



**National Association of Community Development Extension Professionals  
Board/Committee Chairs  
MINUTES  
FRIDAY, Jan 10, 2014**

**Voting Participants:**

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

**Non-Voting Participants:**

Michael Dougherty  
Jen Schottke  
Nancy Bowden-Ellzey  
Susan Kelley  
Scott Loweridge  
Sara Ponischil  
Dave Ivan  
Brent Elrod  
James Barnes

**Approval of the Agenda:** Michael Darger opened the meeting. Alison moved to approve the agenda. Motion carried.

**Minutes Review:** Alison moved approval of the minutes as presented. Motion carried.

**Treasurer's Report:** Notie Lansford

Income and expenses as expected for the year are about as expected. Complete data for 2013 is not yet available until we get our Galaxy report. Thus a final December report will be delayed. Our cash balance is around \$100,000 and we can expect new memberships will be coming in.

Michael Darger reported that JCEP approved \$2000 for each org to help defray Board members' travel to JCEP meetings. This should help our NACDEP budget in 2014.

Michael Dougherty reported that, given what he could find out, Galaxy income for NACDEP should be between \$12,000 and \$15,000. However this is not official.

The Treasurer's report was accepted and will be filed for audit.

**Committee/Liaison Reports**

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

Brent Elrod

Brent reported on four items.

- First, the deputy director, Ralph Otto, resigned. Michel Desbois is the interim.
- Second, a budget agreement is nearly complete. It is a two-year deal. Approval is on track and expected. The 2015 President's budget will be late.
- Third, the Farm Bill is moving forward. The major issue now is on the dairy portion. An agreement on SNAP funding has been reached with a compromise around \$9 billion. The hope is to have this done in January. Should have before the end of the month.
- Fourth, Brent wanted to remind us that the AFRI foundational RFA is out.

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

Scott Loveridge

Scott Loveridge reported:

- Southern Rural Development Center director search - One candidate interview has been completed in December with two more scheduled for January.
- Western Rural Development Center: The "Community Development Extension Institute" is coming up. Please encourage individuals to attend. Details are available at [www.wrdc.usu.edu/htm/programs/cdei](http://www.wrdc.usu.edu/htm/programs/cdei)
- North Central Regional Center for Rural Development
  - The NC program leaders voted to make access to our "Take Out Menu" webinars easier. The webinar archives are now public and posted on our web site at: [http://ncrcrd.msu.edu/ncrcrd/take\\_out\\_menu\\_webinars](http://ncrcrd.msu.edu/ncrcrd/take_out_menu_webinars)
  - Our Small Grant proposals are due January 31, 2014. More information is available at: <http://ncrcrd.msu.edu/ncrcrd/grants>
  - The new CAPE project is looking for 4 regional community behavioral health people. This is a nine month buyout opportunity for existing land grant staff, so it is like a sabbatical. All are welcome to apply. He indicated it would be very helpful if this could be posted on the NACDEP website.
- Northeast Regional Center for Rural Development has released its Annual report and 4-page highlights - <http://aese.psu.edu/nercrd/publications/annual-reports/2013>
- Also he asked that NACDEP advertise the following in the next newsletter: "Enhancing Food Security in the Northeast." This includes an invitation to subscribe to the EFSNE newsletter. The Northeast Center's signature food systems project, "Enhancing Food Security in the Northeast through Regional Food Systems" (EFSNE), is a USDA-funded Agriculture and Food Research Initiative (AFRI) project that seeks to determine whether greater reliance on regionally produced food could improve food access and affordability in disadvantaged communities, while also benefiting farmers, food supply chain firms and others in the food system. EFSNE brings together researchers, educators, entrepreneurs, and community leaders from a twelve-state region in the Northeast, engaging the entire food chain from production to consumption in a collaborative effort. The project has just released its latest newsletter and is available online

## **2014 Annual Conference Committee**

Dave Ivan / Alison Davis / Jen Schottke

Alison reported that 66 proposals had been received at this time. Budget figures, both initial and now more detailed, have been sent to Nancy. The detailed budget includes several scenarios of projected levels of registration numbers and fees. In Park City the registration fee was \$375 and



there were 200 registrants. The suggested NPR speaker keynote high prices. Ken Hubbell also high. Dave though has found and will discuss an alternative for both of these gaps.

Dave said they are working on mobile workshops and have identified a bus company. Still to be completed is the development of complete itineraries and. In terms of a keynote speaker, Rob Bliss might be a possibility with his topic, "How can visuals work to change a community" story line. His costs would be \$1100 plus travel. You can see some of his work, a PSA, at <http://www.youtube.com/watch?v=6a6VVncgHcY>. Around this topic, Dave mentioned that some focus on arts in econ development would be on the program. Jamie from The Arts Place, would be a speaker on "The Art of Large-Scale Community Development."

