



Joint Council of
Extension Professionals

**2018 JCEP Board Meeting
May 16-17, 2018
Ft. Worth, TX**

Prior to the meeting starting, on Tuesday evening, Kathy Tweeten, Carrie Stark, and Mark Nelson conducted the Executive Director Evaluation with Bob Ohlensehlen. The recommendation was to give him a 3% increase in salary.

The meeting was called to order on Wednesday, May 16, 2018 at 8:02 a.m. by President, Kathy Tweeten.

The roll call of members was conducted by Secretary, Carrie Stark. There were 16 voting board members and 3 liaisons present at the meeting.

ANREP:	Chris Jones
ESP:	Kathy Tweeten, Beth Claypoole, Mark Blevins
NACAA:	Mark Nelson, Alan Galloway, Richard Fechter
NACDEP:	Trudy Rice
NAE4-HA:	Casey Mull, Tony Carrell
NAEPSDP:	Carrie Stark, Mike Lambur, Julie Robinson
NEAFCS:	Theresa Mayhew, Lora Lee Howard, Karen Munden
Liaisons:	Scott Reed (ECOP), Lyla Houglum (APLU), Bob Ohlensehlen (Exec. Director)

Kathy requested reviewers of the meeting minutes

- ❖ **Theresa Mayhew volunteered to review the minutes for Wednesday, May 16th, Lora Lee Howard volunteered to review the minutes for Thursday, May 17th and Richard Fechter volunteered to review the minutes for both days.**
- ❖ **Casey Mull was appointed as the Parliamentarian for the meeting by President Kathy Tweeten.**

President Kathy Tweeten and Executive Director, Bob Ohlensehlen went over housekeeping items and there were introductions of all board members.

There were a few changes to the agenda, including moving the time of the expense and playbook discussions.

- ❖ **Mark Nelson moved to approve the agenda as amended and Theresa Mayhew seconded the motion. Agenda was approved.**

Minutes from the April board meeting were emailed out by Secretary Carrie Stark. There were no changes to the minutes.

- ❖ **Mike Lambur moved to approve the April, 2018 board meeting minutes as presented. Alan Galloway seconded the motion. Motion passed.**

In Treasurer Shawn Tiede's absence, Treasurer-Elect Alan Galloway and Executive Director Bob Ohlensehlen gave the treasurer's report. See report attached. Investments were down a little at around \$153,000.

Profit and Loss (January – April)-A lot of the income from Leadership Conference comes in during December which is not reflected in the report. PILD had not had the food bill as of the date of the profit and loss statement.

Leadership Conference and PILD did well this year. Just to clarify for new members 10% of registrations comes back to JCEP from the Leadership Conference and PILD Conference. There are not final numbers for the profit and loss reports for each of the conferences but when those are available, Bob will share them.

- ❖ **Chris Jones moved to approve and file the treasurer's report as presented. Lora Lee Howard seconded the motion and the motion passed.**

There was a discussion on income opportunities for JCEP that was led by Alan Galloway, who took leadership of a subcommittee who met to make recommendations. The first recommendation was to look at regional leadership conferences vs. the national leadership. Here is a summary of that discussion.

Regional Leadership Conference Vs National –

- 70% of the participants in last year's JCEP Leadership Conference said that they want a national conference.
- One of the big expenses is the Virtual Town Hall Meeting. The committee thinks they can build that into more of an income generator.
- The Associations will need to rethink their breakout meetings to attract a larger audience (not just state officers), maybe not association officers training but maybe more general leadership topics.
- Regional concept: There could be more people impacted and could potentially attend because they can be held in less expensive towns/hotels, thus keeping the cost down.
- Would take a little more coordination to plan a regional event.
- Before a decision is made, we need to go to our membership finding out what they truly prefer.
- Virtual Conference idea - need to look at potential.
- What can JCEP do to help staff/faculty to gain skill sets to help move into middle management positions within Extension??
- How do associations run their meetings during the time? We might want to share ideas of how to do?
- One idea from Lyla - maybe think about training on management and doing an investigation into what other leadership trainings are available to Extension professionals.
- Straw Poll of the associations was conducted to see if they prefer a regional or national model for the Leadership Conference. NACAA: Regional; NAEPSPD: National/Regional; NEAFCS: National; NACDEP: National; ANREP: National; NAE4-HA: National; ESP: National.

