



**National Association of Community Development Extension Professionals Executive  
Committee/Committee Chairs  
MINUTES  
FRIDAY – December 13, 2013**

**Voting Participants:**

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  
Josh Clements, NC Rep

**Non-Voting Participants:**

Michael Dougherty  
Scott Loveridge  
Brent Elrod  
James Barnes  
Brian Raison  
Jen Schottke  
Rebekka Dudensing  
Mary Martin

**Approval of the Agenda:** Michael Darger opened the meeting with approval of the agenda. Stacey moved for approval of the agenda. Motion carried.

**Minutes Review:** August and November minutes distributed. Notie moved to approve the August and November minutes as distributed. Motion carried.

**Treasurer's Report:**

Nov 1 balance	114,794.57
Cash In	22.70 - interest earned
Cash Out	4,232.90 – FALCON travel costs for Michael Darger and operations expenses

Nov 30 balance                    110,584.37

Notie informed the group that no Galaxy report had yet been received in terms of income from the tours and from the conference overall. Notie said to his knowledge all Galaxy expenses had been paid.

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



## Committee/Liaison Reports

### **Natl. Institute of Food & Agriculture (NIFA)**

Brent Elrod

Brent noted that a budget bill had been passed by House. Also the Farm Bill has a framework and should be coming up during the first week of Jan. The Community Health Assessment project is up and running. He said Scott would have more to say about it. Finally he said that Alison and Michael Wilcox had been to his office. He encouraged all of those on the call to stop by his office if you are ever in DC.

### **Regional Rural Development Centers Rep.**

Scott Loveridge

Scott began his report with the new initiative Brent mentioned, Community Assessment to Promote Health. This project will establish some base parameters. It will be done in eight pilot communities and will need four regional coordinators, one for each region. There will also be a social media coordinator and a technical support person. Scott also reported that NARDEP is still moving forward and that the search for an SRDC leader continued. He asked if Stacey had been invited to the webinar with the candidates. Stacey replied she had not. Scott said he would work on getting that done.

### **2014 Annual Conference Committee**

Alison Davis

At this point eight proposals had been received with half of them workshop requests. Although early, she is a little concerned. Track chairs are lined up. She indicated she had not heard lately about the tours. No budget has been developed yet for conference.

She asked for comments on one proposal received for a facilitation workshop from Ken Hubbel. The cost would be for \$2800 + travel and would be for a 1/2-3/4 day workshop. This workshop would have an additional fee in addition to ones' registration. Comments indicated that it might be good for new agents. There has been some interest in the southern region for more on this topic. When the workshop would be held during the conference was not clear. Kelly suggests as a pre-conference. She thought it could be a lead in to some breakout sessions. Scott said if we did it that we should market it beyond Extension. One suggestion was that for the fee paid that Ken would also be asked to be one of the conference speakers. It was mentioned that others, including a Michigan group, does training in this topic area. Michael Wilcox reminded the group that if we charged an additional \$40, it would take 100 people to break even. If we were going to offer it to those outside the conference that it might be better on Wednesday. Yet another choice might be to do a 1/2 day or full day and build it as a track.

### **Membership Services Committee**

Mary Martin

Scholarships are the big issue. Committee discussions have discussed the possibility of allocating a portion of membership dues or a portion of conference profit be allocated to the scholarship fund. Mary asked if people had other thoughts on ways to help fund scholarships. It is important she said that a regular, continuous income source be found.



Minnie has suggested t-shirt sales. Some issues that need to be worked out is where would the initial funding come from. Also there would need to be a logo. Michael Darger encouraged the committee to develop a plan and come back with ideas.

A question of clarification regarding committee size had arose. Michael Darger indicated that committee chairs are to decide on size and on membership. A committee does not need to accept anyone who wants to be on it as a member. He also asked it if would be possible to list the members as well as the chairs on our website. Mary agreed that would be nice. Jen said it is possible if she got the information. Stacey reminded all committee chairs to work with their regional representatives if they need help filling slots.

