



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

Voting Participants:

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:

Michael Dougherty
Minnie Mitchell Bishop
Peter Metsker
Rebecca Dudensing
Susan Kelley
Dave Ivan
Mary Emery
Brent Elrod
Scott Loveridge

Welcome / Call to Order / Introductions

Michael Darger

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

Review & Approve February 14, 2014 minutes: Glenn indicated that a draft had been sent out. Changes were suggested and then a revised set of minutes were emailed to the Board. Notie moved approval. Motion carried.

Treasurer's report: Notie indicated that the financial reports were distributed to the Board and Committee chairs by email. Peter added our adopted budget to the reports and this is helpful. Membership renewals are flowing in and the JCEP contribution of \$2,000 was received. Year to date net income is \$41.42.

Our account balances at the beginning and end of February were approx. \$112,000. The available balance (after accounting for outstanding checks) is \$107,955 (as shown on the balance sheet). We have received the Galaxy auction income but no other revenue at this time.

Minnie asked about scholarship funds. \$880.50 is currently in the bank including the Galaxy auction income of \$500.50. Another \$2,000 is expected from the regional development centers.



Scott said the Centers had agreed to make that donation in lieu of supporting a keynote speaker from a land-grant institution as the planning process had already filled those slots.

The May Treasurer's report will be filed with the minutes, subject to audit.

Committee/Liaison Reports

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

Brent reported that the budget season was underway. Some FY14 RFAs have been released and others are in development. Watch <http://nifa.usda.gov/fo/funding.cfm> to stay apprised of current opportunities.

In addition, the FY15 budget was recently released. See OBPA FY15 Explanatory Notes for what has been proposed: http://www.obpa.usda.gov/explan_notes.html, including FARM-Vets 19-40, food and ag resilience, \$2.5 million – basic and applied research and Innovation – 3 new - innovation institutes for 5 years, 20 million.

The FY16 budget is now being drafted. Increasing the RRDCs line will potentially be one item for consideration.

Michael Darger asked if information or help was needed in gathering information related to other federal partnerships at the state and local level. Brent said perhaps in the future. The information that was received from the initial request is spotty at best. He'll use his session with NACDEP and ANREP attendees at PILD to gather additional information.

Regional Rural Development Centers Rep. - Scott Loveridge

In his RRDC Report, Scott noted: 1. CAPE project looks positive for second phase; 2. RRDCs are going to implement a series of webinars around funding opportunities for communities and businesses under USDA RD programs; 3. SRDC Director search – no offers made as yet, but an ordered list is circulating; 4. New North Central AES Association Director, Arnold Jacob, starts mid-March, replacing Arlen Leholm. The Director's office, but not support staff, will move from Wisconsin to Michigan to take advantage of the fine weather; and 5. CRED indicator work continuing: South undertaking its first year of gathering data using the measures.

Scott indicated that item #2 arose from a discussion about some expanded partnership with USDA. Rural Development, which was once Farmers Home Admin, makes loans to areas for various projects. The state directors are political appointees and the agency lost a lot of field staff over the years. They now are getting increased funds to loan but have fewer people to do it. RRDCs may step in to help out. A starting point would be education to extension staff about type of loans and possibilities. There may be a SET-like program with community development, the bio-economy and ladders of opportunity as themes. Also there would be a need for help to do community dialogue and inventory and where funds could help in the area. Webinars will start within the month. Scott is doing a paper about the project and is excited about the possibilities.

2014 Annual Conference Committee - Dave Ivan / Alison Davis



A draft schedule is available in Basecamp. The official conference begins at 5 pm June 22 and ends at noon on 6/25

Notices went out of acceptances for sessions. There were lots of requests for workshops so some were made into presentations and some presentation made into posters. The original plan was to have 6 concurrent sessions. With a suggestion to move the poster session to Monday one concurrent session was eliminated. They are working on getting registration up and running with Peter. This should be done next week. People are commenting about the expense of the conference. To help with that concern, the committee may not need to charge for the tours as the cost of buses was built in to the registration fee. Overall, things are moving along well. They expect a good turnout. Dave has lined up some great tours.