- **Beth Claypoole moved to continue to have a national meeting for at least the next 2 years. Karen Munden seconded. Motion was withdrawn because there isn't a change to the current structure so there was not a need for a motion.**

There was consensus that the associations need to do a much better job in marketing the conference to increase the participation.

- Other Ideas - Professional Development/Additional day to Leadership Conference
 - Potentially offer a track at the conference virtually for a fee?
 - Potentially partner with the Urban Extension group
- Profit sharing – JCEP store
 - Are there programs that associations can have JCEP support and market?
 - Are there things that JCEP can purchase and associations buy into (constant contact, evaluation tools).

- Tool development – what do associations need and would share for a fee

Maybe on Friday morning have a management training “management boot camp” during the Leadership conference.

If we bring in more income - what are we going to spend it on? Here are ideas that were generated by the board:

- Pay for board member expenses to attend board meetings, other association meetings (marketing committee reps), etc.
- JCEP Sponsored virtual summer school
- Scholarships to conferences (Extension Leadership Conference and PILD), International and/or National exchange trips.
- Scholarships for non-Extension leadership opportunities.
- Commission thought leaders (APLU and ECOP Idea).
- Sponsor an Extension Professional certification program around Community Engagement. Scott, Carrie, Beth and Casey volunteered to look into this. They are meeting in June and will report back at the next conference call.

The next agenda item was the By-law & Policy changes which was led by Mark Nelson, Policy Committee Chair. The updates are on the Google Drive. (Getting the list from Mark Nelson to put into minutes)

- The board went through the document. The final document, as approved by the board is located in the Google Docs. Here is a link to that document

<https://docs.google.com/document/d/1y3VbEy-mMsb6f1I0eyzZZ7w1RH5kff4FTazTjiuc4hM/edit>

- ❖ **Mark Blevins will review the final handbook changes and correct grammatical issues. (He volunteered to do so with pleasure).**
- ❖ **Tony Carrell moved to approve the policy handbook changes as presented. Julie Robinson seconded the motion and motion passed.**
- ❖ **Casey Mull moved that JCEP pay for President and President Elect to attend the spring ECOP meeting and pay only for President Elect to attend the fall NEDA/ECOP meeting. The president may attend the fall meeting but must be self-funded. Alan Galloway seconded. Motion passed.**

There was a discussion regarding who should attend the face-to-face board meetings. There was a brief discussion and it was determined that everyone will still continue to come. It was clarified that proxy's must be sent to the secretary prior to the meeting.

- ❖ **Chris Jones moved to add NAEPSDP into Article I, section 1.1 of the Constitution and Bylaws. Mark Nelson seconded the motion. Motion passed.**

To complement the additional income generation discussion, there was a discussion around the expenses of the JCEP Organization. Some of the expenses include the monthly fee for the Executive Director services and travel expenses for the Executive Director to attend conferences/meetings; Tax Preparation; JCEP President Expenses such as to attend the ECOP Meeting in the spring and they are expected to attend PILD, ELC, board meetings, other association meetings (when on marketing committee); Constant Contact for marketing conferences; DNO Insurance; and Website Hosting.

- ❖ **Theresa Mayhew moved that JCEP cover the registration expenses for the conference chairs (ELC and PILD) and for the JCEP President to both conferences. Beth Claypoole seconded the motion. After much discussion, Mike Lambur called question. The motion passed with a vote of 12 to 1.**

There was a discussion about the need to look into JCEP covering some of the board expenses for those attending board meetings or the marketing committee association visits instead of expecting the associations or states to cover the costs.

There was a report from the committee who reviewed the officer playbooks by Beth Claypoole. She went over the template and showed the examples from the two officers (Kathy and Shawn) who pilot tested the template. Beth will send out the template to all elected officers and committee chairs to get completed.

Bob Ohlensehlen gave the Executive Director's report. The balance sheets in the Treasurer's report now reflect the amount in the Schwab account. There was a request from Nick Held for a refund for registration fees for PILD. He was unable to attend due to emergency surgery.

- ❖ **Mark Nelson moved to refund his PILD registration less \$50 for processing fee. Mike Lambur seconded, motion passed.**

Discussion regarding the website occurred around making changes -does our website need to be ADA compliant? Bob will look into templates that make it automatically ADA complainant.

