



**National Association of Community Development Extension Professionals  
Board/Committee Chairs  
MINUTES  
FRIDAY, July 12, 2013**

**Voting Participants:**

Mark Apel, Western Rep.  
Joshua Clements, North Central Rep.  
Michael Darger, President  
Alison Davis, President-Elect  
Notie Lansford, Treasurer  
Stacey McCullough, Southern Rep.  
Glenn Muske, Secretary  
Kelly Nix, Northeast Rep.  
Michael Wilcox, Past President

**Non-Voting Participants:**

Jen Schottke  
Susan Kelley  
Winifred McGee  
Stephan Goetz  
Mary Emery  
Dave Ivan  
Nancy Bowen-Ellsey

**Approval of the Agenda:** Michael Darger opened the meeting. Notie moved approval of the agenda. The agenda was approved as presented

**Minutes Review:** Notie moved approval of the minutes as presented. Motion carried with Mark abstaining.

**Treasurer's Report:** Notie Lansford

June 1 balance	145,240.11
Cash In	11,153.62 - 13 membership fees and interest earned
Cash Out	13,079.88 – JCEP travel, PAR contract, and Assoc. expenses
June 30 balance	143, 313.85

Financial condition continues to decrease slightly as expected in a Galaxy year when the conference is held in the fall as opposed to NACDEP's traditional spring conference. It is anticipated that Galaxy and the NACDEP Galaxy tours will provide positive income.

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

## Committee Reports

**2014 Annual Conference Committee** – Dave Ivan/Alison Davis/Jen Schottke – Alison said the group is working and making progress. The Board retreat hotel has been selected. We will be downtown so as to experience what NACDEP conference participants will see. Keynote speakers and tours are being explored. Call for presentations will come out after Galaxy with a due date in mid to late January. A conference theme name is being considered as this will be NACDEP's 10<sup>th</sup> anniversary. David mentioned that 3 or 4 potential speakers had been identified. These potential speakers are being evaluated in terms of conference fit, prices, and availability.

### **Regional Rural Development Centers Rep.** – Stephan Goetz

Stephan highlighted the following:

- Extension Tourism conference registration is open at: [Extensiontourism.net](http://Extensiontourism.net).
- He reminded the Board that the Western Center's Rural Connections publication might be a possible NACDEP journal. This is something that needs further exploration.
- The Bureau of Economic Analysis is under pressure to stop reporting on rural counties. Stephan reminded the Board that this would create difficulty in getting a one-time snapshot of counties and understanding changes in rural counties over time. He also said that the American Housing Survey is also being threatened. Any information that we can provide to urge continuation of these surveys should be sent to Stephan
- On Monday at Galaxy, 9/16, a national programs leaders meeting will discuss the development of a consistent set of measures in terms of community impact. There will also be a Galaxy session on this same topic. Finally, regional breakouts during Galaxy will gather additional feedback on this and other issues.
- SRDC is still in limbo. Debate is continuing as to what will happen. The SRDC Board is looking at who it needs to recruit in the leadership position.

Mary and Stephan talked about the Rural Connections possibility. They will both be at Galaxy and will continue the discussion then. Allison volunteered to be on the publication committee with Mary and to be part of the conversation. Rural Connections also has a committee looking into its future.

Michael Wilcox mentioned the importance of RDCs. Some concern has been expressed regarding the placement of SRDC in the MS Agriculture Economics dept. instead of allowing it to remain semi-autonomous as before. Also there is concern about the direction of SRDC. Stephan indicated that he, Don and Scott are working with SRDC board regarding the future. Thoughts and ideas are welcome.

### **Membership Services** – Winifred McGee and Stacey McCullough – Written report presented.

Stacey covered the highlights of their written report (see below). NACDEP scholarships to Galaxy have been awarded. There has been talk about how to make members feel appreciated and a member of NACDEP. This is especially true for new members. Regarding the auction at Galaxy some questions remain. The committee is trying to get those answered. It was noted that if members care to ship items for the auction to Pittsburgh, a local Kinkos will accept FedEx shipments and hold them for pickup.



Winifred mentioned that the committee thought NACDEP members should have a “welcome letter” when they arrive at their hotel. Winifred is drafting a letter for Michael Darger’s signature. She will work with Penn State for a list of each member’s hotel location and then distribute the letters to the hotel front desk.

Finally, the Intro to NACDEP session is under development. This session will be promotional about CRED and NACDEP. Minnie and Mary are co-chairs. Michael Darger reminded the Board that we need to have an abstract for that session as well as for the other NACDEP sessions. It needs to be more significant than the current short descriptors that were initially submitted.

