



**National Association of Community Development Extension Professionals
Board/Committee Chairs
MINUTES
Friday, August 15, 2014**

Voting Participants:

Mark Apel, Western Rep.
Joshua Clements, North Central Rep.
Michael Darger, Past President
Alison Davis, President
Susan Kelly, Southern Rep.
Notie Lansford, Treasurer
Stacey McCullough, President-Elect
John Phillips, 1994 Rep.
Michael Wilcox, Secretary

Non-Voting Participants:

Nancy Bowen-Elzey, Finance
Michael Dougherty, Recognition
Rebekka Dudensing, Marketing
Brent Elrod, NIFA
Debra Jo Kinsella, PILD
Peter Metsker, PAR
Brian Raison, Communications
Trudy Rice, Affiliate Policy Committee
Rachel Welborn, Regional Rural Development Centers

Call to Order: Alison Davis called the meeting to order at 12:02pm Eastern.

Approval of the Agenda: Notie Lansford moved to approve the agenda. Motion passed.

Treasurer's Report: The Treasurer's Report was posted to Basecamp for the Board on August 13th by Notie Lansford (see: July 2014 financial reports.xlsx in Basecamp). **Michael Wilcox moved to file the Treasurer's report for audit. Motion passed.** In addition, Notie discussed the following:

- Net conference income approximately \$40K, one remaining expense item for approximately \$900. Galaxy income is separate.
- Cash position is approximately \$150K or roughly \$18K more than a year ago.
- Budget stands at \$105K, we have spent \$99.5K, we are currently within budget.
- Worked with the bank, able to raise our interest rate from 0.25% on our money market account to 0.35% on both accounts. Thank you to Peter Metsker for his assistance. Peter Metsker mentioned that NACDEP could consider moving some of the money elsewhere. Revenue sources should diversify and Michael Wilcox and Alison Davis cited CDS revenue sources as an example.
- With respect to the conference, Brent Elrod agreed that we could investigate trying to apply to NIFA AFRI but NACDEP would have to tie the theme to one of the NIFA challenge areas.
- Michael Darger noted that JCEP may be changing their policy with respect to generating net revenue from conferences.

Committee/Liaison Reports

Natl. Institute of Food & Agriculture (NIFA)

Brent Elrod

- RRDC directors in DC 3-4 September for meetings.
- North Central Region CAPE – Phase II RFA due 29 August.
- New Interagency Agreement with USDA Agricultural Marketing Service to provide grantsmanship training and technical assistance; will be led by Northeast Regional Center beginning in FY15. RFA due 2 September.
- The following five competitive RFAs all close 28 August 2014:
 - FY 2014 Gifted Education Program Evaluation
<http://www.nifa.usda.gov/fo/giftededucationprogramevaluation.cfm>
 - FY 2014 Department of Defense Child and Youth Development System: Evaluation Planning (CYEP) <http://www.nifa.usda.gov/fo/childandyouthdevelopmentsystem.cfm>
 - FY 2014 Preschool Access Feasibility Study
<http://www.nifa.usda.gov/fo/preschoolaccessfeasibilitystudy.cfm>
 - FY2014 Family Support Programs Evaluation Plan Development & Implementation
<http://www.nifa.usda.gov/fo/familysupportprogramevaluation.cfm>
 - FY2014 Sexual Assault Prevention Research (SAPR)
<http://www.nifa.usda.gov/fo/sexualassaultpreventionresearch.cfm>
- The FY 2014 Military Families Learning Network (MFLN) RFA closed 8 August 2014.
<http://www.nifa.usda.gov/fo/militaryfamilieslearningnetwork.cfm>
- Expect most successful applicant announcements to be made in September.
- The Small Business Innovation Research Phase I RFA closes 2 October 2014. The program synopsis is at http://www.csrees.usda.gov/funding/sbir/sbir_synopsis.html
- Brent met with the North Central National Extension Leadership Development (NELD) participants on 15 July to provide an overview of the CRD national portfolio.
- USDA Rural Development has announced a \$6 million Rural Community Development Initiative - <http://www.grants.gov/web/grants/view-opportunity.html?oppld=261932>
- Brent will be presenting to the FCS program leaders. Promoting interdisciplinary work and providing examples.
- Alison Davis mentioned attending a USDA-Rural Development training in New Orleans. During the meeting, there was discussion regarding the challenge of working with low income areas and getting quality proposals from them. This is an opportunity. Doug O'Brien supporting such an effort through strike force and promise zones and Brent hopeful that this will come to fruition.



Regional Rural Development Centers Rep.

Rachel Welborn

Rachel emailed her report on 8/15.

- Joint RRDC/NACDEP webinars underway in West and Central. South will be planning next week.
- Next week, South Program Leaders Network meeting will be held in Fort Worth, TX. Common indicators will be discussed. The SRDC Interim Director will be present at the meeting.
- SRDC Director Position – new candidate to be interviewed in September.
- RRDC federal network meeting September 3-4
- \$1.5 million grant for SET is going to be announced, working on the budget now.
- RRDC's are talking about bringing regions together for a meeting to discuss strategies.