Dave was out in Grand Rapids. He walked through the hotel. We will be clustered in one area making it easier. He also drove the mobile workshop routes. Also he is working with hosts to ensure there is a story and conversation at each stop. They are putting the final itineraries together.

Scott indicated that a USDA effort on developing stronger economies together was coming out. As the travel ban has been lifted, he asked about adding it to the conference. Allison said that there are a couple of extra rooms. Also there is another possibility of partners who need a space. These needs should be feasible.

Michael Darger indicated that JCEP will be sending a couple of people and there would need to have a time for them to present, just 10 minutes or so. He thought maybe Sunday night or business meeting or banquet. Also he said if we want families to come, we need to have something for them or some information. Alison said at this time we probably can't do a program but there will be a nice website with ideas of things to do. David indicated that "Experience Grand Rapids" will have a table there to help make suggestions. Finally, Peter also said PAR could offer suggestions as that is their home.

This conference represents a great opportunity to get our non-NACDEP colleagues to stop by Dave reminded us. Peter said to remind people about the ferry to save driving around through Chicago. Brent noted he has been nominated for LEAD 21 that same week in Minneapolis and would not be there.

The conference is in the same fiscal year as Galaxy so finances may have impact Stacey commented

Alison is hoping that registration will be open in 2 weeks. Early bird registration would end May 16th. Presenters know and award winners should know by then. Michael Dougherty said award winners would be done by early May. They will be working with the hotel to extend the room block cutoff until June 1.

Minnie asked where send auction items. Alison said they would check with the hotel. PAR might be another option.

Membership Services Committee - Minnie Mitchell



They have money for scholarships to help people to attend the conference. That information will go out soon. Support is given for hardships, new members, involvement in a NACDEP activity, and for limited resource institutions. Michael Darger said the scholarships are only for registration. Notie said that they sent checks for Galaxy last year. This year, it will just be done internally so it will work easier and also allow for waiving a partial fee.

The committee will be working on what silent auction, dollar auction, etc. would be held during the conference.

Communications and Website Committee - Susan Kelly

Report submitted.

*NACDEP Communications Committee Report
March 12, 2014
Susan A. Kelly*

The Communications Committee has been focused on the Member Sharing Portal this month. The committee members worked to test the portal by updating their profiles and troubleshooting the website.

We have served as a liaison between Element 74 and PAR to solve registration and portal profile issues. The Member Sharing Portal was released to the membership on March 11, 2014 at 4:00 PM EST. As of this writing only two inquiries were received with problems logging on. They have been resolved and are user problems (not reading the instructions).

The NACDEP Facebook page currently has 179 followers and the most popular post so far this month has been a group of photos of the Galaxy conference posted by Sara (PAR) reaching 173 people. Other NACDEP members are active in posting on the page – this month Stacey McCullough, Mary Peabody and Michael Darger. Susan Kelly, Michael Darger and Mary Peabody are administrators of this page along with PAR.

The NACDEP group LinkedIn site has been used to post job openings and currently has 38 members. This site can be used for discussions and to share information among members. Susan Kelly and Paul Lachapelle are administrators of this group.

Marketing Committee - Rebekka Dudensing

Report submitted. The committee is working on a logo contest. As they worked, they came up with several questions. First, is there a way to come up with a possible universe of possible members? Also, is it desirable to look at where scholarships are going? And are they a good investment? Are scholarship recipients part of 40% who show up one time. Webinars keep coming up. Is there an interest? And how many members belong to other organizations? Finally, can you get a break on dues if you do?

Stacey indicated the regional reps have also discussed identifying who is doing this work. They were not able to find a database. Also the regional reps are working with the regional RRDCs on webinars.



Michael Darger asked about a member/nonmember price with price of membership built in to the nonmember price. Peter said it has been done in the past. The membership portal is an issue but this may be possible.

Michael Darger indicated the lack of member retention and lack of penetration of marketplace are big issues for NACDEP.