**NACDEP Membership Committee  
Minutes  
July 1, 2013 Teleconference**

*The Teleconference began at noon Mountain time. NACDEP membership committee members participating included: Winifred McGee, Pennsylvania State University; Sandra Thompson, Florida A & M; Kathie Brown, University of Illinois; Janelle Booth, University of Montana; Cathy Martinez, University of Arizona; Stacey McCullough, University of Arkansas; and Mary Martin, University of Wyoming-membership committee co-chair.*

*Minnie Mitchell, membership committee co-chair is recovering from surgery and sends her greetings.*

**NACDEP Scholarship Selection**

*Thirteen individuals applied for scholarships to Galaxy 2013 from NACDEP. The following individuals were selected to receive \$225 with a condition that they register for Galaxy as a NACDEP member and they have paid their 2013 membership fees.*

*The scholarship committee funds totaled \$1605. We awarded \$1575*

*Rani A. Bhattacharyya – University of Minnesota  
Paul Hill – Utah State University  
Kevin Andrews – Texas A&M  
Kenyetta Nelson-Smith – Southern University Ag Center  
Susan A. Kelley – North Carolina  
Susan Kerr – Washington State University  
Rick Moorefield – West Virginia*

**Membership Committee Responsibilities at Galaxy**

*Two ideas emerged from our discussion about how to reach out to our membership with the challenges that Galaxy affords our association.*

*There is a first timer’s event for the entire Galaxy conference. The NACDEP Board s planning to have a NACDEP table in the registration area.*

*PHOTO OP Stacy will draft a press release which we suggest is given to our members. We are hoping that President Michael Darger will be available during the first NACDEP concurrent session to enable us to facilitate a PHOTO OP with members wishing to utilize the NACDEP Promotion Press Release to their respective media outlets.*

*WELCOME NACDEP MEMBERS Winifred will talk to Karen Vines about the availability of a list of NACDEP member’s hotel accommodations. We would like to create a welcome to Galaxy letter*



*which will be given to each of our members upon their arrival to their hotel room. Winifred will draft this piece. We would like to have the Board include personal notes of welcome and instruction.*

#### **AUCTION**

*We had a quick review of what Winifred and Stacey understand the plans are for the Galaxy auction. In that a Galaxy committee is planning the auction event, we need to become familiar with how they envision auction items arriving and being tracked by association. Sandra volunteered an auction item from Florida. NACDEP has the opportunity to have 7 items in the live auction and can have as many items in the silent auction as our membership produces (This is our current understanding) Winifred will ask Jane Conroy the Chair of Galaxy's auction for details about the mechanics of the auction.*

#### **Communications and Website – Susan Kelly/Brian Raison – Written report presented**

Susan reported that the committee had met the day before (minutes are attached below). There are 12 committee members and 7 will be at Galaxy. The committee is interested in developing a Tweet wall at Galaxy. They will talk with the Galaxy representatives about this idea. During the meeting they discussed the newsletter and the NACDEP Facebook page. As a reminder to Board members, the next newsletter is scheduled for Sept 9<sup>th</sup>, just before Galaxy.

Susan asked where to make suggestions regarding the website. The committee felt the website is good but it is probably time for an update since the last update was about two years ago. Jen indicated she is the webmaster and could make some changes but some of the ideas discussed would require additional skills (this would involve a cost to NACDEP). Making the web mobile-ready is an important change and a priority of Jen.

Finally, a LinkedIn group is being formed by Paul Lachapelle.

#### *NACDEP Communications Committee Report to the Board July 12, 2013*

##### *1. Motions passed by committee on July 11, 2013 as recommendations for NACDEP searchable database*

###### *A. Public searchable database items:*

*Name, organization, address, email, fax, phone, discipline*

*Private (members only items to encourage people to join):*

*Profile photo, webpage, social media links, uploaded files*

###### *B. Location of database on NACDEP website:*

*- to be called "Directory"*

*- to be always present on the home page (not under member section)*

*- to have a link at the top of the page that is always present on other pages*

##### *2. Galaxy Communications*

*At least 7 members of the committee will be at the Galaxy Conference and plan to promote communication there by tweeting using the #ExtG4 and #NACDEP hashtags, putting photos and comments on the NACDEP facebook page, promoting the new database, manning the booth if*



*possible, hosting a tweetwall in the NACDEP booth if possible, possibly tweeting give-aways to encourage NACDEP members to interact on facebook and twitter. Possibly add qr codes to nametags with member websites.*

