



**National Association of Community Development Extension Professionals
Board/Committee Chairs
MINUTES
FRIDAY, February 14, 2014**

Voting Participants:

Mark Apel, Western Rep.
Michael Darger, President
Alison Davis, President-Elect
Notie Lansford, Treasurer
Stacey McCullough, Southern Rep.
Glenn Muske, Secretary
Kenyetta Nelson-Smith, 1890 Rep.

Non-Voting Participants:

Nancy Bowen-Ellzey
Michael Dougherty
Brent Elrod
Dave Ivan
Susan Kelly
Scott Loveridge represent by Carolyn Hatch
Sara Ponischil
Minnie Mitchell

Approval of the Agenda: Michael Darger opened the meeting with approval of the agenda. The agenda was approved as presented. Alison

Minutes Review: Notie moved approval. Motion carried.

Treasurer's Report:

Notie submitted the January financial report submitted by PAR. He also mentioned highlights:

Cash balance as of 1/31/14 (checking and money market) was \$112,211.77

Galaxy revenue headed our way:

Scholarship auction - \$550.50
NACDEP cut of revenues - \$15,222.86
Tours income less final expenses - \$2,459.41
Total revenue from Galaxy IV is \$18,182.77

The gist of this good news regarding 2013 revenue is that our cash balance increases \$18,182.77 and our net income for 2013, when restated, will rise from a negative of about 40K to a newgative of about 22K. Good news.

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

Committee/Liaison Reports



Natl. Institute of Food & Agriculture (NIFA) - Brent Elrod

Good news in the budget and farm bill. New language will expand the new farmers and veterans' farmers set aside. Phase 1 panel for innovation funding is underway. The budget for 2015 is being worked on. The thought is there will be an increase in AFRI and NIFA, There is a posting for a division director. Director Ramaswamy has announced a slight reorganization with a new deputy director.

Regional Rural Development Centers Rep. - Scott Loveridge/Carolyn Hatch

Ten Community Behavioral Health pilot communities are selected; sponsor is hinting there may be a Phase II. See healthbench.info for a description of the project.

RRDC budget restored to FY 2012-13 levels, a small increase over last year

NCRCRD "Take-Out Menu" and "Innovations in Agriculture" series are continuing in addition to the regular general topics series. Carolyn Hatch seeks recommendations for North Central Land Grant scientists to feature in the innovations series.

NCRCRD small grants closed Jan 31; proposals are with referees now

NCRCRD is developing some work related to rural skills gaps—contact Carolyn Hatch for details

Southern Rural Development Center Director search added a 4th campus interview. Brady Deaton will interview on Tuesday.

To join the Adobe Connect sessions:

<https://msues.adobeconnect.com/a828402417/srdc/>

Links to all candidate materials:

http://srdc.msstate.edu/director_search.html

2014 Annual Conference Committee - Dave Ivan / Alison Davis

Alison reported that 126 abstracts were submitted. All are now out to track-chairs for review. The goal is to have decisions by early March. A down payment on buses for tours has been made. Past presidents have been contacted as part of a panel discussing the first 10 years and before. One of the keynote speakers has cancelled. Dave Ivan has two options.

Dave discussed the options and a preference poll was done.

It is anticipated that registration will open in early March with early bird registration closing at the end of April. Michael Darger noted that a decision had been reached to increase the registration fee by \$50 from the Park City conference (\$425 for early bird).

Membership Services Committee - Mary Martin / Minnie Mitchell

Nothing special at this time. They are looking at ideas for fund raising.



Communications and Website Committee - Susan Kelly / Brian Raison

At this time, Element 74 is building a new SQLdatabase SQL. The first attempt had issues and was slow. Notie commented that we have only made one payment to them so far.

*NACDEP
Communications Committee Report
February 14, 2014*

Member Database

The member database was running on the website briefly, but Sara found that it was not working properly and it is back in Element 74's hands to refine and improve it. According to Sara the database was "slow and unusable" and Element 74 is building an entirely new streamlined system.

Website

The following suggestions were reported by the Communications Committee in the July 2013 monthly report:

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.