### **Communications and Website Committee**

Brian Raison

Team looking at getting the website developed so that the awards were coordinated with JCEP.

### **Marketing Committee**

Rebekka Dudensing

The committee asked as to who was working on developing a new NACDEP logo. This topic had come up at the retreat. Michael Wilcox will check on it. He felt is if probably a function of the marketing comm. A second question was on who will make the final decision. The committee will work on possible designs for now.

The committee thought that movement on clarifying committee roles was working and moving forward.

Written report provided -

*The marketing committee had a joint conference call with the membership services and communications committees November 14. During and after that conversation, the description of the marketing committee was revised to better reflect the committee's charge and its relationships with other committees. We also got the latest membership data from Jen and are completing the membership spreadsheet with data available from 2005 through 2013. This data should be available to help target some membership notices to former members right after the first of the year, at which point we'll begin looking more systematically at membership trends among various groups. I am also trying to update my data on other organizations' costs and offerings for the committee to discuss in January. –Rebekka Dudensing*

**Journal of Extension Rep.** Not present

**PILD Conference Reps.** Not present

**JCEP Leadership Conference Rep.**

James Barnes

Michael Darger began the discussion by reminding the group that the Leadership Conference is one of JCEP's big three events and that during the meeting there is a breakout time for each JCEP member. James Barnes will serve as our NACDEP representative to this planning group. He hopes taking a more active role in conference planning that NACDEP participation would increase. He thought it would be another good opportunity to partner with ANREP. He reminded



everyone that the conference did support primarily leadership at state chapters which we don't have. James provided an update on the committee's plans for the conference.

### **Finance Committee**

Notie Lansford

Notie indicated the basic operating budget was complete except for the conference budget. He said that the committee would present what it can at the next meeting. Alison indicated she thought a draft conference budget would be in by that time. With that in mind, action on the 2014 budget approval will be tabled until the January meeting.

### **Recognition Committee**

Michael Dougherty

Michael reminded everyone of the JCEP award available. He said he was waiting for adoption of the policy and procedures changes so to get the 2014 awards process started. Work was occurring on the three initiatives that focused on awards. The one requesting a stipend for award winners would need more investigation. He said they would like to get more nominations and would begin publicizing the awards in January.

### **2015 Annual Conference**

Stacey McCullough

Stacey indicated the hotel contract was signed. The plans are to get a committee together in early 2014. The roll-out of the upcoming 2015 conference would be ready for the June NACDEP meeting.

### **2016 Joint NACDEP/ANREP Conference (possible) Exploratory Committee** Stacey and Kelly

The first meeting was good with everyone engaged. At this point the pros seem to outweigh the cons in moving forward. The biggest challenge is accommodating 500-600 people. It was felt the NE Region should have good options to do it. Michael Darger asked that we keep in mind how the conference might help us meet our mission and any fiscal impacts. Notie said that the registration fees would need to be similar and in line with previous conferences. Alison said in her area there was interest in a combined state chapter but the differences in membership fees was of concern. There is a question why the difference exists. Michael Darger indicated that NACDEP has an annual conference and that we use a professional management firm. Both of these items are different from ANREP's approach. Stacy wondered about the possibility of having separate conferences but allowing people to cross over. Kelley said that there would be some cost savings as some expenses could be shared. Michael Darger said that currently there were few overlapping members.

#### **ANREP-NACPED 2016 Meeting - Initial Exploratory Conversation, Nov. 20th, 2013, Written Report**

##### **1) Discussion on the PROS and CONS of the Joint Meeting CONCEPT**

##### **PROS**

- *Our two groups have much in common and mutual interests; there is some overlap in our memberships too*
- *We all like the idea of doing a joint meeting where we each conduct our business separately*

- *We can do this as separate but equal partners and share where it's beneficial to both groups*
- *We could possibly save \$ and provide expanded opportunities with a joint meeting*
- *Dual members would really appreciate this type of meeting, extra time and cost savings for them*
- *The joint NACDEP-ANREP Awards reception at Galaxy went well, maybe that success foreshadows what a joint annual meeting could achieve*
- *The potential positive synergy of a joint meeting (both for our organizations and our members) is worth the risk of exploring this idea*

