



**NAEPSDP Summer Board Meeting
Green Valley Ranch Resort, Las Vegas, NV
May 31-June 2, 2017
Minutes**

Submitted by Laura Downey, Secretary

| Call to Order - Stark | | | |
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| Stark called the meeting to order at 4:12pm and asked if there were additional items to add to the agenda. No additional items were added to the agenda. | | | |
| MOTION | Approve the May 31-June 2 meeting agenda | MOVED/2ND/VOTE | Stone/Lambur/passed |

| Roll Call - Downey | | | |
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| Officers: | | Regional Reps: | |
| Carrie Stark (W), President | X | Aly Valentine, North East | X |
| Mike Lambur (S), President-Elect | X | Joy Millard, North Central | |
| Laura Downey (S), Secretary | X | Todd Hurt, Southern | X |
| Rich Poling (S), Treasurer | X | Cody Stone, West | X |
| Karen Ballard (S), Past President | X | Terrance Wolfork, 1890s | X |
| Committee Chairs: | | | |
| Joe Hunnings (S), Awards & Recognition | | Michael Lambur (S), Chair Policy and Resolution | X |
| Jodi Azulai (W), Co-Chair Marketing | X | Todd Hurt (S), Co-Chair Marketing | X |
| Julie Robinson (S), Co-Chair, Programs | X | Teresa Byington (W), Co-Chair Programs | X |
| Mary Fran San Soucie (W), Co-Chair Membership | X | Aly Valentine (NE), Co-Chair Membership | X |
| TBD, Chair Finance | | Karen Ballard (S), Chair Nominating | X |

| Secretary's Report - Downey |
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| Downey asked for corrections to the April meeting minutes, if any. Lambur and Poling suggested changes. |

| Treasurer's and Finance Report - Poling | | | |
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| Poling provided the May 2017 Treasurer's report. As of May 30, 2017, NAEPSDP had an account balance of \$40,018.74. Poling also provided a budget update. | | | |
| MOTION | Accept and file the May 2017 Treasurer's report | MOVED/2ND/VOTE | Lambur/Wolfork/passed |

| Team-building activities - Valentine and Hurt |
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| Valentine and Hurt led Board members through team-building activities. |

Thursday, June 1

The meeting was called to order at 8:55 am. A tour of Green Valley Ranch Resort began at 9:00 am.

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| MOTION | Approve the corrected April 2017 meeting minutes. | MOVED/2ND/VOTE | Poling/Wolfork/passed |
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Regional Representative Report

Regional Representatives have found it difficult to meet immediately prior to monthly board meetings. They are trying to set another time of the month to meet.

Committee Reports

Awards and Recognition Committee - Hunnings

Board members encouraged the Awards and Recognition Committee to consider nominating an NAEPSDP member for the JCEP Creativity in Excellence Award. The deadline for nominations is August 31, 2017.

Finance - Poling

Poling reported that he has a draft Finance Committee work plan. The primary responsibilities of this committee include: monthly reports, IRS documents, and handling the financial-related duties of fundraising activities.

The possibility of recruiting conference sponsors was discussed. Possible sponsors included Zoom, Qualtrics, Lynda.com, Staples, and America Income Life. San Soucie is willing to invite these companies to be a sponsor of this year's conference. Ballard will share a letter from previous sponsorship attempts, and San Soucie will revise. Valentine will help San Soucie.

The Extension office in Clark County, Nevada is willing to print this year's conference program.

A chair of the Finance Committee is needed. If you know of anyone who might be interested, have them contact Stark.

Membership—San Soucie and Valentine and Marketing—Hurt and Azulai

The current decrease in the number of paid members could be due to the change in dates of the membership year.

Valentine and others discussed our need to better articulate benefits to our members and potential members. Regional Representatives are going to reach out to membership lists, letting them know about registration deadlines. The group suggested a contest between regions—a competition of who can bring the most new members and the most members. It was also suggested to craft workshops that are tailored to needs of members—middle managers and program leaders, for example.

Benefits mentioned included: access to membership lists that could result in networking opportunities; awards and opportunities to publish in a journal/present at a professional conference.