*3. Newsletter and Facebook – going well. Would like to add links to newsletter to share to facebook, twitter and email if they aren't already there.*

*4. Website – suggestions for improvements to the website. Would like to make the page more dynamic if possible. Moving photos, profiles of members and programs, facebook and twitter feed running. It looks nice and is a big improvement but hasn't been changed in quite a while. Possibly look at having the navigational buttons down the left hand side (similar to ANREP website). Also if possible the website should be in a mobile format. All of these suggestions may require a different platform and management of the website, and will require further discussion.*

#### *5. Member database*

*Susan Kelly, Stacey McCullough and Paul Lachapelle are working with Element 74 in developing the searchable database for the website, including a list of disciplines. With board approval of the committee motions, Element 74 will begin the project and the target date of completion is September 15, 2013.*

#### *6. Linkdin*

*Paul Lachepelle offered to build a group Linkdin site for NACDEP members, one of the recommendations from the member survey of 2012.*

*Submitted by: Susan A. Kelly, Chair*

## **Marketing – Written report by Rebekka Dundesing**

Michael Darger reported that a committee has been formed with 4 members. Their first task will be to work on the NACDEP brochure bringing a draft back to the Board.

Jen indicated that she had provided the monthly membership reports. Michael Darger noted that Ohio has put out a challenge to move up one place in rank in terms of its number of NACDEP members.

*Following the newsletter and personal requests, the marketing committee has four members. Rebekka has been compiling the lists of members and locations over time for comparison purposes. We are specialist heavy and an insignificant portion of membership change seems to be associated with shrinking CRED units, at least in some states. We will schedule our first call soon.*

*Regards,  
Rebekka*

*Rebekka Dudensing, Ph.D.  
Assistant Professor & Extension Economist  
Community Economic Development  
Texas A&M AgriLife Extension Service*

## **Journal of Extension – Mary Emery**

JOE has been asked to participate in celebrating 100 years of since passage of the Smith-Lever Act and the formation of Extension. Each of the four major program areas has been asked to write an article on the history of the discipline and the outlook for the future. Mary indicated that we needed to find someone who would take the lead in writing our article. JOE would like to start showcasing these articles in the December issue. Michael Wilcox asked, as a clarification, if there would be one article per issue as opposed to a single themed issue. Mary replied that was correct. In terms of the NACDEP article, Allison said we may want to consider a jointly authored piece. Michael Wilcox mentioned that Sam Cordes wrote something along these lines and may be able to leverage it into what we need. Another comment asked about putting out a call in the next newsletter. Mary thought that would probably be too late. Mary agreed to send out a call asking for interest and that the Board would make a decision on August 9<sup>th</sup>.

Mary was asked for her input in finding a 1994 representative. Scott Loveridge had mentioned to Michael Darger about the possibility of attending the FALCON conference. Mary indicated that the 1994 institutions do not feel a strong link to NACDEP as this type of work was not a substantial activity for them nor is their funding stable. Michael Darger said NACDEP needed to think about our outreach plan, acknowledging it would be a difficult task, not only for the 1994s but the 1890s as well.

**PILD Representatives** – Charlie Vavrina – not present, submitted report

Michael Darger indicated that a written report had been received and distributed. He indicated that Rose Merkotwiz will be our new second representative. Both she and Charlie will go to PILD planning retreat in August. PILD is an important conference and one of three national efforts. PILD focused on issues. There also is the Galaxy conference and the leadership conference. Currently NACDEP is not active in the leadership conference.

*The August Pre-Planning Meeting will be held at the conference site, the Westin Alexandria. Both Rose Merkotwiz and I will attend. We are planning to meet Tuesday, August 13 and Wednesday, August 14. Travel day will be Monday, August 12 with dinner as a group that evening for those interested. The meeting will begin at 8:30am on Tuesday, August 13 and conclude by noon on Wednesday, August 14.*

*Some old news: Smith-Lever Centennial was discussed by representatives from ECOP Smith-Lever Centennial Celebration Working Group with a presentation most likely at PILD. This may be billed as a Cooperative Extension Centennial rather than Smith-Lever as we look toward the future. They are trying to design an event that builds on local and other national opportunities rather than being a one shot deal. The focus will be on showing examples of how extension impacted communities and regions through the years.*

CV

**Nominations Committee** – Michael Wilcox – With the new PAR contract, the nominations and election process will rest with himself and the secretary. At this time no conversations have been held regarding how this process will happen. Michael Wilcox noted that we needed to find a workable and sustainable method of having on-time elections. Michael Darger reminded all Board members to be always looking for potential Board members and that Galaxy is a good time to scout for leaders.