The alternative to Ken Hubbell would be a Michigan State Extension team. Their proposal in terms of costs would be based on the # of registrants. Fixed costs are high for this type of training. Their low end fee would be \$1420 for 10 participants and increases to \$2700 for 60 participants. There would be no cost if cancelled because of low attendance. The MSU proposal would focus on skill building around engaging participants in learning how to effectively manage conflict, communicate with purpose, and collaborate on solving complex issues in order to move communities forward. The purpose would be to build and strengthen the skills and personal confidence necessary to lead and facilitate productive meetings. This session would be done during the conference or post-conference.

Scott asked, following up on the conversation from last month, if this session could be repackaged to better reach out to other Extension program areas as well as to other agencies and organizations. Dave said that should be possible given that the team has worked with external audiences and colleagues from other disciplines in the past. This, however, had not been included in the proposal. Alison said such a focus would help cross-programming sales. Her question was, if integrated, do we charge for it separately?

Dave also confirmed that speakers for Sunday evening session are set.

Alison discussed the conference registration fee. In Park City, the early bird was \$375 and \$475 for late. This fee does not include membership dues which are paid separately. Notie said we need about \$50,000 revenue in 2014. About \$27,000 has to come from the conference. With that in mind, we may need to charge more to get revenue up. Alison was hesitant to go to high, given the CDS conference fee which is in the same area of the country around the same time. She thought that maybe \$400/\$500 would be acceptable. She reminded us that there was some pushback in Park City. Scott said the cost issue may have been total cost of park city, shuttle, and lodging.

Rebekka expressed some concern about raising the fees. Alison agrees that the price is little steep. Rebekka wondered about any sponsorship opportunities. Scott asked about the possibility of categories – hardship and scholarship funds, first timer, etc. We want to get as many people involved as possible. Maybe we could add lighting sessions with a shorter time frame. That way more presentation would be accepted which is a driving force for people to come and for them to get financial support in attending. There was some general agreement to this idea among those on the call.

**Membership Services Committee**

Mary Martin / Minnie Mitchell – Not present



## **Communications and Website Committee**

Susan Kelly / Brian Raison

The committee is ready to start testing membership data base. The testing should begin next week. Also a short newsletter will go out today regarding a couple of conferences that our members might be interested in.

## **Marketing Committee**

Rebekka Dudensing

The committee has received final member numbers for 2013 and will be working on integrating those into their marketing efforts. Also they will be working on a new logo with a goal of having it finished in time for the conference.

## **Journal of Extension Rep.**

Mary Emery – Not present

## **PILD Conference Reps.**

Charlie Vavrina / Rose Merkowitz – Not present

## **JCEP Leadership Conference Rep.**

James Barnes

The latest conference call for this conference was last week. The upcoming task will be to get the word out about the conference and about JCEP. It will be in the newsletter mentioned by the Marketing Committee. James indicated that their work is mostly done for now. He indicated he will be attending the meeting. NACDEP will have three sessions at the conference presented by James, Michael Wilcox, and Kara Salazar. Michael Darger indicated that he was glad that there would be active NACDEP involvement this year.

## **Recognition Committee**

Michael Dougherty

Work will begin in the next couple of weeks. Award information will go out about mid-January. Right now there is nothing more to report.

## **2015 Annual Conference**

Stacey McCullough – Not present

## **2016 Joint Conference with ANREP Exploratory Committee**

Stacey and Kelly

Kelly reported that the next call would be this upcoming Monday and that no other meetings had been held since our last NACDEP meeting. The pros and cons will be gathered and developed into a proposal to bring to each organization. NACDEP will see the proposal next month.

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

### **Northeast**

Kelly Nix

***NE Region Report– January 2014  
Submitted by Kelly Nix***

- *Sent email to membership regarding NACDEP conference proposal deadline.*



- *Regional Rep's met January 7<sup>th</sup>. Agenda items included webinar's with RRDC's, new member recruitment strategies, state associations and regional awards.*
- *Stacey and I are meeting with ANREP regarding a joint conference on January 13<sup>th</sup> and will report back to the board in February with a proposal.*

**North Central** Josh Clements – Not present

**Southern** Stacey McCullough

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

- *Participated in webinar given by candidate for SRDC director vacancy. Two additional candidates are interviewing in January.*
- *Sent email to membership regarding NACDEP conference proposal deadline.*
- *Met with other Regional Reps on January 7<sup>th</sup>. Agenda items included webinar's with RRDC's, new member recruitment strategies, state associations and regional awards.*
- *Kelly and I are meeting with ANREP regarding a joint conference on January 13<sup>th</sup> and will report back to the board in February with a proposal.*

**1890** Kenyetta Nelson-Smith – Not present

**Western** Mark Apel

There has been little activity since last month. A survey went out to members on the types of webinars they would like to see in 2014. No specifics have been developed or presenters identified in response to the information at this time.

Mark did remind everyone about the upcoming rural development conference which will be held in Idaho. This is a first for the west. The Western Rural Development Center is sponsoring it.

**1994/FALCON** No representative

**Joint Council of Extension Professionals (JCEP)** Michael Darger/Michael  
Wilcox/Alison Davis

The Memphis winter board meeting is upcoming.