Notes from 2/28 NACDEP marketing committee meeting

1. Logo Contest Recommendations

- A. Contest **open to members and individuals sponsored by members**. The latter may help us tap a larger creativity pool with ties to the landgrant system. For example, 4-Hers could be sponsored by their NACDEP member county-based educator/member or a student worker at a college or university could be sponsored.*
- B. Awards recommendations*
 - a. The committee thinks a \$100 cash award for the winning logo would be a good investment and incentive for participation, especially for sponsored non-members. Otherwise, waiving dues for a member would be nice.*
 - b. If the membership services committee sells items with the logo, the winner might receive one item (e.g., could pick between a T-shirt and a coffee mug).*
 - c. It would be nice for the winner to receive recognition in the conference program and newsletter.*
- C. Submission and voting*
 - a. Applicant submits a PDF for jpeg logo and a submission form with contact info, sponsor info (if applicable), and signing the use rights over to the organization if they win. Draft announcement and submission form attached.*
 - b. The winner will need to produce a 5-10 megabyte, min 300 dpi jpeg prior to claiming his/her prize.*
 - c. A committee will vet entries, which will then be posted for a vote by membership. The winner may or may not be unveiled prior to the conference, although it would be available to the Membership Services committee and conference organizers for use on items for sale and other official uses.*
- D. Timeline*

We will open the contest upon Board approval. If Membership Services would like to sell actual, physical items at the conference, we'd like to close it by April 15-30 (sooner the better but need at least a month for submissions to come in) and have the voting by May 9 to allow 6 weeks for production of those items. We may need to have a runoff (must be primary season!) if no entry gets a majority of the vote.

If Membership Services will be taking orders, we can loosen the timeline.

2. Membership

- A. Membership data are tabulated (spreadsheet attached). Almost 40% of NACDEP members over the dataset belonged only one year. (Note that members' name changes are accounted for when found, but some were undoubtedly missed.) For several years, the association has experienced more members dropping year-over-year than adding memberships. At the same time, several states have had retirements and downsizing, for which we do not have data. Many new hires may not be aware of the organization.*
 - a. We interested in the universe of possible members; is there a way to identify CRED faculty across the nation?*

- b. *Is it desirable to the board, the Membership Services Committee, and the Finance Committee for us to look at the sustained membership (ROI) of individual's receiving scholarships to attend the conference?*
- B. *A marketing campaign with a "What's in it for me" list might (re)attract members. This campaign could be done in conjunction with new initiatives by NACDEP, including the new members-only database, the 10-yr conference and perhaps webinars (see below), and would require collaboration with our sister committees (Member Services and Communications).*
- C. *Webinars may be one such initiative, although the Marketing Committee realizes that this falls outside our scope. Webinars provide a value to the member who is unable to attend the annual conference; we might even be able to webcast part of the conference. Webinars consistently come up as a topic of interest and were also noted in the 2011 member survey. Webinars provide opportunities for networking of ideas, professional development training, and presentation, all of which surveyed members have identified as important. ANREP is also interested in changing its webinar structure, which have been free in the past as part of a partnership with another organization; potential topics are submitted and 12 are selected for the monthly series. We recommend monitoring ANREP's progress on this topic.*
- D. *The marketing committee would be interested in getting data on how many of our members belong to other JCEP organizations. Such information may open opportunities for discounts on NACDEP membership for Extension faculty with non-CRED appointments who already belong to another JCEP association. The marginal cost of the new member would be low (they would still pay full conference fees) and could entice new members. On the other hand, it could be complicated to administer and has the potential to drive current members from other program areas to other organizations, leaving NACDEP as their secondary.*
- E. *One member asked if NACDEP might go to a conference pricing model where members get a discount or perk.*

Finance Committee – No report

Journal of Extension - Mary Emery

The Journal is winding up its anniversary issues. Acceptance rates remain about same. There has been a positive in that articles are being published quicker. The editor is retiring and they are looking at new ways of doing this position. Part of that effort includes getting information from cutting edge journals that we might want to look at. The desire is to strengthen the JOE-insitution liaison role. Ideas and suggestions would be appreciated. Also there is a need to increase reviewer pool. Please nominate people. Finally, JOE is working to expand its presence. Mary is co-chair of editorial comm.

