough (filling in for Rachel Welborn, Secretary)



Extracted from Member Data Collection Proposal 12.12.pdf (in Basecamp)

December 12, 2012

TO THE BOARD:

On Thursday, December 6th Jen Schottke and Julie Metsker from PAR met with Michael Wilcox, Michael Darger, the Member Services Co-Chairs, and Regional Representatives to discuss member data collection for the NACDEP Directory. The purpose of this meeting was to develop a plan to accomplish the following items:

- Establish the end goal of the data collection
- Determine the method and timing of data collection
- Determine which categories NACDEP will ask its members to submit their information, how many options will be given, and how to determine what these options will consist of
- Determine PAR's role in the data collection, inform the group of the additional work that will be required in the existing database, and to discuss which items in this process are outside of the current retainer

To assist you in the discussion scheduled for the December 14th board agenda, please review three attached documents:

1. A current snapshot of the database and fields that have been designated for collection
2. Fields proposed by the Member Services committee and regional representatives over the past months
3. Proposal submitted by Element 74

PAR comments moving forward:

- PAR established that the current database was developed with the input of the Member Services committee. PAR will collect existing field data within our current retainer. If additional fields are requested, then the work to modify the database and collect the new data is outside of the current retainer.
- In order to ensure the most efficient and cost-effective process to NACDEP the following three options are proposed by PAR:

1. CONTRACT WITH ELEMENT 74 FOR ONLINE SEARCHABLE DATABASE

- Upon recommendation of the Communications Committee, approve web database design proposal recently submitted by Element 74
- Allow members to develop their own online profile and store additional information not already in existing member database in online version
- Many variables and unknowns exist at this time regarding the method of data collection and how the online SQL database will integrate with the Access database, if at all. Based on these variables PAR may or may not have work outside the retainer associated with this option.

PAR recommends Option #1 upon board review of Element 74 references and qualifications. If this option is selected then it negates the value of options 2 and 3 below as the work would be duplicative and is not worth the cost to NACDEP.

2. DATA COLLECTION IN 2013 AND OUTSIDE OF RETAINER

- Member Services will determine which categories and options will be sent to the membership



- PAR will collect data as proposed during January/February 2013 and also use as a membership drive. “If you would like your information in the 2013 NACDEP membership directory, join now!”
- Modifications to the database, data collection, and online pdf directory will be billed outside of retainer for a project fee of \$1,000.

3. DATA COLLECTION DURING 2014 MEMBERSHIP RENEWALS (DECEMBER 2013)

- Take the next 9 months to research and develop all categories of information desired by the membership to promote collaboration
- Design a method to collect this data during 2014 membership renewals
- Build this activity into the Association Management contract moving forward (renewal in September 2013)
- 2013 pdf directory will consist of fields already established in database with no additions. 2014 pdf directory will be modified to include new fields

Respectfully Submitted,

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