



**National Association of Community Development Extension Professionals**  
**Board Meeting**  
**MINUTES**  
**Friday, 19 February 2016**

**Voting Participants: (Present members highlighted in **YELLOW**)**

Stacey McCullough, President  
Alison Davis, Past President  
Kelly Nix, President-Elect  
Julie Fox, Secretary  
Notie Lansford, Treasurer  
Adam Hodges, 1890 Representative  
John Phillips, 1994 Representative  
Connie Mefford, North Central Representative  
Michael Dougherty, Northeastern Representative  
Susan Kelly, Southern Representative  
Roslynn Brain, Western Representative

**Non-Voting Participants:**

Brent Elrod, National Institute of Food & Agriculture (NIFA)  
Stephan Goetz, Regional Rural Development Center Representative  
Peggy Schlechter, Member Services Committee  
Brian Raison, Communications Committee  
Rebekka Dudensing, Marketing Committee  
Nancy Bowen-Ellzey, Finance Committee  
Mary Emery, Journal of Extension  
Deb Jo Kinsella, PILD Conference  
Trudy Rice, State Affiliate Committee  
Michael Wilcox, Development Committee  
Josh Clements, Annual Conference Committee  
Kevin Andrews, Historian Report  
Ricky Atkins, Karriin Naeff, Cindy Rossen, TAS

**Call to Order:** Stacey called the meeting to order at 12:06 pm Eastern time. She opened the meeting calling for approval of the agenda. Notie made the motion to approve the agenda. Motion carried.

**Minutes Review:**

Julie Fox

Michael moved to approve the January board meeting minutes. Motion carried.

**Treasurer's Report:**

Notie Lansford

Notie provided financial reports, commenting that revenue has been generated for the endowment and the 2016 budget spreadsheet has been corrected to reflect the accurate totals. Notie and Ricky will work together to track endowment funds through a separate accounting number and eventually a separate account.

Connie made a motion to approve the corrected budget as presented and the motion carried.

**Updates from the Regions and Partners**

**Northeast Region**

Micheal Dougherty

Michael reported that a regional newsletter was sent on January 26. It included information on the conference, the awards, and two upcoming webinars (upcoming at that time). He has lined up two primary judges from the



Northeast region for the awards and is still seeking secondary judges. He plans to send out a reminder about the awards deadline and a call for additional judges on Monday.

### **North Central Region**

Connie Mefford

Connie reported that she updated the newsletter email list and sent a quarterly newsletter out on 2/1/2016 to 168 North Central NACDEP members. She has recruited five members for the North Central Awards Committee from Ohio, Nebraska and Missouri and have made requests from two other state chapters for representatives to serve.

### **Southern Region**

Susan Kelly

Susan reports that the Southern Region Newsletter email list was updated newsletter based on a membership update provided by Ricky. She sent a regional newsletter to 151 NACDEP Southern Region members on 2/7/16. In preparation for the Annual Conference, she contacted prospective sponsors and exhibitors and reviewed 27 Ignite presentation abstracts. For the Program Leaders Network, she gave a NACDEP update for the February 2016 Southern PLN Conference Call. She also corresponded with Dr. Tim Cross and Deanna Pierson about speaking at a conference and promoting Community Development Extension. The planned conference was postponed.

### **Western Region**

Roslynn Brain

Roslynn sent a newsletter communicating award information.

### **1890 Representative**

Adam Hodges

No report.

### **1994 Representative**

John Phillips

John reported that there was a meeting in DC last week and the president's budget includes a slight increase for 1994 Extension.

### **JCEP**

Stacey McCullogh

Stacey reported that she and Alison attended the February 2016 board meeting and leadership conference in Las Vegas. They discussed the president's budget, noting a significant increase in AFRI funding. Alison commented on the future after galaxy and opportunities for the NACDEP organization and members to be involved in new opportunities to prepare leaders to address emerging issues. The JCEP board meets monthly via conference call and will meet in person again June 6-9. Kelly will attend this meeting. The marketing committee involves the presidents from each of the 7 JCEP organizations. The NAEFCS and NACAA presidents will attend the NACDEP conference. On behalf of JCEP, Stacy will attend the NACAA conference in Little Rock, as well as NAEPSPD in Missouri and maybe the 4-H conference in New Orleans.

### **TAS Update**

Ricky Atkins

Ricky provided a NACDEP National Office Report. They reconciled January financials; processed approximately 240 membership renewals; sent a special February edition of the Newsletter, and updated the website with the 2016 ANREP/NACDEP joint Conference, board meeting minutes, news to the site, the NACDEP member database to make it available to the public, and regional rosters. TAS is currently working on conference logistics for the 2016 Joint ANREP/NACDEP Conference, updated the online award submission form to add changes by the recognition committee, and created the online conference registration form for NACDEP and ANREP that went live on February 15. For the 2017 joint CDS/NACDEP conference, TAS is currently negotiating the hotel contract with the Big Sky resort in Montana.