- ❖ **Alan Galloway moved to increase storage space for website backup and pay for the security certificate for this coming year. Mark Blevins seconded. Motion passed.**

In addition, there was a discussion about the association files and documents availability. Currently, they are on Dropbox but there are some members who don't have access to Dropbox. It was decided to move all files to Google Drive from Dropbox.

- Mike Lambur asked that each association send to Bob a list of their webinars to be posted on the website so that associations are not scheduling webinars on top of each other and so that everyone can promote the webinars to all JCEP.

The two JCEP sponsored conference planning committee meetings are PILD Meeting - 4th Wednesday at 11:00 am EST and Leadership Conf - 3rd Tuesday at 1:00 pm EST.

President Kathy Tweeten led a Winter Board Meeting follow up and reflection. The Finance committee made a recommendation that the Executive Director give at least one-year notice before there is a separation. This will be included in the new contract for the Executive Director. The committees will turnover on January 1st (with the turnover of board members). Committee recommendations for structure need to be sent to Casey ASAP so he can begin working on committee membership.

Kathy passed out the JCEP Value Proposition statement that she worked on with Chuck Hibbard from ECOP. There was considerable discussion regarding the values statement. It was decided to sleep on what Kathy had presented and all of the potential changes. It will be discussed again on Thursday.

The meeting adjourned for day at 3:47 p.m.

Thursday, May 17

The meeting was called back to order by President Kathy Tweeten at 8:02 a.m. on Thursday, May 17, 2018.

To begin, Bob gave an update that the Google Drive has been set up. There is a Google calendar feature that everyone needs to make sure to populate your association events on this.

Liaison Updates:

APLU Liaison Report

Lyla Houglum gave an update for APLU. Here are highlights from her report.

- Farm Bill: is to be considered for a vote in the House on Thursday or Friday. Changes of interest include:
 - Language has been proposed that would create a youth development coordinator position in the USDA Secretaries office. Months ago ECOP, through the ECOP 4-H Leadership Committee, was asked by FFA to sign onto a letter for this purpose, which we declined because the position focused solely on in-school agriculture education and the sponsors were not interested in broadening the focus, and because it compromised our position to only support the Board on Agriculture Assembly's 6 top budget priorities. When it became clear that this proposal may have some traction the ECOP 4-H Leadership Committee was re-engaged by FFA in the discussion. At that time they were willing to modify the language to include in and out of school programming, STEM and other related subject matters that are important to 4-H.
 - Language has been proposed that would combine SNAP Ed and EFNEP programs into one federal nutrition education program to be administered by NIFA through Extension in consultation with NFS. There have been a number of webinars about this. There are a lot of supporters but also significant detractors regarding this proposal. Those against, feel Extension doesn't have the capacity to administer this program because it is not currently delivered through Extension in all states. In past years some states have disengaged with SNAP Ed because of administrative problems and internal conflict with state departments of human services.
- Thank you to Theresa Mayhew for developing the article about PILD for the Extension Monday Minute. It was published recently and included pictures from Georgia and Oregon. The inclusion of National 4-H Conference delegates in planning for Hill visits this year was deemed successful. Not all state's participated but most did, and those who did expressed satisfaction and appreciation for coordinating messages and visits. Periodically PILD and National 4-H Conference are scheduled at the same time. The next 2 years they will be on different weeks.
- Search is underway for a new APLU Vice President for Agriculture and Natural Resources at APLU (Ian Maw is retiring at the end of this calendar year). Airport interviews will be conducted next week. The new person is expected to begin January 1, 2019.
- New Interim NIFA Director has been appointed—Tom Chanhour. He will be on board on May 14th. Sonny Ramaswamy, outgoing NIFA Director, indicated that a permanent person has been hired but will not be announced until the person has been thoroughly vetted, which may take up to a year. This is a Presidential appointment.
- Sonny also said that a new USDA Undersecretary has been identified and will be announced soon. No names have been shared.
- At the last meeting we discussed the ongoing requests for basic data about Extension employees including titles, salaries, degrees, tenure, location, reporting relationship, FTE, etc.

Have you had a chance to talk with your Boards about the data you collect and/or your willingness to collect? Discussion.

