

**JCEP Winter Board of Directors Meeting
Doubletree Entrance to Universal, Orlando, FL
February 12-13, 2018
Minutes**

Motivational Message/Exercise

Casey Mull, President-Elect, started off the morning giving a motivational quote and exercise to get it started.

Welcome and Convene

Kathy Tweeten, President called to order at 8:34 a.m. EST. There were board member introductions.

Roll Call

Roll call was conducted by Carrie Stark. There were 19 voting board members and 4 liaisons present.

ANREP: Chris Jones, James Henderson

ESP: Kathy Tweeten, Beth Claypoole, Mark Blevins

NACAA: Mark Nelson, Alan Galloway, Richard Fechter

NACDEP: Kelly Nix, Trudy Rice

NAE4-HA: Shawn Tiede, Casey Mull, Tony Carroll

NAEPSDP: Carrie Stark, Mike Lambur, Julie Robinson

NEAFCS: Theresa Mayhew, Lora Lee Howard, Karen Munden

Liaisons: Bill Hoffman, Lyla Hougum, Judith Barth, Bob Ohlensehlen

Meeting Agreement-

Kathy Tweeten went over the guidelines for reports. As a reminder:

- All reports/motions presented in written/electronic form to secretary
- All association reports due to the secretary and board members, including Bob at the JCEP National Office prior to the meeting.
Pull copies of reports and put them in the minutes
- Committee reports due to the secretary no later than one week after the meeting.
- Verbal reports are updates and items that require board action only.

The goals and purpose of the meeting were reviewed. The purpose of this meeting is to get to know each other, generate ideas of how to move forward, make sure we are on the right track and moving forward in the right direction.

Review and Approve Agenda

- ❖ **Theresa Mayhew moved to accept the meeting agenda. Mike Lambur seconded the motion and the motion passed.**

Board Business

- ❖ **Beth Claypoole moved to dispense with the reading of the minutes and to approve them as presented. Chris Jones seconded the motion and motion passed.**
- Reviewers for Winter Board Minutes
 - Mark Blevins and Trudy Rice will serve as meeting minute reviewers.
- Treasurer's Report/Treasury Discussion
 - Executive Director, Bob Ohlensehlen emailed a copy of the treasurer's report prior to the meeting. Shawn Tiede presented the report. See attached.
- ❖ **Alan Galloway moved to accept the treasurer's report. Theresa Mayhew seconded the motion and the motion passed.**

JCEP Board member responsibilities

Each of the past presidents who are in leadership positions went over their positions within the association and the duties of those roles. Here is a brief synopsis of those roles.

Chris (JCEP Leadership Conference)-

- Monthly conference calls
- Go over the agenda
 - Find the keynote speakers
- Establish the roles of the committee members
- Solicit and select workshops
- Committee is made up of incoming president's. Commitment starts for the conference as soon as the current year's conference is over.
- Time Commitment: a few days a month
- *IDEA: Do we need a detailed, bulleted list for the positions*

Terri (PILD Conference)

- Talked about the conference
- Meet monthly
- Responsibility begins right after PILD ends.
- Committee is made up of 2 members from each association
- Conducts an orientation webinar prior to
- Go over agenda and determine speakers
- Solicit and select workshops & posters
- Time Commitment: about 60 hours
- It is easier if you have attended PILD before you chair for this conference

Shawn (Finance Committee/Treasurer)

- Is a weekly job
- Must review and approve payment vouchers (typically weekly)
 - 75 vouchers for a year
- Lead the audit committee
- Develop the budget for JCEP and working with 2 conference chairs to create their budgets.

- Time Commitment: Not a lot (less than 1 hour per week)
- Is beneficial if you have done a treasurer role before
- This position is January 1st through December 31st which is different than any of the other positions.
- It doesn't take much time from the treasurer but a lot of that is determined by the response from the Executive Director and communication between treasurer and ED.
- Committee is made up of Treasurer, Treasurer-elect, president, and president-elect

Casey (President Elect & Marketing Committee)