With the new database bringing more attention to the website, we would like to have improvements like the suggestions above addressed. In addition, we requested this week that Sara include a link to JCEP on the website.

The Communications Committee requests guidance from the NACDEP Board regarding solutions to updating the website.

Respectfully submitted,

Susan Kelly, Chair

Marketing Committee - Rebekka Dudensing – Not present, written report provided

I sent out a scheduling doodle for the committee to discuss the logo (slow I know but we'll catch up) and the membership data/recommendations. My student worker finished putting the rest of the 2013 membership into the master file last month, and I did some pivot tables and such a couple of weeks ago. Marketing will have a solid report next month and will be back on track.

Journal of Extension – No report

PILD Conference Reps. - Charlie Vavrina / Rose Merkowitz – Not present, written report



The conference agenda is being finalized. They encouraged people to register and get their rooms as these are going quickly.

JCEP Leadership Conference Rep. - James Barnes – Not present, written report

I'm writing to simply report about the JCEP Conference this past week. Due to weather I wasn't able to attend. However, I did my presentation via WebEx and believe it went well. I'm sorry I can't report more than that at this point. Perhaps Michael Wilcox can report on more things given he was present at the conference.

Alison reported that Michael Wilcox was able to make his presentation. ANREP was very glad we were there in Memphis, Feb 11-13. Nancy indicated that a good relationship seemed to be forming with ANREP.

Recognition Committee - Michael Dougherty

Michael reported that there were two weeks left for submission of award applications. He noted that in the changes in the P & P and his work, one conflict had arisen. He said he posted the award announcement as it once stood (see below).

NACDEP Recognition Committee Report – February 2014

- Awards information and application opened in late January. Information posted to the website and distributed via an email blast. To date, one award packet has been received. Additional promotion is planned.*
- Regional representatives are requested to continue to seek award nominations and review committee members.*
- The national committee (that handles the award distribution, not the review) is in need of some additional members. If anyone has names of prospective committee members (collected at Galaxy or at another time), please forward them to me. I plan to invite those I have from past lists as well.*
- ACTION REQUIRED: The eligibility requirements for the NACDEP Excellence in Teamwork Award (Team Only) were contradictory. Upon research, it appears the requirement that half the team be NACDEP members was inadvertently added last year when trying to standardize the eligibility requirements. It was not present prior to that.*

Thus, I made the executive decision to post the award without the conflicting requirement – this put the requirements back to how they were posted in 2011-2012 but also made them in conflict with the official Policies and Procedures (P&P). For this, I need post-action approval from the board. (I can go back and repost with the contradictory rules, if so directed by the board, as no one has yet submitted for that award. But in my opinion, it would be missing the meaning and intent of this honor.).

CONFLICTING TEXT (Sentence struck in cross out):

~~At least half of the team applicants must be NACDEP members. Entries must be submitted by a team and limited to no more than ten (10) members. At least one team member must be a member of NACDEP and employed at the time of the activity. All program entries must be conducted during the previous year (2013).~~

Submitted by:

Michael Dougherty, West Virginia University



Alison moved change to change the P&P as noted by Michael Dougherty. Motion carried.

2015 Annual Conference - Stacey McCullough

2015 Conference Committee Report to the Board – February 2014 Submitted by Stacey McCullough

- *Met with in-state committee members to discuss theme ideas and potential tours. We are currently exploring 15 tour possibilities.*
- *Requested theme ideas in southern region quarterly newsletter.*
- *Met with Little Rock Convention and Visitors Bureau to discuss development of video.*

Updates from the Regions & Partners

Northeast - Kelly Nix – Written report submitted

NE Region Report– February 2014 Submitted by Kelly Nix

- *Corresponded with Stephan Goetz and Kathleen Burke with the RRDC regarding interest in partnering with us on webinars. They are able to run webinars through the center and would be happy to help with the survey.*
- *Met with ANREP on January 13th regarding a joint conference and created a proposal for board review and approval. Stacey will be presenting this during the board call on February 14th.*
- *Sent an email to membership for “Call for NE Awards Committee” and now committee is in place! Members this year include Judy Chambers, Don Tanner, Bill Shuffstall and Peter Wulfhorst with PSU; Jane Haskell with Maine; and Rick Moorefield and Daniel Eades with WVU. Daniel Eades will be representing our region nationally.*
- *Created an Email Newsletter to begin the New Year and submitted my first on February 4th. This newsletter will go out every other month by the 2nd week of that month.*

North Central - Josh Clements – Written report

-- Report --

Regional Report to Membership - I have collected announcements/submissions from members earlier in the year, will make another call. I have drafted some additional content, but yet have to finalize the Report.