## **CONS**

- *There are some risks involved in doing this, we rely on these meetings to make association income*
- *It might take extra time to work out all the logistics*
- *The "devil will be in the details" in how well we plan this type of meeting*
- *ANREP has biennial meetings, we don't have the annual meeting experience that NACDEP has*

## **2) Discussion on the PROS and CONS of the Joint Meeting LOGISTICAL Issues**

### **PROS**

- *NACPEP desires to have their meeting in the NE, USA and this is appealing to ANREP too*
  - *Both organizations lack members in this region, and this meeting may help us attract new individuals*
- *We need to be sure there are no penalties for joint members who attend*
- *We have a combined past meeting attendance expectation of 500-600 members, this is doable for many conference centers*
- *Perhaps we should survey our membership to see if they would attend such a meeting?*
- *Both organizations like to use locations that are attractive tourist areas*
- *WE need to prepare a sold RFP early in 2014 and float it in potential NE areas, a strong university involvement is desirable*
- *We need to select a location/host by May 2014 so that our members and Boards can be informed and start working on the arrangements*
- *The parts of our meetings where we could allow cross over would be the concurrent sessions, tours, key-notes, cap-notes, receptions, lunches, breaks, etc.*
- *Both organizations hold 3-4 day meetings and like to do professional development sessions/tours in the middle*
- *Both organizations might give a few extra points when scoring abstracts that show interdisciplinary content/concepts to encourage cross over audiences*
- *We should have a joint or combined registration system for this meeting*

### **CONS**

- *Working out the details to make sure the expenses are fairly divided could be tricky*
- *We might lose money if joint members are allowed to do both meetings at one time*
- *The Extension presence in the NE is weaker than in some areas, we might not find the commitment or support from a university*



- *Until we know the location and facilities it's very hard to get down to the details of costs and logistics*
- *ANREP often seeks to hold their meetings in rural areas close to natural landscapes, would this be agreeable to NACDEP members?*
- *NACDEP uses a management firm to help run their business, ANREP does not, there might be some difficulties balancing the meeting planning responsibilities*

*The organizations rely on sponsors for their meeting, might issues arise in getting sponsorship of a joint meeting?*

## **Committee Reports**

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

**Northeast:** Kelly Nix

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

Written report provided –

- *Reached out to the membership for news for the NE spotlight for NACDEP December newsletter and submitted information to Jen for this issue.*
- *Met with ANREP on November 20<sup>th</sup> to discuss possible conference collaboration for 2015. As a follow-up, meeting notes were submitted to Michael Darger. Next meeting will be held January 13<sup>th</sup>.*
- *Scheduled next Regional Rep meeting that will be held January 7<sup>th</sup> at noon EST.*
- *Submitted recommendation for Small Business and Economic Development Track Chair to Alison Davis.*

**North Central:** Josh Clements – Not present

#### **NC Region Report– December 2013 Submitted by Joshua Clements December 10, 2013**

Written report provided -

- ***Finally*** finished and distributed the NC Region Fall Newsletter (on December 10, approx. 4pm Central).
- *Continued correspondence from Charles Marohn ([www.strongtowns.org](http://www.strongtowns.org)) regarding potential engagement with Extension / NACDEP.*
- *Continued discussion with Roslynn Brain (Utah), following-up from the Extension Sustainability Summit in Park City (October 2) regarding potential learning lessons and other consultation for potential NCRCD small grant proposal to host a Summit in the North Central Region in 2015 or 2016.*



- *Professional Update: Over the past 3 months I've been in a temporary specialist position following my County discontinuing funding for my Extension Educator position. This disruption was the cause of my absence at Galaxy and in Grand Rapids in October. I have accepted a Community & Economic Development Specialist position with Iowa State Extension beginning January 1, 2014, and I will be based in the Dubuque Office (Dubuque Center for Sustainable Communities & Economic Development). Since I am staying within the region, I expect no disruption in NACDEP duties.*