- Shadowing the president
- Requires a few additional travel opportunities
 - ECOP Meetings (President/President Elect attend in the spring, President attends in the fall)
- Marketing-
 - President Elect serves as chair of the committee
 - Committee is made up of current presidents
 - Determine who will be attending other association meetings
 - Put together the JCEP presentation for those other association meetings
 - Review marketing plan and strategic plan to make sure that JCEP is getting the best
 - Time Commitment: Pretty minimal (2-4 hours over the year)
 - Look at brochure and website to make updates

Kathy (President)

- Monthly conference calls
 - Put together the agendas for those calls and facilitate those calls
- Put together the agenda for winter and summer board meetings
- Participate in JCEP Conference & PILD Conference meetings
- At least 3 zoom calls per month
- Following up with committees and answering questions
- Be available for questions

Carrie (Secretary)

- Participate in monthly conference calls and keep minutes
- Type up minutes and send out for review
- Get minutes sent out to the board in a timely manner
- Send minutes to ED

Mark (Policy Committee)

- Keep handbook up-to-date
- Committee is made up of members of the board-typically the president elects

IDEA: Policy committee needs to look at membership of the committee. Shouldn't be made up of the new people. All committees need to review the make up of the committees.

- Time Commitment: Not too much

Beth (Awards Committee)

- Go over the criteria for the awards
- Member Recognition-Ad Hoc committee was created to determine if we are going to have awards and what those will look like.

Judith (ECOP Budget & Leg)

- Is the JCEP rep to the ECOP Budget & Leg committee
- Meets regularly (depending on the chair of the committee). Currently meeting quarterly.
- Sometimes there are other decisions that need to be dealt with via email.
- Report back to the JCEP organization
- Takes our concerns or questions to the committee.
- Time Commitment-1 hour per quarter for meetings (that depends on committee chair) and then monthly conference calls. Attends PILD in person because the committee meets in person.

Other thoughts for JCEP Board positions-Make sure that you know the financial commitment from either your association or personally/your state because it might require additional travel.

Board Officer and Conference Chair transition

- ❖ **Mike moved that the JCEP Board transition on a calendar year and the association will figure out how to transition their 3 reps. Mark seconded.**
- ❖ **() asked for a friendly amendment to allow this transition to go into effect immediately. Mike accepted this amendment. Motion was voted on and passed unanimously.**

Discussion: The proposal is to transition all board members coming on January 1st instead of when the association elects and installs their officers. (Calendar year).

Cons for transition-

Some associations transition their officers as early as June.
There are logistics that need to be worked out

Pros for transition-

It used to be that everyone came on board in January.
It would be easier for the JCEP Board to transition everyone at same time.

Changes to the policy handbook-the board membership (the three official reps) and officers of JCEP transition to January from September.

IDEAS for Later Discussion:

- Look at quorum and what that should be.
- What do we really need for representation on a JCEP call or face-to-face meetings?
 - Can we quantify the financial investment from associations and/or personal and/or state support. Also try to determine the time spent on JCEP by each association and/or individual.
- Regional meetings instead of 1 national conference
- Have associations maybe have 1-2 official reps from President's Council and then an emerging leader

- Quarterly have open JCEP meetings
- At the lunch at PILD with ECOP/APLU-Each association needs to come up with a value proposition for their association.
- What value does each organization bring to JCEP? We should answer this question.
- Host webinars that will follow up with topics similar to virtual town hall meeting.

Take away's from this discussion-

- What is a quorum for JCEP
- How many members does each association need to have for each meetings
- Who needs to be at the Face-to-Face meetings vs. monthly JCEP meetings
- Need to have someone from the president-elect class needs to sit on finance committee
- What does JCEP do for my association but also what does my association do for JCEP
- Prepare the JCEP meeting agendas so that discussion is around topics that are important to our associations for discussion amongst the association.
- Accomplishments of JCEP vs. what JCEP does
- Value of JCEP through in kind contribution of associations to JCEP both in financial and time
- What are our associations currently doing that JCEP could co-sponsor?

Unfinished JCEP Business (introduction only – to be fully discussed at spring board)

- System-wide Professional Development
 - Between now and the summer meeting, we need to create lists of ideas of where JCEP can collaborate with the associations to co-sponsor professional development
- Where does the money go for JCEP
 - Right now, the only income source for JCEP is 10% of the overall income from the Leadership Conference and PILD.
 - Expenses have gone up with conferences. We have also added in the travel for President and/or President-Elect to travel to ECOP meetings. There is the potential cost if the ECOP budget and leg liaison needs travel support.
 - There is approximately \$22,000 brought in from the 2 conferences.