- There have been two new people added to the Extension Executive Director and Administrator Team (EDA Team). They are Albert Essel, who replaces L Washington Lyons as the Executive Administrator for the Extension 1890 Administrators; and Ali Mitchell who is the new Extension Executive Director for the North East Region Extension Directors. The complete EDA Team met in early May to redistribute national responsibilities. The following changes related to JCEP were made:
 - Albert Essel will replace Lyla as the APLU EDA Team liaison to JCEP beginning immediately. Lyla will be on the next couple of JCEP Board calls to help with the transition. Please add Albert to your email list serve. Scott Reed will continue to be the ECOP liaison to JCEP. Lyla wanted to make sure that everyone knows that she has enjoyed and appreciated being your APLU EDA Team liaison. Thank you for welcoming me to the group. I know you will do the same for Albert.
 - Ali Mitchell will be added to the PILD committee to learn and potentially transition as the APLU EDA Team liaison to PILD. I will continue with PILD for at least one, and maybe two more years. During this time I'd like to work to make a stronger connection between PILD and the ECOP Budget and Legislative Committee. I believe the ECOP BLC and states/institutions could benefit from a closer relationship to help teach Extension staff and volunteers to be more effective in telling Extension's story at the federal, state, and local levels.

In addition, there was a brief discussion related to data collection through the association. Here are the main points from this discussion:

- Data associations are willing to collect for APLU use-
- The concern about going through associations is not everyone is a member of an association and some might be members of multiple associations.
- Is there a way that we could collect consistent data across associations? This should be a discussion of the board to see if there are related items that each association can ask.

USDA Liaison Report

Bill Hoffman joined via Zoom to give the update from USDA. Here is a summary of his update.

Office of Partnership and Public Engagement-Bringing youth serving organizations within USDA together in a room to discuss what each one is doing. There is not an effort to try to combine these efforts or move these efforts into one organization under one umbrella. This office is working on a master list of all youth programs that are happening within USDA programs.

Tom Shanower (Ag Research Center Deputy Undersecretary) has been named acting NIFA director. His first day in the office was on Monday. He is currently meeting this week with Chuck Hibbard.

New Extension Directors will be meeting in DC on May 29-30 to learn more about USDA and meet the national program leaders.

AFRI workforce development grants that might be of interest to county. Enhancing Agriculture Literacy-institutional grants that are designed to training K-12 teachers and administrators. Developing Pathways Program-Workforce development. Research and Extension educational experience with undergraduate students. Application Deadline is June 28th.

ECOP Liaison Report

Scott Reed gave an update from ECOP. Here is the summary of his report:

ECOP Emphasis Areas and Ongoing Priorities-2018

Overall Theme: Science-informed decisions and policies

Core Themes:

- Partnerships and resources
- Marketing and communications
- Leadership and professional development
- Organizational functioning

Emphasis Areas

1. Capacity funding
2. Private resource mobilization
3. Collaboration with federal entities
4. Farm Bill
5. Working relationship with NIFA
6. Integration with key partners

Ongoing Priorities

- In collaboration with ESCOP, review the value of the ESS-CES-AHS Communications and Marketing (CMC) Project to Cooperative Extension and identify the most appropriate path forward (Ed Jones).
- Collaborate with ESCOP to strengthen the Land-grant message of accomplishment and impact. Enhance our visibility by strengthening participation in www.landgrantimpacts.org. And, work with NIFA to make the database more useful to our federal partner.
- Continue our commitment to collaboration with ESCOP and the ESCOP Science and Technical Committee by establishing a strong working relationship with new ESCOP Chair Gary Thompson.
- Expand strategic alliances that benefit Cooperative Extension with national partners (e.g. NASDA, NC-FAR, NACo, SoAR, CFARE, ESCOP, APLU BAA, National Academy of Science-Breakthrough 2030 project and others).
- Identify ways to support the Innovation Initiative led by eXtension.
- Through the eXtension Foundation Board of Directors, assure that eXtension is an active contributor to the advancement of Extension education across the nation.
- Enhance leadership for and increase participation in 4-H positive youth development through collaboration among Extension Directors/Administrators, NIFA 4-H Headquarters and National 4-H Council through the work of the ECOP 4-H Leadership Committee.