## Committee/Liaison Reports

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

Brent Elrod

Brent reported that Dr. Beth Walter Honadle joined NIFA's community vitality team as the National Program Leader for Rural Sociology that operates within the Institute of Youth, Family & Community. Beth introduced herself and shared her background in community economic development. Brent also reported that the RRDC directors will visit DC 22-24 February for meetings with APLU/Extension Committee on Organization and Policy, USDA Rural Development, NIFA Rural Health & Safety Ed grantees, NIFA Small Business Innovation Research staff, and eXtension. He noted that NIFA is providing some administrative support for the Extension Sustainability Summit, scheduled 5-7 April in Portland, OR, <https://wrdc.usu.edu/htm/programs/ess2016>. NIFA funding will be used to help plan a national summit in 2018. Part of the planning will take place during the joint ANREP/NACDEP conference.

NIFA grant programs of interest

SBIR Phase II closes 25 February.

<http://nifa.usda.gov/funding-opportunity/small-business-innovation-research-program-phase-ii>

CYFAR closes 14 March.

<http://nifa.usda.gov/funding-opportunity/children-youth-and-families-risk-cyfar-sustainable-community-projects>

Innovations at the Nexus of Food, Energy, and Water closes 22 March.

<http://nifa.usda.gov/funding-opportunity/innovations-nexus-food-energy-and-water>

Farm Business Management and Benchmarking closes 11 April.

<http://nifa.usda.gov/funding-opportunity/farm-business-management-and-benchmarking-fbmb-competitive-grants-program>

Agriculture and Food Research Initiative – Foundational Program

FY16 RFA release pending.

### **Regional Rural Development Centers**

Stephan Goetz

Stephan reported that he is working on the Program Leaders meeting in Burlington, with the help of George Morris. NACDEP proposals were submitted to share findings from two teams the RRDCs sponsored to work across geographic lines. He reported that a new study in applied economics through Extension, 1985-2010, noting that Extension played a key role in keeping 400,000+ farmers on the farm. This report will be available on their website. They are preparing for a second round of training in the Strikeforce state and Promise Zone Areas. He announced that registration was now open for the Western Rural Development Center's Sustainability Summit. The RRDCs are working on a sustainability rubric and contracted with Ros as a project director to expand the sustainability focus nationwide. A NACDEP pre-conference will focus on sustainability.

### **Membership Services Committee**

Peggy Schlechter

Stacey is working with Peggy to identify additional committee members. Stacey noted that the scholarship application was ready to be released and she would work with Ricky to communicate the scholarship opportunities for members.

### **Communications and Website Committee**

Brian Raison

Brian provide a written report. The committee recommends keeping MemberClicks for the searchable member directory, now available for the public to search, and eliminating the "Portal" (costing us \$75/month). The committee suggested changes to the main page wording. In his report, Brian noted that Chris Cook (ANREP) is co-chairing the Conf. Marketing Comm. with Kevin Andrews. Communications are ramping-up on several topics: awards, registration, hotels, and other marketing action. The committee discussed how NACDEP can connect non-members to invite them to the conference. One approach was to use our individual networks to send reminders. Chad and Brian will share via social media. ComCom needs to recruit a few new members.



They would like to share the following: The Communications Committee is responsible for guiding communications with the NACDEP membership and outside the association including the website, Social Media pages, NACDEP newsletter, Listservs, and other means of information sharing. Because communications must be consistent with branding and marketing of NACDEP, the committee will work closely with the Marketing and Member Services committees. The chair of the Communications Committee, or their representative, will serve on the Annual Conference Planning Committee. These functions are in partnership with the Management Firm.

### **Marketing Committee**

Rebekka Dudensing

The Marketing Committee is on hold until they hear back about whether their session proposal was accepted for the conference. Once, that is decided, they will decide how to proceed with their work on "defining" CD and linking to examples.

### **Finance Committee**

Nancy Bowen-Ellzey

Nancy joined the board meeting at 1:00 p.m. and provided a brief summary of the proposed budget as posted in the Board of Directions section of the website, noting that the sponsorship revenue has a significant impact due to joint conference net revenue implications.

### **Recognition Committee**

Michael Dougherty

Michael reported that the award notifications were soft launched in mid-January and then actively promoted shortly thereafter. As of February 18, there have been six applications received – three individual awards and three team awards. This is slightly behind last year's pace (eight applications had been received with roughly the same time remaining before the original 2015 deadline). They plan to undertake a social media "blitz" next week to remind people about NACDEP awards and the upcoming deadline. The board discussed the February 29 deadline and determined that it would not be extended this year. As for the JCEP Creative Excellence Award, one application for NACDEP had been received <http://jcep.org/component/rsform/form/5-jcep-creative-excellence-award-jcep-cea>. He asked the regional representatives to encourage people to submit for these honors and to help find several people to serve as judges from their region (two main and some alternates).

### **Development Committee**

Michael Wilcox

Alison noted that \$525 had been received. The next step is for Michael to visit with past presidents and other potential donors.

### **Journal of Extension**

Mary Emery

Stacey noted that JOE continues to seek new reviewers. Mary's term expires in December and she will no longer be eligible to service on the editorial board. Kelly will appoint a new representative.