Committee Meeting Breakout Time

The rest of the afternoon was spent in committees.

Tuesday, February 13, 2018

The meeting was called back to order at 8:31 a.m. by President, Kathy Tweeten

NIFA/USDA Update/Requests

Bill Hoffman gave an update from NIFA. He shared an organizational chart and a list of state liaisons from NIFA. He encouraged our members to visit with their state liaison if given an opportunity.

Points from the discussion:

- Sonny R.'s term is up May 6, 2018. This is a political appointment. He can be reappointed but it is not known yet if he will be.
- Discussion around Secretary Perdue and the "One USDA" concept.
- Talked about the youth programs that are all associated with USDA.
- As we are sharing our stories with USDA/NIFA, to use the same words that they are using.
- Rural Prosperity Task Force information was included. Here is the virtual link to that information (We were highly encouraged to read this document).
<https://www.usda.gov/sites/default/files/documents/rural-prosperity-report.pdf>
- Links to other information shared by Bill
<https://nifa.usda.gov/sites/default/files/resource/NIFA-Fact-Sheet-FY17.pdf>
https://nifa.usda.gov/sites/default/files/resource/NIFA_Org_Chart.pdf
<https://www.usda.gov/media/press-releases/2017/09/07/secretary-perdue-announces-usda-improvements-customer-service>
<https://www.whitehouse.gov/briefings-statements/building-stronger-america-president-donald-j-trumps-american-infrastructure-initiative/>
<https://www.youtube.com/watch?v=eQweKTeDxPI&feature=youtu.be> (watch between **54:35 to 56:53**)

APLU Update/Requests and ECOP Update

Lyla Hougum gave the update for both APLU and ECOP since Scott Reed was unable to join us.

- Rick Klemme has agreed to a 2 year contract extension at 60% time as the National Extension Executive Director.
- The 1890 Institutions have hired Albert Essel as their new Executive Administrator replacing L Washington Lyons. He will officially begin this position in March.
- The NE Region is continuing to search for an Extension Executive Director.
- APLU is re-invigorating an Engagement Initiative and is looking for external funding for that effort.
- APLU now has members from Mexico and Canada so ECOP is meeting with our colleagues in those countries to learn from each other.
- If you are not receiving the Extension Monday Minute you may want to send an email to Sandy Ruble to sign up.
- ECOP (Extension Committee on Organization and Policy) Chair, Chuck Hibberd from Nebraska is focusing ECOP on strategic priorities including:
 - Monthly (1st Friday) Leadership Webinars
 - Increasing Capacity Funding
 - Farm Bill Initiatives
 - Private Resource Mobilization
 - Collaboration with federal and private partners

- Program Priorities for ECOP include:
 - Civil Dialogue - Rachel Wellborn
 - Opioid epidemic -
 - Culture of Health - Michelle Rodgers
 - Urban Extension - Patrick Proden
- National Excellence in Extension Award - Due May 1
- National Diversity Award - Due May 1

A copy of the full version of ECOP's priorities can be found

https://na01.safelinks.protection.outlook.com/?url=www.bit.ly%2FCES_Agenda&data=01%7C01%7Cstar kc%40unce.unr.edu%7C00b65f08c49a4944952c08d57266e2a6%7C523b4bfc0ebd4c03b2b96f6a17fd31d8%7C1&sdata=tX1%2FqBA4%2BAbsUngnwBOYA4KMzIXSzUy4izNwMr00css%3D&reserved=0

ECOP Budget & Legislative Report

Judith Barth gave an update on the ECOP Budget and Legislative committee.

- Gave an update on her background and how that fits into her role as our liaison to the ECOP Budget and Legislative Committee.
- President has official announced his budget. USDA is small part of the national budget (78% of USDA budget is food assistance programs). On the USDA website, there is a copy of the President's budget.
- There is \$200 billion in new funding for infrastructure funding. Rural Development was a large part of that discussion. There is narrative in the new budget that talks about a new bold approach to food assistance programs (SNAP, etc).

ECOP Written Report

Scott Reed, Liaison

There were updates given by Kathy Tweeten and Lyla Hougum on ECOP.