**Southern:** Stacey McCullough

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

Written report -

- *Participated in Southern Region PLN conference call (11/20/13). Reported that BOD election is in progress; call for presentations for 2014 conference is out, and gave a brief summary of priorities identified at NACDEP BOD retreat.*
- *Met with ANREP representatives to discuss potential joint conference for 2016.*
- *Finalized hotel agreement for 2015 conference in Little Rock.*
- *Accepted invitation to serve on SRDC's Technical and Operational Advisory Committee (TOAC) beginning in 2014.*

**1890:** Kenyetta Nelson-Smith – not present

**1994:** No representative at this time

**Western:** Mark Apel – Not present

Written report –

*All's quiet on the Western Front. Nothing to report for this week's Board Meeting other than a willingness on the part of WRDC to host some future NACDEP Professional Development webinars as discussed at the Board retreat in October.*

**JCEP:** Michael Darger

Michael reported that JCEP had appointed a marketing comm. The task is to look at current methods and how other methods might be included in the future.

**Update from PAR:** Jen Schottke

Communications has been the major task. The last newsletter had a 23.9% open rate which is good. It included the call for proposals and a president's letter. Also another call for proposals went out and there was a communication about the election.

**Old Business**



## Update on Member database project with Element 74 - Jen Schottke

Some glitches have come up in the area of membership renewals. To fix the problem, the system will move back to using PayPal. A target for full completion is sometime next week. Michael Darger asked if there would be a link to fill out membership information when registering. He said it would be nice to have some beta testers. Notie reminded everyone that only the first \$4500 of the contract had been requested and paid to date.

## Sustaining the momentum for Initiatives create at board retreat

- State affiliate initiatives (not yet discussed) Alison

Alison indicated that interest remained but no activity at this point. Some states are talking and there continues to be some discussion of either NACDEP or a NACDEP/ANREP possibility. Right now it seems to be of low priority so she hasn't pushed it hard yet. She plans to try and get it moving in 2014. She knows there is discussion in the states of NE, KS, and KY.

- Awards/Recognition (not yet discussed) Alison

The last awards were distributed so that winners were recognized. Brent Elrod got the information out. It would be nice if there were financial support to go with the awards. It was acknowledged that it is important that Extension Directors hear about awards won. Improved communication is an important first step to help raise awareness and perceived value. Future steps will be taken as we move forward.

- Regional Engagement with RRDCs Mark

This was discussed in November.

- Strengthening NACDEP's Committees (not yet discussed) Stacey

Stacey indicated there was nothing new to report. The three committees with potentially overlapping areas had received some suggested guidance based on work done at the retreat. They have met to discuss and just need to keep moving forward. Stacey indicated that changes to what was provided will be coming based on what was discussed and as committees begin working under the new guidelines.

- Revenues (discussed in November) Notie

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No other comments at this time.

## New Business

Elections Jen Schottke

Jen reported that 68 votes were received. The results were:

President-Elect: Stacey McCullough



Treasurer: Notie Lansford

Secretary: Michael Wilcox

Southern Rep: Susan Kelly

NE Rep: Kelly Nix

1994: No Rep

There were no comments about having uncontested elections.

**P&P draft from retreat and changes to Section M from MiDo** Glenn Muske

Glenn went over changes made at the retreat and further suggestions from Michael Dougherty. As noted some changes were still necessary. Notie moved to approve the items agreed upon. Motion carried.

**Appoint joint exploratory committee with CDS?** Michael Darger

There has been some discussion about exploring developing a working relationship with CDS. A joint committee could be appointed to explore cooperation on: membership; conferences; and publications. Greg Davis and Mary Peabody have agreed to serve on the committee if we decide to move forward. Michael Wilcox moved that we proceed. Motion carried.

**Announcements**

Next Board call is **Jan. 10th.**

**Adjourn**

Submitted  
December 13, 2013  
Glenn Muske, Secretary