### **PILD Conference 2016**

Deb Jo Kinsella/Norm

Stacey reported that the PILD registration is now open, <https://www.regonline.com/Register/Checkin.aspx?EventID=1791257>

### **JCEP Leadership Conference 2016**

Stacey McCullough

Stacey reported that 250 participants attended the conference. Rather than having a meeting, NACDEP held a mobile workshop with ANREP and NAEPSDP. Stacey and Alison met with other NACDEP members. Kelly will serve on the planning committee for next year's conference.

**2017 Annual Conference with CDS**

Stacey McCullough

Ricky introduced Cindy and Kerrin from TAS. Cindy organized a call with CDS's management group to address any issues needing any further clarification from the MOU. Steps include clarifying respective responsibilities of the two management groups; conference budgets and treasurer responsibilities; and coordination of websites to promote the conference and registrations. A formal proposal from the Big Sky Resort is being reviewed and revised to increase the room block and maximize use of meeting space. Cindy and Kerrin will work with Notie, Nancy, Stacey, and Kelly. For board member review, Ricky will share note on the draft agenda and Ros will share notes from Paul.

**Unfinished Business**

**North American Food Systems Network (NAFSN)**

Susan Kelly/Brian Raison

Stacey re-introduced the pending motion, noting other organizations currently supporting this low-risk agreement.

Susan made a motion (via email) for NACDEP to sign the MOU with NAFSN to be a founding member. After discussion, Stacey called for a vote and the motion carried.

**2018 Conference Site Selection**

Alison Davis, Connie Mefford & John Phillips

John noted that the June date was preferred over the May date for those with classroom responsibilities and Generally August when CDS is scheduled.

Stacey noted that a site would need to be selected prior to the June conference.

Notie and Stacey requested that board members and TAS review the existing proposal and email any questions or additional information desired to Alison, Connie and John..

**Retreat Follow Up**

Graduate Student

Alison Davis

Stacey pointed out member and program spotlights started and Alison continues to work with the intern on these new features.

Committee Liaisons & Review

Julie Fox

No report.

Evaluation/Annual Report

Alison/Kelly/Connie

No report.

State of CED

Stacey/Susan

Stacey provided clarification that our goal here is to better understand what is currently being done across Extension under the CED umbrella. Michael offered to join the effort, providing perspective on website analysis and Julie offered to consider the urban/rural perspective. Other sources of information may include NIFA reports of accomplishments and our member database.

Webinars

Julie Fox/Ricky Atkins

Ricky will begin work to develop a webinar on our website next week. Julie will follow-up with Alison the emerging catalog of existing webinars and review the timeline with Ricky in preparation for the June conference.

Joint Evaluation Taskforce

Stacey McCullough



Stacey and Alison met with NAEPSDP during the JCEP conference. They expressed interest in collaborating and tapping into NACDEP experience with facilitation. An emerging opportunity is for members to share virtual rapid fire counseling sessions and receive evaluation suggestions. Presenters would apply the evaluation and then report back on implementation impacts at conference or via webinar.

Issue Teams  
No report.

Stacey McCullough

## **New Business**

### **2017 Pre-Conference Board Meeting**

**Kelly Nix**

Kelly and Ros are working on the Nov 16-18, 2016 board meeting in Big Sky, MT which will include a joint meeting with CDS. Kelly notified the new board members to save the date.

### **Element 74**

**Notie Lansford**

Notie reviewed the current maintenance agreement and the Communications Committee recommendations,

Michael made a motion to discontinue the old member database, as recommended by the Communications Committee and the motion carried.

Ricky will work with Element 74 to retain any data NACDEP owns.

### **2016 Annual Conference**

**Josh Clements**

Stacey reported that proposals are being evaluated and notifications should be released on Monday. Members will have until Feb. 29 to accept. Those proposals not accepted may elect to do a poster presentation. Kerrin reported that 8 people registered and 20 rooms have been reserved. Stacey noted that the board will meet in Burlington on Sunday, June 26. Josh provided a written report with the following:

- Session Review Scores have been received from 26 of 30 reviewers (as of 10:00 pm CT 2/18/2016).
- Reminders have been distributed to the remaining four reviewers.
- All scores have been aggregated into format for determining top scoring proposals
- Notifications of selection for accepted sessions and posters will be distributed on Monday, February 21.
- Sessions receiving meritorious review but not accepted due to space will be invited to present as a poster. Notifications will be distributed on Monday, February 21<sup>st</sup>.
- Confirmations from accepted presenters are due by February 29<sup>th</sup>.
- If accepted session presenters decline the opportunity, notifications will be distributed on March 1 inviting "next in line" meritorious sessions previously declined but invited as posters to elevate to sessions as proposed.
- Tentative schedule with track design will be provided by March 7<sup>th</sup>.

### **Announcements**

None.

### **Reminder: Upcoming Board Meetings**

March 18, 2016

April 15, 2016

May 20, 2016

**Adjourn:** The meeting was adjourned at 2:06 p.m. Eastern time.

Draft Submitted: 22 February 2016

Julie Fox, Secretary