I have been approached by Jay Moynihan, UW-Extension CNRED Educator in Shawano County who is very active in ANREP and other national organizations on teaching/communication of climate change, climate science, adaptation, and resiliency to local (read: rural/small community) elected officials and public. He wants to know if NACDEP is interested in and/or prepared to take on a more coordinated and proactive effort similar to ANREP, perhaps focusing more on the community resiliency, adaptation, or mitigation than the natural/environmental focus of ANREP. I



told him that I would be interested, depending upon time commitment, and would bring it to the Board (in particular, I'm thinking that Mark, you might be interested in potentially coordinating as well?). I invited Jay to provide a short write up on this thoughts and/or make a short presentation/pitch to the Board during a call, but I have yet to hear back. I will follow up and report back.

As the NC Rep with the Annual Conference in the region in 5 short months, I have on my NACDEP agenda the following in an attempt to increase turnout:

- Work with my new ISU colleagues on organizing a carpool (although it is a bit far for that)*
- Work with my former UW colleagues on organizing carpools with University vehicles (although I no longer have the institutional authorization to reserve, drive, or otherwise take that role on as directly).*
- Determine what resources I have available to increase outreach regarding the conference to non-NACDEP members as a potential recruitment tool (both resource and time permitting) as I suspect we have maybe 40% "market penetration" with Extension CED in the region on membership, and a conference in their back yard makes that value more tangible and accessible.*

Regarding membership recruitment, I've heard in talking to several UW colleagues that, given that they have a state organization with 70+ members that provides regular services (annual awards, annual conferences, \$3,000 in 6 \$500 annual professional development scholarships) they have a hard time making the case to their Counties to pay for membership fee, or to pay out of pocket. I think we need to refine our value proposition, especially for those that are members of other organizations (ANREP, CDS, APA, etc.).

Southern - Stacey McCullough

Southern Region Report to the Board – February 2014 Submitted by Stacey McCullough

- Participated in webinars and provided feedback for SRDC director search. One additional candidate will be interviewed next week.*
- Followed up with Kelly concerning meeting with ANREP to discuss potential joint conference in 2016.*
- Sent quarterly regional newsletter (Board members were copied).*
- Recruited 3 new members from Arkansas.*
- Confirmed 3 members to serve on regional awards committee (Marina Denny, Kevin Andrews, Becky Smith). Plan to recruit at least one more so I can recuse myself and focus nominating others.*

1890 - Kenyetta Nelson-Smith

Nothing new to report

Western - Mark Apel – Written report



Mark Apel, Western Region Representative

- Quarterly Western Region Newsletter sent out January 24. Includes notice about upcoming conference as well as call for award nominations.
- Western Region Members were asked to submit topics of interest in CRED for possible webinars, in partnership with the Western Rural Development Center. The response was positive and the list of potential topics are:
 1. Record and rebroadcast presentations from the upcoming CDEI conference
 2. Urban and Peri-urban CED Extension Programs in the West
 3. How to figure out / calculate the economic impact of our extension programs
 4. Ohio Extension - business development component to what extension is doing – presenters?
 5. Sustainable Communities program (**Anna Haines** from Wisconsin could present on their Toolkits)
 6. Emergency preparedness – **Chad Cheney** (ccheney@uidaho.edu) from Univ Idaho could present
 7. Youth Entrepreneurship Program – **Katie Hoffman** (khoffman@uidaho.edu) willing to present
 8. Training for government officials – **Dan Clark** from Montana State could do this
 9. Keys to success
 10. Core competencies needed by government officials
 11. Successful marketing of programs to government officials
 12. Leadership development
 13. Evaluation strategies
 14. Teaching strategies
 15. Climate Science And Community Dialogue –already being done by ANREP Climate Science InitiativeCommunity Foundations Education – **Paul Lachapelle** willing to do this one
 16. Renewable energy (fostering community movement towards renewables). Speaker: **Ed Stafford**, USU Huntsman School of Business
 17. Sustainable/permaculture/edible teaching gardens as a community movement. **Ros Brain or Jule Peck Dabbling** (Sustainability for Salt Lake City)
 18. Community rainwater harvesting (curb cutting, swales, etc). Brad Lancaster – harvestingrainwater.com – Tucson, AZ