Questions raised included: How is it that we want to expand membership? Middle managers were mentioned. Have we ever looked at what our saturation point is? What percentage of our positions are we reaching nationwide? What are we and what do we want to be? What do we need to do to differentiate our organization from other JCEP organizations?

The association was developed for those doing professional development and evaluation. We might be too narrow in thinking about the positions engaged in this work. We have historically marketing our association to “titles” in Extension. Other JCEP organizations market benefits of membership. It might be better to think about who all in Extension does these jobs, not just who carries the title. When thinking about reaching new audiences, their work needs to be in our scope. These individuals might be different depending on the state/region.

We could consider how to match individuals with mentors or even a coaching program. Learning communities were also mentioned. Individuals who are moving from one position to another (for example, moving from agent into middle management or to administration) need help changing roles.

It might be time to conduct a membership survey to explore how we can help members with career development and to assess the interests of our members.

Stark directed our attention to the Strategic Plan. Comments about specific unmet action steps follow:

Goal 1: Member Engagement

- Item 1b—Perhaps provide a “give away” (i.e. a sticky pad with logo) upon becoming a member, a letter from President or secretary.
- Item 2a—Special Interest Groups (SIG) – we need to identify which groups are needed, we could add special interests on member profile to help us identify what the most common special interests are and perhaps what the SIGs should be. This year, we should consider how to start conversation around SIGS at the conference.
- Item 2e—Open proposals for webinar presenters. Regional representatives could help identify potential presenters and pass name/s to Programs Committee. The Programs Committee could solicit proposals from these individuals.
- Item 3a—Laura Downey will ask Kevin Andrews to post Treasurer’s report on the website.

Nominating Committee - Ballard

In August, Ballard will begin communicating with membership about election of officers. Ballard asked Regional Representatives to begin thinking about members from each respective region who could serve as a representative or officer in the future.

In an effort to recruit new leaders, several suggestions were made.

- Host a session at annual conference on leadership roles,
- Provide webinars in the summer/fall—one webinar on board membership and one webinar on committee membership/chair,
- Post a 3-minute video on the website that describes each elected position, and
- Feature committees in the newsletter.

The purpose of these efforts is to provide information on leadership roles for those who are not familiar with position responsibilities.

Ballard will work with the Marketing Committee to profile each committee in upcoming newsletters. Ballard and Robinson will identify dates for the webinar/s.

Resolutions and Policy- Lambur

The committee has been considering two procedures, support of state affiliates and reimbursing Board member expenses. In an effort to better understand both of these, Lambur has explored other JCEP organizations’ procedures/policies.

To support state affiliate chapters, we could identify a committee to serve as a liaison to share information with state chapters.

There is some variation in how other JCEP organizations handle reimbursement of board expenses. In brief, most other organizations require that all expenses be submitted within 30 days of travel. ESP might be the closest organization for comparisons. They designate stipends based on annual budget. NACDEP has a limit \$5,000 for total reimbursable travel expenses.

The President has to attend two JCEP meetings, two NAEPSPD face-to-face meetings, and two additional JCEP organization conferences.

Other considerations—require that reimbursements be requested 60 days prior to travel. We could designate a process but not prioritize which positions would have travel expenses paid. It might be easier if we just establish a stipend amount.

Lambur will meet with Barth at an upcoming JCEP meeting to discuss reimbursement of Board expenses. He will make a proposition for moving forward at a future meeting.

Programs - Byington and Robinson

Overall attendance in the NAEPSPD webinars is up. The next webinar is scheduled to be held on June 22. No one is identified to teach this webinar, but Robinson will contact Judy Barth to ask if she is willing to lead the webinar.

The last webinar is scheduled to be held on October 27. The Virtual Summer School will be held August 7-10 and the topic of this year's VSS is [professional] promotion. The committee is open to suggested individual topics. Possible speakers/topics could include: Jan Carroll, getting published in the Journal of Extension; Discussion of work activities that are researchable/publishable; Panel of professionals who work in a system where agents are tenure eligible, some promotion eligible, but not tenure; Scholarship of engagement—ALPU possible speaker; and technical writing. Additional topics include: developing for yourself the right mentors, development of a work plan that guides you through this process, and mentorship work to aid in promotion. Valentine will contact Debra Davis to ask if she is willing to address some of these topics or if she knows someone who is; Robinson will develop learning objectives for each of these.