Membership Services Committee

Minnie Mitchell-Bishop / Mary Martin

No report.

Communications and Website Committee

Brian Raison

- Brian Raison has been appointed chair of the committee.
- Brian has reached out to the committee to determine a meeting date in August/September

Marketing Committee

Rebekka Dudensing

Rebekka sent her committee report by email on 8/14. In the email, she included the final notes from the marketing committee meeting held at the 2014 annual conference.

- A Doodle poll is in progress to find a time for our quarterly conference call in early September. The agenda includes
 - implications of the Galaxy super session on branding and how we as a committee can support this effort
 - reaching out to potential members (based on past membership data and upcoming conference partnerships)
 - perhaps identifying members' program area when renewing memberships for 2015 (e.g., are you primarily CRED, Youth, Ag,....; this data could then be used to learn how to reach out to other program areas)
 - unified position on proposition to raise dues (sort of on hold for now as I understand it, but the committee had expressed a strong interest in shoring up the brand and offerings before raising dues—see attached notes)
 - other topics identified by the committee
- The committee will provide questions and/or suggestions to the board prior to their October retreat. A couple of things that we think could be readily pursued include

1. Changing the dues structure so conference fees include dues, which would promote membership among regular attendees at institutions that reimburse full non-member registration costs but not dues. Currently those people at least perceive that they are not members and are not

eligible for awards. Is this true? If so, can we change it? If not, how can we better communicate their status?

2. We may be able to ask for a bit more info from PLs turning in end-of-year reports to learn WHO in each state is turning in “CRED” reports and then reach out to those people. Currently, the committee has not seen that the PL reports include “who’s”, just “how many’s”.

Finance Committee

Nancy Bowen-Elzey

No report.

Nominations Committee

Michael Darger

No report.

State Affiliate Committee

Trudy Rice/Diane Vigna

The State Chapter Task Force will be convening through a conference call in September to begin our work. The committee is reviewing the current application and guidelines in preparation to begin their work this fall.

Journal of Extension

Mary Emery

No report

PILD Conference 2014

Rose Merkowitz/Deb Jo Kinsella

- The national Public Issues Leadership Development (PILD) planning committee met in Arlington, VA on August 12 & 13 to plan the 2015 conference.
- The PILD conference will be held on April 12 –15, 2015 at the Hyatt Regency Crystal City, Arlington, VA. The conference theme is “Imagining Extension: Eyes on the Future”. We will be celebrating the 1890 school’s 125th anniversary.
- Rose is excited to be collaborating with Debra Jo Kinsella as the new PILD rep. for NACDEP. Rose will be briefing Debra Jo next week on the planning committee’s activities.

JCEP Leadership Conf. 2015

Alison Davis

Alison is the rep, moving forward. Great keynote speaker.

Recognition Committee

Michael Dougherty

- The committee is looking at ways to improve the recognition process. Preliminary results of these discussions appears under Old Business.

2015 Annual Conference

Stacey McCullough/Krishna Ellington

- Conference co-chairs have begun brainstorming potential local speakers and new elements to provide a WOW factor.
- A planning committee meeting has been scheduled for August 29, 2014 at 9:00 a.m. (central time). Tentative agenda items include:
 - Review of 2014 conference evaluations & possible changes for 2015

- Identify conference tracks
 - Identify potential keynote speakers
 - Develop timeline for conference-related activities (co-chairs will provide draft as starting point)
 - Develop conference budget (co-chairs will provide draft as starting point)
- Alison Davis noted that 63 conference evaluations have been completed. Will close out survey next Friday (8/23).

Updates from the Regions & Partners (5 minutes)

Northeast

Kelly Nix

- Kelly sent out a Northeast NACDEP newsletter. The newsletter contained the following information:
 - Message from Northeast Rep (conference call scheduling, annual meeting attendance, Facebook promotion)
 - Livability and the Connection between Housing and Transportation webinar announcement
 - WVU Community Leadership Academy announcement
 - Member Directory
 - Volunteer opportunities
 - Recruitment and member map

North Central

Josh Clements

Filed report on basecamp on 8/14. No new activity due to conferences and summer vacations.

Southern

Susan Kelly

Filed report on Basecamp on 8/15. Susan reported that:

- She is creating an accurate and complete mailing list for the Southern Region, for the purposes of sending an E-Newsletter.
 - Sources have included Stacey McCullough's previous list, a list of non-member attendees at the conference from Notie Lansford, a list of 2014 new members from Peter Metsker and the lifetime members' list. These are being crosschecked with the current email list and added to the member sharing portal.

1890

Kenyetta Nelson-Smith

No report

Western

Mark Apel

- Webinar being hosted on 8/27 with assistance from the WRDC.