Dates of 2018 ECOP Meetings (not attending)

March 13-15 is the next ECOP meeting that Kathy and Casey will be attending. Each association needs to send a short paragraph to Kathy to share with the directors.

If there is an ask from this group, they need to know as soon as possible so they can ask them. March 1st is the deadline to get Kathy that information.

If there is someone who doesn't receive the ECOP Monday Minute, let Bob know and he will take care of getting you on the list. You can also contact Sandy Ruble at ECOP to be added.

Chuck joined the meeting on Tuesday afternoon. He discussed the agenda for the March ECOP face-to-face meeting. "How can Cooperative Extension contribute to the university's overall Land Grant University mission?" will be the topic of discussion at this meeting. There will also be discussion around social media, private resources are another discussion, the fourth discussion point will be reporting to NIFA (are there more productive ways for Extension to report to the NIFA Plan of Work site)

There was a discussion on how can we use information given by liaisons with our association?

- Partnerships-Figure out how we can plug in locally and be a partner within our community.
- Linking Extension from the Ground Up. This is a way to link our associations with APLU, NIFA, and ECOP.
- Finding out about how to link up with federal agencies with youth programs. Examples: Natural Resources link up with Forest Service for programs.
- Takeaways from Liaison Reports
 - Public Value Stories, using the same words as NIFA
 - People at NIFA do read the annual reports ☺
 - We need to take the time to look at the Big Picture and outside of the box in connecting with other agencies (FSA, Rural Development, etc)
 - Make sure our associations know about the APLU/ECOP awards
 - There are partnerships beyond NIFA and where are potential funding sources
 - Look at APLU New Engagement Report on how Extension might be engaged and how our associations can be engaged in that (Jim Woodell at APLU)
<http://www.aplu.org/library/the-new-engagement-exploring-the-issues-across-a-spectrum/file>
 - Reminder about what the membership of APLU is and that it isn't all Land Grant Universities. The recruitment of 4-H youth to those universities is important.

Association Requests to JCEP Board

NEAFCS:

- Had a first ever live broadcast at 2017 annual meeting. In 2018, they will have a conference app.
- In the next 5 years, they have the potential of 60% of membership would could retire so they are talking about how this is going to affect the professional association.

NAEPSDP:

- They offered live virtual sessions during the conference and charged for those sessions.
 - 25 people signed up and paid for the sessions. Majority who attended were non-members.
- Virtual Summer school took place in 2017. Focus on career advancement. JCEP endorsed the 2017 conference. 250 people attended.
 - Looking at potential of offering continuing education opportunities for a small fee for 2018.

NACAA:

- At their conference, they are cutting down a general session to add a breakout session.
- Their keynote speaker is focusing on customer service.

NACDEP:

- At 2017 conference, they adopted a definition a community development.

- They had 47% of members gave some type of donation to their endowment fund.

NAE4-HA:

- Exploring their task forces and how they best use those groups to meet the needs of members
- Created a new website and membership platform “My Membership”
- 2021 will be the 75th anniversary of NAE4-HA. They will be exploring how to rebrand the conference to be more inclusive

ESP:

- Latino Affinity group participated in annual conference for the first time. They are exploring a new affinity group with NEUL.
- Have a new Executive Director-Greg and Becky Price from Georgia.
- Dates for 2018 Conference will be October 1-4
- New project-Create a fund that can help an ESP member who is working with an International project or international student. It will be a scholarship to do their work that is a project that they can complete and take it home and replicate.

ANREP:

- Mobile Workshops instead of Educational Tours is the term used and works better to have universities paid.

IDEAS of how we can share information/resources between the organizations

- Funding for national meetings
- Awards
- Virtual PD Opportunities
- Finding out the rotation of annual conferences
 - Send those to Carrie with year and region (copy Bob on that email and we will post on the website)

We can select topics for monthly board meetings and get a written synopsis sent out prior to and then we will have a discussion during the meeting.