**Update from PAR and staff transition** Jen Schottke/Sara Ponischil

Things have quieted down. Some communications have been going out along with some job postings, Jen has created documentation on being an effective resource for NACDEP. Clear lines of responsibilities between firm and NACDEP have been developed so the expectation is that the staff transition from her to Sara will go well.

Jen did request that lead time in requesting some type of distributed communication is appreciated. If possible, a week's lead time is preferred.



Everything looks to be going forward just fine.

## Old Business

**2014 Budget - Finance Committee** (see scholarship item below) Nancy Bowen-Ellzey/Notie

Nancy indicated the budget will be finalized and it should come to us soon to be worked on at the February meeting.

Notie moved that NACDEP continue with 2013 budget amounts until we have 2014 budget adopted. Motion carried.

**Update on Member database project with Element 74** Susan Kelly/ Jen Schottke

They will let us know when testers are needed

**Sustaining the momentum for Initiatives create at board retreat** – standing items

- State affiliate initiatives Alison
  - Grand Rapids might be a time to gather additional information.
- Awards/Recognition Alison
  - We need to continue to improve our efforts on marketing the opportunities for awards to members. It would be nice if administrators became involved in nominating, etc. Last year we did a better job of getting information about the award winners back to the Directors and the challenge is to continue and expand that effort. Michael Darger indicated that eventually cash prizes would be helpful. Alison said they are considering trying some cash incentives to see if that would help. Michael Dougherty said another key is to get the announcement of the call for awards out early so that there they could be announced widely
- Regional Engagement with RRDCs Mark
  - Nothing more
- Strengthening NACDEP's Committees Stacey – Not present
- Revenues Notie
  - Nothing new

## New Business

### Galaxy

Michael Darger reported that three organizations did a report. This effort is a time when largest gathering of extension professionals. Michael Dougherty indicated that some options has come forward that were shared with the Board. Alison felt we would do better as our own or maybe joint

with similar associations and that Galaxy doesn't provide what she would hope for. Scott indicated has been to three of these events and doesn't think they have a great deal of valuable for our members, Michael Darger said that if Galaxy continues, it will not continue to be the big central gathering with central control. It might be separate events at the same place at same time. He wondered if it is worth having a big gathering of some other type. Scott said if timing was coordinated, it could even be in different places and bring people in by joint video. The best combination conferences are where like-minded groups come together. Michael Dougherty felt there was no support for what we have seen in the past. Perhaps some time of a virtual #2 might work. One problem exists though if attendees want to attend another session;

## **P&P continued discussion**

Glenn Muske

Notie moved to remove Appendix B. 2 indicating a registration fee waiver form as no form exists and the procedure are outlined earlier in the document. Motion carried.

It was agreed that the Management Firm did not have a role in site selection. Their role began after a site was selected as we move forward toward the conference.

The Marketing Committee has proposed the following job description:

Marketing is responsible for communicating the value of NACDEP in order to grow membership and gain visibility in and outside of Extension. The committee researches and reports to the board on strategic issues: recruitment of members, target markets, services or products, and related issues. Marketing researches the methods of like-minded associations, reporting on best practices, dues rates, and other pertinent items to the board of directors. Marketing works with the member services committee to identify what professionals expect from their membership and to promote member benefits to potential members. Marketing works in cooperation with the communications committee to develop recruitment materials and to support e-communication recruitment techniques via the newsletter, social media, NACDEP website, and email marketing.

Motion carried.

The Communication Committee proposed the following social media policy:

### NACDEP Social Media Policy

#### Facebook

1. NACDEP maintains an organization page on Facebook, <https://www.facebook.com/NACDEP>, for the use of our members and those interested in our mission and the field of Community Development.
2. NACDEP welcomes all contributions to the conversations on this page and encourages the sharing of content related to issues of interest to our NACDEP community. Wall posts, comments, photos, and other content posted on this page are expected to be relevant and respectful. Photos and videos of clearly identifiable individuals should have the consent of those individuals.
3. The NACDEP administrator(s) have the right to delete any inappropriate content from this page, including but not limited to: irrelevant content, hateful content, financial



solicitations, and content that violates Facebook's terms of use, code of conduct, or other policies. Content that violates Facebook's policies may also be reported.

4. The information on the appropriate use of the NACDEP Facebook page should be stated on the page description.
5. At least three individuals should be selected to serve as page administrators, even if all three are not actively involved in day-to-day management of the page. At least one of these individuals should be an association staff member.

Motion carried.

**Joint exploratory committee with CDS**

Michael Darger

Mary Peabody and Greg Davis accepted their appointments to the committee. The process though is just beginning.

**Enhancing the NACDEP scholarship fund???** suggested by Membership Committee

Right now there is very little funding available. Several agreed that this was something we need to consider if we want to grow and develop organization.

**Announcements -**

**Next Board call is Feb. 14th**

**Adjournment**

Submitted  
Jan 10, 2014  
Glenn Muske, Secretary