An unscheduled webinar about NAEPSPD committees/offices to be held in July/September.

This year's annual conference theme is Creating the Future: Extension as the Catalyst. The theme winner declined their \$100. The request for conference presentation proposals will be distributed in July. Eight conference sessions will be livestreamed. The deadline for submitting a proposal is August 18, and those who submit a proposal will be notified by Sept. 22. Proposals will be submitted online again this year.

In regard to the fee of attending the conference virtually, the following were considered: set the fee the same as the membership fee and then they join; have one fee to cover the cost of viewing all sessions; charge ¼ of the registration fee; when setting the fee for virtual conference attendees, set the cost based on fee for Internet hotel connection.

There was discussion about whether the livestreamed conference sessions would be recorded. Discussion: if we record the sessions, those that come to conference get the link and those that are paid members get the link to recordings.

Suggestion: on the proposal form, ask submitters if they would be willing to have their session livestreamed/recorded. From those who say “yes,” eight will be selected.

At the next board meeting, Robinson will prepare cost figures for discussion.

The preferred keynote speaker is Mark Bell. John Davis is the preferred second choice.

There was discussion about using the \$100 (refused from the conference theme winner) as a new member incentive to attend the annual conference. The \$100 could be applied towards the registration fee or could be used at the conference location. In the budget, this could be called a marketing recruitment expense.

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| MOTION | Use \$100 (refused from the conference theme winner) for member recruitment incentive— amended to be Allocate \$100 to member recruitment incentive. Individuals who have paid dues by September 1 and attend conference will be entered into a drawing for a gift to use on site. | MOVED/2ND/VOTE | Stone/Wolfork Poling/Stone/passed |
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The welcome reception will be held Tuesday evening either at Green Valley Ranch Resort or at a restaurant near the resort.

Possible tours on Wednesday afternoon and post-conference, and nighttime events were discussed. Possible tours include Hoover Dam, Redrock, and the Extension Office in Clark County.

The groups discussed the purpose of ending early on the second day of the conference. The group had mixed feelings about this “free time.” It was recommended to consider omitting the “free time” and having a 2-day conference in future years.

There will not be a capnote speaker this year. The conference will end at noon on Thursday. The annual business meeting will be on Wednesday. The post-conference board meeting will be held from 7:00-8:00 AM on Thursday.

Discussion of Mission Statement – Stark

Stark asked the group to think about the purpose of the organization as we see it today. The following was stated:

- Bring people together to learn from each other
- Resource, training, and info in program, staff, and org development
- Conference related to program and staff and organizational development for people who have all/part responsibilities
- Area of subject matter and content, knowledge in this area
- We focus on developing skills, knowledge, competency in the area of program development, staff development, and organizational development
- Provide leadership and service opportunities
- Provide resources for the improvement of these things in our members

- Network and resources
- Provide resources and training for the professional development in these areas
- Special webinars
- Support and facilitate multi-state scholarship
- Mention that this advances the mission of the Cooperative Extension System

The statement that is currently used as our mission statement was reviewed by the group. Comments about the current statement included: It's not action oriented; not exciting; the statement should lead with the "why", then "who" and "how."

Together, the group revised the current mission statement.

The changed statement (when finalized) will need to be presented as a change to the Constitution and voted on by the membership at the annual conference.

Stark will distribute the revised mission statement via email. The changed statement read as:

NAEPSDP provides an organized forum for advancing the continuous improvement of program, staff, and organizational development Extension professionals and the Extension system through

- Discussing developing, sponsoring, and promoting educational training programs and activities that advance sound program, staff, and organizational development practices.
- Improving communication and collaboration by discussing issues, needs and opportunities of mutual interest.
- Developing and sharing resources.
- Advocating for the profession by promoting its importance within the land grant system.
- Enhancing multi-state efforts.