Stacey asked how we know who our liaison is? Is it on web site? Mary didn't think so. She can help us. Michael Wilcox noted that being a reviewer isn't that hard. He gets maybe 1-2 articles every 6-8 weeks. Mary did say that they need people with a publication record.

*Journal of Extension Report to NACDEP Board
3/13/14
Prepared by Mary Emery*

The Spring face-to-face meeting of the Board ended today. Items discussed include:

1. *Discussion of the 50th Anniversary of JOE*
 - a. *Article of the year award was successful but very time and labor intensive. At this time, there are no plans to continue that award.*

- i. [*A National Perspective on the Current Evaluation Activities in Extension*](#)
Lamm, Alexa J.; Israel, Glenn D.; Diehl, David from University of Florida.
- ii. *The reviewer from NACDEP was: Rebekka Dudensing, Community Economic Development, Texas A&M AgriLife Extension Service.*
- iii. *Thank you Rebekka!*
- b. *Commentaries are in process from all program areas. This project is also in conjunction with the anniversary of the Morrill Act. Bo Beaulieu and Sam Cordes are writing the article for NACDEP.*
2. *The acceptance rate is around 27%; the time to publication has been reduced considerably now that each issue contains 36 articles.*
3. *Upcoming events and issues*
 - a. *Laura Hoelscher will be retiring December 31, 2015, so this is a great time for the Board to consider different possibilities. Do we need to restructure the editorial function? What should we look for in an editor in the age of social media? How might the professional development mission fit in a different structure?*
 - b. *Each institution should have a JOE liaison. How do we strengthen those roles?*
 - c. *We need to increase the reviewer pool by 15.*
4. *What NACDEP can do to help:*
 - a. *Nominate someone to serve as a reviewer.*
 - b. *Get to you know you liaison and help strengthen the role.*
 - c. *Share ideas and suggestions that can help the board as it looks at the editor transition.*
 - d. *Tweet/facebook/share JOE articles with others in your network.*

PILD Conference Reps.

Charlie Vavrina/ Rose Merkowitz

Written Report from Charlie Vavrina regarding the pending PILD conference.

1. *NACDEP and ANREP will meet together on Tues 4:15-5:15 pm for Professional Association Meetings*
2. *Our guest speaker at that time will be Brent Elrod, National Program Leader – Community & Rural Development/Veterans Special Emphasis Program Manager/LGBT Special Emphasis Program Manager/Division of Family and Consumer Sciences (and you think you're working too hard!)*
3. *Brent's query to NACDEP is "I'm interested in knowing about federal agency partnerships at the regional, state and local levels that promote community resource and economic development, dating to 2009. And looking forward, what are the key challenges and trends that the national office should be prepared to address?"*
4. *Might be good to ask that question of the group assembled for starters (i.e., those on the conf. call)*
5. *I (CSV) will represent NACDEP at the JCEP/ECOP/NIFA Luncheon on Apr. 6, opening day (unless someone more important can be found!).*
6. *291 registrants ... NACDEP acc'ts for a small percentage perhaps 4% (full registration not viewable)*

JCEP Leadership Conf 2015 – no report

Recognition Committee - Michael Dougherty

There are 35 applications as of the moment with more expected.