1994/FALCON – No representative at this time

Joint Council of Extension Professionals (JCEP) - Winter mtg. - Michael Darger/Michael Wilcox/Alison Davis

All three of our members, Darger, Wilcox and Davis, were there and contributed to the conversation. The big decision was not to do a Galaxy in 2018. There will be a panel to look at what could be done in the future to bring all groups together. Alison will represent NACEP. Brent will see about his opportunity to represent NIFA.

Update from PAR - Sara Ponischil

Some renewal payments still coming in. Element 74 work still going on. Still waiting to fully put renewals in. Michael Dougherty asked if renewal notices had been sent. Michael Darger indicated they had not.



Old Business

Approve 2014 Budget - Finance Committee and Nancy Bowen-Ellzey along with Notie

The committee was active in preparing the budget. Notie was of great help. Nancy noted that revenue come primarily from conference and memberships. With the conference registration fee change, it might net \$34,000. On the expense side, our big items are management fees and the conference. Some items were scaled back such as Bd meeting expense. While management fees had increased these were somewhat offset by lower expenses in audit and website.

Michael Darger noted that last year we had a couple of extraordinary items that really are investments in our future, audit and website.

Notie reiterated that the committee worked long and hard. It was a good budget. Stacey asked about the decrease in the board retreat line item. This happened as in 2013 there were two of these because of super storm Sandy moving the 2012 retreat back into the spring of 2013.

Nancy thanked Alison and her comm for the details. Stacy asked that the specifics of the conference budget be shared as that would help her 2015 planning.

Stacey moved to approve the budget. Motion carried.

Update on Member database project with Element 74 - Susan Kelly/Sara

This was already covered.

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

- State affiliate initiatives Alison
Will start moving forward. Will do some looking at other groups. Email going to get a feel from the states. Hopefully something to discuss in Grand Rapids, Notie has a request about other states that allow the payment of NACDEP dues. Wants some support to change this.
- Awards/Recognition Alison
Nothing to add
- Regional Engagement with RRDCs Mark
Did survey of Western region membership of topics and presenters.
- Strengthening NACDEP's Committees Stacey
Nothing to add
- Revenues Notie
Nothing to add

New Business

Discuss PAR contract – Michael Darger

Michael Darger began the conversation with a discussion that he, Alison and Michael Wilcox had. Alison indicated that she felt we rushed into the last contract and we didn't look at other contract options. Michael Darger indicated that the feeling was we were not getting everything we expected

yet we were paying more money. He understood that everyone on the call was probably stunned. In regards to ending the contract, Notie noted that the credit card would be cancelled but that probably would be okay. A short term issue would be how would we make the deposits and what impact this would have on the GR conference. He wondered if it was realistic to switch managers in a short time frame.

In terms of the conference, Alison said that UK has already started discussions for them to run registration. It is understand we can keep website. UK staff will already be coming and can help organize. Her biggest concern is website transferability. UK has someone who is willing to step forward for conference and longer if we want to go without someone for awhile.

Michael Darger said it might be possible for PAR to give us more time. Also he had made some phone calls and knew there were some other groups interested so may be a chance we wouldn't need back up services. Stacey asked if there was any sense, in these discussions, of what these bids would look like and isn't the end of Feb just too quick. She thought we needed to get some things in place.