Adjourn at 4:57.

Friday, June 2

The meeting was called to order at 8:15 am.

Discussion of Mission Statement, continued – Stark

Based on comments to the revised mission statement distributed via email, the mission statement read as:

NAEPSDP provides an organized forum for advancing the continuous improvement of Extension professionals working in the areas of program, staff, and organizational development and the improvement of the Extension system, as a whole, through:

- Discussing, developing, sponsoring, and promoting educational training programs and activities that advance sound program, staff, and organizational development practices.
- Improving communication and collaboration by discussing issues, needs and opportunities of mutual interest.
- Developing and sharing resources.
- Advocating for the profession by promoting its importance within the land grant system.
- Enhancing multi-state efforts.

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| MOTION | Accept new mission statement. | MOVED/2ND/VOTE | Ballard/Stone/passed |
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Strategic Plan Review – Stark

Stark lead the group through review of the Strategic Plan. Progress made on each goal and action step was discussed. Comments about specific unmet action steps follow:

Goal: Demonstrate Relevance & Excellence

- Item 2b—The rationale for this item is unclear now that we are part of JCEP.
- Item 3—This item was misinformed because a member of our organization cannot present or even have a booth at another organization’s conference if s/he is not a member of that other organization.
- At the December board meeting, board members could identify meetings over the next year that are worth attending, decide who can attend these identified meetings, and get a plan together. We could start gathering dates for 2018 meetings.
- Item 4—Stark will ask Huetteman to give a report on her eXtension fellowship at the July meeting. Stark will ask Chris Geith if eXtension will offer another fellowship next year.
- Item 5—Stark will follow-up with Harder and see if she is working on the project to quantify the value of PSD in the organization.

Goal: Improve Multi-State Collaboration

- Item 1a—Establishing SIGS is the first step.
- Item 2—Ask Awards Committee to investigate the feasibility of offering an award that recognizes multi-state professional development efforts. An example of this could be the Virtual Summer School. Board members were in favor of recognition but not a financial award. Stark will follow-up with Hunnings to ask that the committee start looking at qualifications for such an award to be given at the 2018 annual conference.

Goal: Provide Professional Development

- Item 1—Poling suggested working with Middle Managers to conduct one of our webinars next year—a suggested topic was peer-to-leadership transition.
- Item 2—In August, identify members who are already actively involved in these related professional development activities.

Goal: Member Benefits

- Item 1—The first timer scholarship is one way to complete this activity. We are pursuing additional sponsorships.
- Item 2—In an effort to articulate member benefits, define categories of expertise. This will help us tag our expertise.
- Item 3—Regional Representatives are working to build bridges between members within regions.

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| MOTION | Investigate avenues for a Life Member to have an Ex Officio position on the Board, appointed by the president, and to define the roles, responsibilities, and term of that position. | MOVED/2ND | Valentine/Lambur/passed |
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Old Business

Ballard is preparing to distribute a survey to inform a series of webinars on digital accessibility. Ballard encouraged the board to complete the survey.

New Business

While completing tax forms this year, Poling realized that we have not previously completed/submitted the 990PF, a required form for private foundations. Additionally, we have been completing/submitting a form that is not appropriate for private foundations. In response to these issues, Poling will complete the 990 PF form as part of this year's process, leaving columns related to charitable donations blank.

Davis will be contacted to get the contact information of the lawyer who filed the original 501c3 application. The original 501c3 application is in Dropbox, under the financial reports folder.

Board members discussed the possibility of revising our tax exempt status. Stone and Valentine will seek advice from lawyer and/or CPA on the best approach going forward.

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| MOTION | Pursue a more appropriate tax exempt determination for our organization | MOVED/2ND | Stone/Valentine/passed |
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The 2018 annual conference will be held December 3-6 in Old Town Alexandria or another area of Washington, D.C.

Lambur, Stark, and Ballard will be attending a JCEP meeting next week.

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| MOTION | Motion to adjourn. | MOVED/2ND | Valentine/Poling |
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