• *The awards nomination/submission period is set to close tomorrow (March 15). To date, 34 awards packets have been received with several more awards packets expected before the deadline. Acknowledgements of receipt have been sent to those who have submitted. A breakdown of submissions by region (with comparison to last year) appears below.*

Region	2014	2013
Northeast	5	2
North Central	18	21
South	10	4
West	1	5
Total	34	32

- *Ways to further increase awards nominations, particularly outside the North Central region, will be sought after this year's process is completed. One immediate issue is better social media integration.*
- *As the formal membership renewal process has just started, it will not be possible to check (confirm) membership status prior to awards packets being evaluated. This will have to be handled on a case-by-case basis with the assumption being that individuals will be renewing their membership (or will be contacted to do so, if necessary).*
- *There is some concern over the uncertainty surrounding the administrative support for NACDEP. It is hoped this will have no (to minimal) impact on the preparations of awards materials.*
- *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.*
- *Ways to further increase awards nominations, particularly outside the North Central region, will be sought after this year's process is completed. One immediate area for potential improvement is better social media integration. Similarly, improvements to the process, such as finding a way to post on the NACDEP website the awards application in a writeable format (i.e., as a Word document), also will need to be investigated.*

Submitted by:

*Michael Dougherty, West Virginia University Extension Service,
Chair, NACDEP Recognition Committee*

2015 Annual Conference - Stacey McCullough

Not much to report. Still working on it.

Updates from the Regions & Partners

Northeast - Kelly Nix

NE Region Report– March 2014 Submitted by Kelly Nix

- *Participated in meeting with Stacey and ANREP reps to finalize the RFP for joint conference in 2016.*
- *Have emailed several individuals in the NE encouraging participation in the joint conference proposal process.*
- *Have emailed several individuals encouraging participation in the awards proposal process. Awards committee chair, Michael Dougherty, has received four applications from the NE and I'm certain one is on the way. We have over doubled participation from last year. ☺*



- *NE awards committee is in place. Members 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.*
- *I've been in touch with Stephan Goetz, Director, Northeast Regional Center for Rural Development, to continue discussions regarding a webinar series in the NE. Next steps, jointly submit mini survey to identify topics and speakers.*
- *Next NE Email Newsletter will go out on or before April 11th.*

North Central - Josh Clements

NACDEP North Central Region Report

March 14, 2014

Joshua Clements, NC Region Rep

- *ISU held their annual Extension & Outreach conference March 10-12, and for me it was the first time meeting some of my CED colleagues. I organized a pre-conference NACDEP meeting for known members and invited all of CED.*
 - *We had 8 attend, including past Presidents Tim Borich (CED Program Director), and Deb Tootle.*
 - *Four of the eight were not currently members and two were not familiar with NACDEP. Several other CED staff expressed interest to the electronic invitation but were not able to attend.*
 - *Tim committed to covering the first year of membership, as well as travel and attendance at the annual conference for those presenting (however, since Community Development Society annual conference is in Dubuque this year, that takes funding prescient).*
 - *Brainstormed strategies for increasing membership in Iowa (as well as broader regional outreach).*
 - *Re-affirmed that NACDEP needs to have a more formal hard sell for the benefits of membership beyond the annual conference, especially in competition for association membership with CES, ANREP, APA, others.*
 - *Brainstormed potential thoughts to share with conference committee(s) to improve conference attendance and experience for attendees.*
 - *Disruption of electronic reminder/notifications of membership renewal noticed and felt by members. I shared what I had learned earlier in the day from Michael Darger (phone call) regarding timing and (vaguely) the disruption in association management.*
- *I am scheduled to attend a Missouri NACDEP conference call organized by and by request of Richard Proffer (the previous NC Rep) on March 31.*
- *Quarterly regional newsletter/update started but not distributed. Stalled. Became 'back burner' task in my full list of things-to-do-that-aren't-getting-done in the process of orienting myself to new role with ISU (getting better).*
- *WI held their annual JCEP Conference March 11-13. WI is serviced by a State association with ~70 members. I have not heard a report of how their state conference went, but NACDEP and ANREP are each recognized (although I was not present to provide a report). The relatively high activity of this state association presents a challenge with recruitment to NACDEP due to local services and scarcity of support for association membership.*



Southern - Stacey McCullough

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

- *Viewed recorded webinar and provided feedback on last candidate for SRDC director search.*
- *Participated in meeting with Kelly and ANREP reps to finalize the RFP for joint conference in 2016.*
- *Sent out reminders soliciting award nominations (NACDEP, JCEP POY, Bonnie Teater). Responded to follow up questions from members. Have also emailed several individuals to encourage nominations.*
- *Various posts on NACDEP Facebook page.*

1890 - Kenyetta Nelson-Smith – Not on the call

Western - Mark Apel

*Board Members- I will not be able to attend the Board meeting call this Friday, the 14th. There is nothing new to report in the Western Region other than I received a number of good topics and potential speakers and I am trying to schedule our first Western Region webinar for the spring.
Cheers, Mark*

Michael Darger thanked Mark for newsletter articles received from Utah State and WRDC.