**Finance** – Nancy Bowen-Ellzey – Currently Nancy is recruiting new members. She has two volunteers and would like five. Her goal is to have a phone meeting of the committee before Galaxy. A possible name was mentioned.

**Regional Representatives Group** – Kelly Nix/Stacey McCullough – No report

Michael Darger indicated that this group would be meeting again in August.

**2013 Galaxy Conference** - Michael Dougherty/Winifred McGee/Michael Darger

Winifred indicated that there may be some additional AV needs at Galaxy. There is a sound system, laptop and projector available for banquet but that there may be needs during the business meeting and regional meetings. Michael Darger asked the regional representatives if they would need anything. They didn't think that a sound system would be needed. Regarding room setups, Michael reminded everyone that the conference is being held in a union environment. We cannot rearrange tables, chairs, etc. Michael had received a spreadsheet showing the setup for each room. Currently regional meetings call for theater style. If changes are needed, please contact him. We can take projectors and laptops into any room free but screens and sound systems would involve a cost. Local people are being asked to bring some backup equipment that could be used if needed. This includes regional meetings and breakout rooms. Winifred is checking on if there is a fee to rearrange rooms to what we ask and then back.

Michael Wilcox asked about enrollment numbers for the tours. Winifred indicated nothing had been released yet but she would contact the arrangements committee and see if we can get it soon. Also, no hotel confirmations have been sent out yet. Even those on the Galaxy arrangements committee do not know where they will be.

Michael Darger said Bo and Rachel are leading and "Intro 101" session. Also he reiterated the need for our abstracts. Finally, the awards banquet is taking shape.

*Written report from Michael Dougherty*

*As for Galaxy, the types and costs for meeting equipment have been provided. Winifred is working with Michael Darger to ensure the board meetings have the necessary set-ups. Meanwhile, display and PA equipment are being provided for the awards banquet by Galaxy without charge. I will ensure that those are reserved for NACDEP. MD*

**Recognition** – Michael Dougherty not present, written report

Michael Darger indicated that the award links had been repaired.

*Briefly, the regional awards have been judged and passed along to the national committee for consideration. Regional award information will be sent to PAR the week of July 15, with national information being finalized by the end of the month. The only issue that has arisen so far is that it appears that some of the links that were active during the regional awards judging are now broken. All three of these cases are in the North Central region and clarification is being sought. MD*

## **Updates from the Regions & Partners:**

**Northeast:** Kelly Nix - Kelly commented she had contacted the NE membership and highlighted Galaxy. She hopes to engage them at the regional meeting. She also sent out notes regarding the 2014 conference and the award process. The goal is to increase the membership in the NE.

### ***NE Region Report– July 2013 Submitted by Kelly Nix***

- *Emailed reminder to NE regarding NACDEP at Galaxy.*
- *Emailed reminder to award committee regarding deadline.*
- *Responded to inquiries regarding awards process.*
- *Received scoring from regional award committee, tallied and submitted winners for national committee.*

**North Central:** Josh Clements – Regional awards were selected by seven reviewers. Richard Proffer is part of the national awards selection committee. He has also sent out an update to membership. Josh said he is still learning the role and asked for help in how to best get information out and what type of information members wanted. He indicated that his state had 75 state members but only about 25 go to NACDEP. He doesn't know how many go to ANREP.

**Southern:** Stacey McCullough – Stacey commented that response rates from members are disappointing. She is trying to determine how to be more effective in communication.

### ***Southern Region Report from to the Board – June 2013 Submitted by Stacey McCullough***

- *Emailed reminder on June 24 about June 26 deadline for scholarship applications. Also mentioned upcoming deadlines for 2015 conference pre-applications and Galaxy early bird registration.*
- *Responded to two inquiries regarding conference scholarships.*
- *Regional award committee reviewed nominations and submitted winners to national committee.*
- *Emailed reminder on July 8 about July 10 deadline for 2015 conference pre-applications and July 15 deadline for Galaxy early bird registration.*

**1890:** Kenyetta Nelson-Smith – Not present, no report

**1994:** No representative at this time

**Western:** Mark Apel – Mark said he had sent out an email to the western members and looked forward to holding a regional meeting at Galaxy.