Committees - Board Discussion Items

Send Carrie the recommended changes

Finance

Shawn Tiede & Alan Galloway

- ***Recommendation: The Executive Director gives 1-year notice before separating from the organization.***
- Audit was completed and Shawn will send a report to the Secretary to be included in the minutes. Everything came back fine.
- ***Recommendation: The President appoint a committee to look at going back to regional Leadership Conferences rather than 1 large conference to report back at summer board meeting.***

Alan-Chair, Shawn, Carrie, Kelly, Kathy

Policy/Emerging Issues

Mark Nelson & Lora Lee Howard

- Makeup of the Policy committee. Our bylaws and policy book states that 1 person from president elect class should be appointed.
- How many members of each association should be actually on the board. Discussion was around who would be left off.
- For conference calls-there should be at least 1 person from each association.
- **Recommendation: Quorum will be at least 1 representative from each of the 7 associations.**
- **Recommendation: The summer board meeting will be designated as the annual meeting.**
- **Recommendation: The ECOP Budget and Leg Liaison will be ex-officio, non-voting member of the board and is able to serve on committees as assigned.**

Leadership Conference

Chris Jones, 2018 Conference Chair

- **Recommendation: The Leadership Conference committee be expanded by 1 additional representative from each association and would still include the President's from each association.**
- Trudy is creating an updated timeline for the planning committee

PILD

Terri Mayhew, 2018 Conference Chair

- We need to promote the conference because there are only 140 people registered for the conference. Terri has a flyer that could be used to promote during the Leadership Conference
- **Recommendation: We need to have committee members identified by May 1st of each year (for the first year representatives).**
- Might need to reinstate August meeting but will be via Zoom.

Member Recognition

Beth Claypoole & David Civittolo

- ❖ **Membership Committee (Beth Claypoole) moves JCEP would sponsor an award for each association (in the amount of \$250) for an award that has criteria same as CEA criteria beginning in 2019 to be presented by visiting JCEP marketing team member. Carrie offered a friendly amendment to be similar to current CEA criteria. No seconded needed. Motion passed**

Elections/Nominations

Chris Jones and Terri Mayhew

- Recommendation is that nomination committee holds a conference call with president elects to help determine if they have a slate determined
- The 7th position will be "Orientation/Strategic Planning Chair" that may include orientation/mentoring, strategic planning. More discussion will take place at a later date before the summer meeting.

Marketing

Casey Mull

- The main focus of the JCEP Marketing presentation will be on the 2 conferences with secondary

- The marketing committee will be working with the ED on the website to make it more appealing.
- They are also looking at the display and making it easier to send from place to place. Example-a cloth banner to put up instead of pull up displays.

Executive Director Report

Went over workshop facilitation assignments for the Leadership Conference. Additional details of the conference

2017 PILD Conference

Webinar on March 8, 2018 at 2:00 p.m. EST for Orientation for PILD.

2018 JCEP Conference

The regional conference exploratory committee will come up with a few questions for the evaluation.

Spring Board Meeting

Hyatt Place, Ft. Worth, Texas. If you would like to share a ride from the airport to the hotel, please share your travel plans with the group.

Travel Day: May 15, 2017

May 16-17, 2016 (Begin 8am – 5 pm on the May 16, 8am to noon on May 17th.)

Shorter meeting by member request so hope that we can complete all required business. Board Dinner on May 16 at 6:45pm at Billy Bob's (to be confirmed).

- Action Items for Summer Board Meeting
 - Share information from NIFA and APLU with our association
 - Send rotation of annual meetings for each association to Carrie
 - Send list of things that our association are willing to put JCEP's ideas
 - When recruiting for our association's president-elect, we need to discuss JCEP responsibilities
 - Send 2 reports to Kathy
 - Short report on our association
 - Ideas on the ECOP four areas that our association can contribute to
 - Create Value Proposition for PILD Luncheon instead of association reports
 - Need to RSVP to Bob if you are going to attend PILD luncheon by March 15th
 - Send ideas for discussion topics for our monthly meetings to Kathy 2 weeks prior to the meeting
 - Go into Google drive and update the handbook to be voted on by summer board.
 - Bylaw changes sent to Mark by the April meeting so we can make changes at summer board meeting
 -

Final Comments

- There will not be a monthly Zoom meeting on February 22nd to be resumed by March 22nd.
- ❖ **Theresa Mayhew moved to adjourn the meeting. Shawn Tiede seconded the motion. Meeting was adjourned at 3:34 p.m.**