1994/FALCON – No representative

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

Michael Darger attended one day of the 4-H Board's Minneapolis meeting.

Regarding the future of Galaxy, there are mixed feelings and there was a split vote. Extension has nothing else like it and people like the ability to share but probably not in its current format. A blue ribbon task force has been formed to consider options but nothing has yet come out of it.

Michael Wilcox is the current secretary of JCEP. He had nothing more to add. He concurred that the idea is not to stop this major Extension event but not in its current format. He said that whatever happens won't be based on the previous timeline. The idea is to build and strengthen.

Alison added that cross programming conferences are still of interest but to do it more efficiently.

Update from PAR - Peter Metsker

Nothing to report. There are no open issues. Regarding postings for jobs, he said people should just send them in an email.

Old Business

Update on Member database project with Element 74 - Susan Kelly

The member portal is up. She commends board for doing it. There have been only a few issues, usually when the directions are not followed. Some behind the scenes work need to be completed. One issue will be maintaining historical data. What public sees looks good. One issue is getting invoices to people. Notie indicated that the final payment had been made.

Peter asked if people needed invoices. The general sense was they do. Also in terms of the receipt, he though there needed to be something more than what was currently being sent out. Susan indicated they would work on this.

The biggest issue will be to get people to put in their information and to use the system. It is a chance for the larger public to see who is out there.

2016 Joint Conference with ANREP in Northeast region - Kelly

Stacey and she participated in the joint meeting. The RFP is out and they are waiting for proposals. New Hampshire is interested but feels it may be bigger than they can commit to. Vermont is also interested. The committee is contacting other states to consider it.

Peter noted an issue with the ANREP corporate status. They indicated they are a 501c3 but have a 501c6 status. This may be a small issue but it is unclear.

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

- State affiliate initiatives Alison
No progress. Maybe something before NACDEP so there would be something to share. Peter reminded us that legal aspects need to be in line. As part of this are the liability if they are not a truly functioning state affiliate. It has been just in last years this has become such an issue to IRS.
- Awards/Recognition Alison
Nothing new. Want to be careful when awards are announced so that supervisors of those who received awards are contacted. Peter – as much lead time on number and style if we can buy in advance
- Regional Engagement with RRDCs Mark
Nothing new
- Strengthening NACDEP’s Committees Stacey
Nothing new
- Revenues Notie
Nothing new

New Business

Report from exploratory committee with CDS - Michael Darger



This was carried over from last month. No new discussion.

Logo contest - Rebekka Dudensing

They have looked at rules of similar contests. The committee is looking at a contest that isn't open to general public. Want NACDEP members or people sponsored by a member. Need to have idea supported and \$100 cash award. Volunteers would do a first basic review. Then an online voting and maybe a runoff. The question is getting this done by the conference. Michael Darger didn't think we push it to be done by conference. That would be nice but not crucial. It was also noted that if nothing fits our criteria, we don't need to accept.

Notie noted that committee has a \$600 budget.

Michael Wilcox said a prize would be nice. We need to give those applicants of draft logos some history and mission of the organization. Michael Darger asked about opening the competition up. Rebecca said that they wanted to have a member sponsor the participants. Regarding the award, Michael Wilcox thought that there should be \$250 minimum with \$500 being better. We need to be clear they relinquish the rights.

Michael Wilcox moved to go forward. Motion carried.

Next Board call is April 11th

Adjourn

Submitted

March 14, 2013

Glenn Muske, Secretary

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