Michael Darger asked what the Board felt comfortable with. Notie added he wondered what a realistic timeframe was and if we will get as good or a better price. Michael Darger indicated he didn't know what other bids might be but didn't think we would do worse plus some of these other organizations had experience working with organizations such as ours. Stacey said that initially it took time to draft the call and review the PAR contract. With conference time coming up, our time is limited. She also is curious about cancelling when we don't know what other bids might be. Michael Darger said we had the option of letting the contract run out. He said the feeling is we are not getting what we need but acknowledged Stacey's comments about workload and search effort. He thought our past experience would help the search this time. Alison said that we probably should open up the request for proposal to other management service companies. She felt it wouldn't be the worst thing to be without one for a period of time. Notie asked what PAR will be doing over next 3 months. The answer included membership, conferemce support and dues. Michael Dougherty said that he would be depending on them also for help with the awards. He indicated he liked Notie's point to move slower. Michael Darger said we could leave the contract in place until the end of June. It will be during this period that PAR will be providing us the bulk of what we need. Glenn suggested we leave the contract in place until its end and take our time coming up with a replacement. We understood what we were paying when we entered the contract. Notie said he would like something in place.

No motion was made so the contract will remain in place.

Decide on 2016 Joint Conference with ANREP in Northeast region - Stacey and Kelly

Written report was provided (see below). There was no discussion as no time remained left for the meeting. It will be brought up again next month.

Board Proposal - NACDEP & ANREP joint conference in 2016

Members of Sub Committee: Bob Bardon, Kelly Nix, Stacey McCullough, Eleanor Burkett, and Sanford Smith

Introduction

Appointed representatives from NACDEP and ANREP have met twice to discuss the pros and cons of a joint conference as well as what it would look like. The following are suggested points being proposed for this possible partnership.

Situation

-ANREP typically has 350-400 conference attendees, NACDEP has 200. Joint conference attendance could be potentially 500-600.

-ANREP uses a University to organize and host their conference.

-NACDEP conference is organized and promoted by a professional organization (PAR), along with the NACDEP VP and NACDEP individuals in the city where the conference is being housed.

-Overlap membership approximately 40

What this joint conference would look like

Conference would be located in the Northeast. NACDEP and ANREP have small membership numbers in NE. We need to clarify which states are considered NE states by each organization.

ANREP is a bit concerned about the conference located in the NE due to how they rely on a local University to organize and manage their conference. They generally have 8-10 tours and the local university organizes and promotes these.

-Need to select large conference site (approx. 30 breakouts and numerous separate meeting areas).

-There would be a single registration process for the conference with a breakdown of separate fee (i.e. joint membership, etc.). The financial costs/gains would be a fair division based on numbers. The two organizations will have separate tracks/times with a possible joint keynote.

-If we use two separate registration processes and fees, the organizations could plan their conference the same time occurring in the same city (separate locations or not), and share activities (see below) to create more synergy between the two organizations.

-While ANREP is open to working with a private group like PAR for conference organization and registration, they suggest it might be feasible and beneficial for NACDEP to work with a University group.

-Business meetings would be separate.

Activities that would be shared regardless of one conference with same registration process OR separate

-Joint social before awards ceremony. Awards ceremony separate

-Shared tours

-Possible keynote, capstone speakers shared

-Shared entertainment



1. *A permanent committee (or sub-committee) be established (or expand a current committee assignment) in each association with the explicit objective of exploring present and future collaboration with other associations and organizations.*
2. *Joint membership is not advantageous unless there is a financial incentive for the individual and no significant cost to the associations. Survey work among the membership of both organizations could provide further insight.*
3. *There does not seem to be much interest from NACDEP to share publication resources (CDS Journal) since the journal is available on-line to most faculty in NACDEP.*

For NACDEP:

1. *If 2017 is a possible conference collaboration year, NACDEP should explore if the 2017 will be in the west, if a CDS collaborative conference is desired, and if Montana, Portland, OR, or Seattle, WA are possible/preferred locations.*

For CDS:

1. *If 2017 is a possible collaboration year, CDS should explore if May or June is appropriate for a conference time, if a CDS collaborative conference is desired, and if Montana, Portland, OR, or Seattle, WA are possible/preferred locations.*

Minutes respectfully submitted by Paul Lachapelle, Jan. 22, 2014

Announcements

Next Board call is March 14th

Adjournment

Submitted
Feb. 14, 2014
Glenn Muske, Secretary