### ***NACDEP Board of Directors Meeting – July, 2013 Western Region Report***

*Notice was sent to Western Region members regarding Galaxy registration as well as our NACDEP regional meeting scheduled for Wednesday, September 18<sup>th</sup> at 8:00 am at Galaxy.*





*Volunteers were requested from the Western Region to review and evaluate regional awards. Bill Taylor (Wyoming), Steven Burr (Utah), Susan Kerr (Washington) and Rob McDaniel (Washington) generously donated their time to review a total of five applications. All but two applications were forwarded for both a regional and national award. Bill Taylor volunteered to serve as our region's representative to the National Awards Committee. Thank you Bill!*

*Submitted by:*

*Mark Apel  
Area Agent  
Community Resource Development  
University of Arizona-Cochise County*

**JCEP:** Michael Darger/Michael Wilcox - Nothing to report

**Update from PAR:** Jen Schottke – The focus has been Galaxy and member renewals. Galaxy reminders are being sent out on a regular basis. In terms of member renewals, about one membership per week is received. The next task will be working on rewards.

## **Old Business**

**Member database project with Element 74 - Susan Kelly –**

Michael Darger began the conversation reminding us that the contract had been signed and that Stacey and Paul were working with Austin at Element 74 to make the member database a reality. Element 74 first needs a list of disciplines that our members can select from. They also must know what will be private and what will be public information. The thought was to follow what ANREP has done with photo, social media contacts, and uploaded documents as private. Stacey moved the Board accept this as the direction. Motion carried.

The next item was in regards to where the directory link would be placed on our web site – top, side, both, on every page?? Jen was asked about limitations of placement based on PARs format. She indicated that the top would be easy but she would have to check to include something on the left side navigation bar and that, if possible, it probably would have a cost. The Board agreed that a top link would be sufficient for now.

The goal is to have something ready by Galaxy.

**Update -Committee chairs orientation meeting - Michael Darger –** He still intends to get this done. He will be sending a poll to committee chairs regarding available times.

**Update -Applications for 2015 Annual Conference site - Michael Wilcox –** One preapplication was received from Little Rock. He did not see any reason to extend the deadline as the application was complete and well done. Some questions were raised about the willingness of members to travel there. It seemed from the comments made that the Board thought that would not be an issue. Michael Wilcox asked about possible participation by Pine Bluff, the 1890 institution. Stacey thought they might but that they have only a limited CRED program. Another question was in



terms of having enough people to make it work. Again, Stacey indicated that she felt had the necessary support. Michael Wilcox moved that a full application be requested. Motion carried.

## **New Business**

### **Board retreat, Oct. 21-23 - Michael Darger**

Josh indicated that Dave Ivan had obtained various hotel options. It was as cheap to use a downtown hotel just a couple of blocks from what will be the NACDEP conference site in 2014. Our meetings will take place at the Kent County Extension Offices thus eliminating room charges and lowering food costs. They are working on transportation from the airport to the hotel and then out to the conference center. The Board approved. A contract would be signed with the hotel.

Regarding the agenda for the meeting, Stacey suggested that we spend more time on policy and procedures than looking at conference details. Michael Darger agreed. Jen reminded everyone that if financial assistance is needed, please let Notie and her know. Notie confirmed that we need to stretch our dollars as best we can.

#### ***NACDEP Fall Leadership Retreat***

*October 21-23, 2013*

*Joshua Clements, NorthCentral Rep*

*Draft v1.0 July 12, 2013*

*\* With significant assistance from Dave Ivan, MSU Extension*

#### ***Hotel Suggestion***

*Holiday Inn Grand Rapids Downtown*

<http://www.higrdt.com/>

*Room cost per night: \$ 120.75 (\$105/night plus 15% tax)*

*Hotel is immediately across the river from the 2014 Conference site*

*Should allow for exploring immediate area for 2014 Conference experience & sites*

#### ***Meeting Space***

*MSU Extension Kent County*

*775 Ball Ave NE, Grand Rapids, Michigan*

- ***No charge for meeting space***
- *Can select catered lunch or other options (not limited to pricey hotel-only option)*

#### ***Meals***

*Josh will work with local Extension office to explore lunch and dinner options, featuring notable local/sustainable food yet reasonable price (esp. for lunch). This goes also for acquiring group coffee and break selections. Cost **TBD**.*

#### ***Logistics***

- *In consultation with Michael Darger, Josh and Dave expect no less than 5 vehicles will be available for carpooling to/from locations: Hotel, Airport, Extension office. Coordination should allow avoiding cab rides from Airport to hotel for those that would otherwise pay out-of-pocket.*
- *MSU Extension is 7 miles east of the Holiday Inn. Carpooling should not be a problem.*



## **Board Discussion for the Good of the Order**

No items were brought up.

### **Announcements**

Nothing offered,

### **Next Conference Call**

August 9th, 2013

### **Adjournment**

Submitted  
July 12, 2013  
Glenn Muske, Secretary

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