1994/FALCON

John Phillips

First meeting attended by a 1994 Representative!!!! John needs to obtain access to Basecamp. FALCON Conference in Minneapolis coming up in Nov. 8-11, 2014.. John described FALCON (First Americans Land Grant Consortium) and will post draft agenda to Basecamp. Celebrating 20th anniversary of 1994 land grants this year. Michael Darger will be attending at least one day of



FALCON. Working on recruiting faculty and staff to contribute from UMN. Denver, Albuquerque, DC, and Minneapolis annual conference rotation for FALCON.

Joint Council of Extension Professionals (JCEP) Michael Darger/Stacey McCullough/Alison Davis

- Michael Darger mentioned that JCEP will be sending out a newsletter and NACDEP will include it in their own newsletter to get it out.
- The National Association of Extension Program and Staff Development Professionals (NAEPSDP) (<http://naepsdp.tamu.edu/>) has applied for membership to JCEP.

Update from PAR

Peter Metsker

No report.

Old Business

2016 Joint Conference with ANREP

Michael Darger/Kelly Nix

Need to announce the dates and prepare to sign the contract.

2017 Joint Conference with CDS

Alison Davis

- We will discuss the joint conference opportunity with CDS during the board retreat in November. Alison wants to truly gauge the level of interest.
- Stacy McCullough shared that according to survey results, 70% of members said they would be interested .23% said they were not sure and 7% said they were not interested in a joint conference with CDS. Survey included a why or why not question. Need to look at the qualitative data. Will discuss during the Board retreat.
- Joshua Clements shared the following in his North Central Region report:
 - Joshua attended, presented, and served on host committee at the CDS Annual Conference in Dubuque.
 - Joshua engaged several known NACDEP members also attending the conference one-on-one regarding their interest and perspective on hosting a joint conference in 2017. The response has been overwhelmingly positive.
 - During the "New Professionals" reception (which had about 40 attendees) introductions Joshua announced himself as a NACDEP Board Member, noted the discussion concerning potential joint conference, and invited everyone to provide feedback on that potential.
 - Joshua noted that following his first CDS Conference his level of interest in a joint conference is up to a "10". Previously, he had held a tentatively positive outlook, given the potential for collaboration with an organization he knew primarily only in theory and at arms-length. Post conference, however, he thinks it would be an excellent fit and that we (NACDEP) would be foolish to not take up this opportunity at this point in history.
 - Joshua thinks that collaborating with CDS would complement where each organization (at least in conferences) seem weak: CDS has some good presentations on theory (where NACDEP has precious few) and NACDEP has some good presentations on practice (where CDS seemed to have few(er)).
 - Joshua shared that he thinks that, like 2016 with ANREP, we will need to maintain our procedure and culture as a distinct association. However, he thinks the broader nature of the membership of CDS as well as more theory and research will expose members to other content and practice that is out there

Membership Database

Peter Metsker/Susan Davis

Regarding new members. Susan is reaching out to them to acquire their information and she is adding it. We need a database fix – a more automated system. Need to discuss during retreat.

Awards/Recognition

Michael Dougherty

Goal is to have recommendation to the board before the retreat. Here are some preliminary findings:

- *Well-Received Ideas*
 - Single-pass judging system (one committee evaluating all submissions for honors)
 - Added details on reviewer scoring guidelines
 - Expanding the abstract to 100 words (from 50 words)
 - New awards for creativity/innovation and a special focused award for joint meetings
 - *Other Good Concepts*
 - Aligning awards with higher level (JCEP) programs, where possible
 - Consolidating/combining confusing awards categories
 - Formalizing DCA/DSA recognition standards
 - Reviewing standards for NACDEP membership for team awards
 - *Possibilities*
 - Pictures and stories to expand the program
 - Scripts for regional awards presentations/More assistance on awards for regional reps
 - Formalizing/improving the regional award winner photo process
 - *Problematic*
 - Expansion of regional awards presentations (call-ins for non-attendees, winners” presentations)
 - *Not Recommended*
 - Special/new awards for non-members
- It is the intention of the committee to develop any proposals for policy changes (e.g., new awards, new processes, etc.) for the board to consider at its October retreat.
 - Other procedural/process proposed changes (that do not require policy changes) will be implemented as resources allow, generally in order of priority.
 - The committee is awaiting board action on selection of a management firm so it can start working with such company on preparation for the 2015 NACDEP Awards.

2015 Retreat

Stacey McCullough

Nov 5-7. Hotel information is forthcoming. Start at 1pm on 5th and end right before lunch on the 7th.

New Business

Member survey

Stacey McCullough

Stacy shared preliminary findings in an email attachment sent on 8/15. The survey will close on 8/22/14. After closing the survey, a more detailed and final analysis will be conducted and shared with the Board.



Development Committee

Alison Davis

Alison Davis discussed the need to create a Development Committee and the desire to appoint people members to the committee. This will be discussed at the Board retreat.

Michael Darger moved to appoint John Phillips to the NACDEP Board as the 1994 Representative. Motion passed.

Reminder: Next Board meeting is September 19, 2014

The meeting was adjourned by consensus of the Board.