Recent/Ongoing Activities

- Capital Quest-onboarding newbies
- New ED regional leadership
 - Albert Essel-1890
 - Ali Mitchell-NE
- National Award nominations (closed May 1)
- Extension Opioid Crisis Workgroup-Mark Skidmore, NCRDC
- National Urban Extension Leaders (NUEL)

- ECOP/ESCAP Health Action/Implementation Teams' Work Recognized - ECOP commissioned the work of Extension and Experiment Station colleagues in 2014 in five teams to address five critical areas underlying the health and wellness extension programming across the country. The work of these teams has resulted in a special edition of the Journal of Human Sciences and Extension (JHSE). <https://www.jhseonline.com/current-issue-5>
- SNAP-Ed Program Development Team-Annual Meeting April 2018 and six priorities <http://articles.extension.org/pages/74674/2018-snap-ed-program-development-team-meeting>
- Report to the President of the United States from the Task Force on Agriculture and Rural Prosperity <https://www.usda.gov/sites/default/files/documents/rural-prosperity-report.pdf>
 - E-connectivity
 - Quality of life
 - Rural Workforce
 - Technology innovation
 - Economic development

Looking Forward

- May 18-Next Generation Extension - Learning for Leaders entitled, A Conversation for Extension Directors and Administrators About Inclusivity in 4-H Programming.
- June 5/6-Emerging opportunities for Cooperative Extension to bring Community Learning through Data-driven Discovery (CLD3) to Our Communities. <http://issues.org/34-3/helping-communities-use-data-to-make-better-decisions/>
- APLU Council of Engagement and Outreach/Commission on Innovation, Commercialization and Economic Prosperity-Joint Summer Meeting, June 25-28, Richmond, VA
- Summer Meeting (Joint COPS) July 15-18, Guadalajara, Mexico <http://www.cvent.com/events/2018-joint-cops-meeting/event-summary-0a645c7690a74941823a7d6595548348.aspx>
- Engagement Scholarship Conference, October 1-3, Manhattan, KS
- National Extension Directors and Administrators Annual Meeting, October 1-3, Portland Oregon
 - New directors and administrator's orientation
 - eXtension Foundation meeting
 - Engagement in 2018 and beyond
 - NUEL-why urban matters to our future success

The update for the PILD 2018 Conference and 2019 Conference was given by Theresa Mayhew and Michael Lambur. Here is a summary of that discussion:

- Evaluations came back very good
- 2019 Theme-evaluations want to continue Civil Dialogue theme.
- The coordination with 4-H Conference went well.
- Evaluation results will be shared with the PILD Committee and with the JCEP Board.
- National partners were invaluable to the program
- Post Conference-47 people registered but 24 people showed up.
- One of the weaknesses is the concurrent sessions. We need to get more proposals
 - Is there a way to target presentations on innovative ways that people have been engaging local stakeholders
 - Poster sessions were added this year.
 - JCEP used to give \$\$ to the top three proposals for PILD
 - 2019 PILD

- Still need 3 slots on the committee to fill.
- Get comments about the number of association reps on the committee to Mike by the end of May.

2019 Leadership Conference update was given by Trudy Rice.

- They have had 3 planning committee meetings so far for the 2019 Conference.
 - “Cultivating Leadership” is the theme of the conference.
 - Karen is working on tracks (internal leadership and external leadership tracks) with a committee
 - For the promotion-everyone to send Bob their list of individuals who should be invited through Constant Contact from their membership.
 - We should print new postcards with the theme to pass out for Save the Date.
 - Marketing presentation needs to really highlight the two conferences and let them know that anyone is invited to the Extension Leadership Conference, sponsored by JCEP. It isn’t just for state officers.
 - There was discussion about ordering purple highlighters for the marketing committee to hand out at conferences. There was a lot of support for this to happen for this year’s conferences.

The nominations committee report was given by Chris Jones and Theresa Mayhew. David Civittolo and John Kushla joined via zoom for this meeting. All of the candidates were introduced and they gave a brief presentation about their interest in their priority positions.

- David-Policy/Handbook(1)/PILD (2)
- John-Special Projects (1)
- Julie-President (1)/Policy & Handbook (2)
- Richard-Secretary
- Karen-President (1)/ELC (2)
- Tony-Treasurer (1)
- Mark-Special Projects (1)/ELC (2)
-

Candidate speeches gave speeches about why they were suited for their top choice of positions. The proper procedure is that the ballots will be sent out electronically by the Executive Director.

- ❖ **Mark Nelson moved to suspend the policies related to election procedures. Theresa Mayhew seconded. Discussion followed and Beth Claypoole called question. The motion failed as a vote of 6 yes and 6 no with 2 abstentions.**

There is a discussion about the roles and why everyone needs to have a position on the board and how do we deal with a board member who isn’t involved in the meetings. This needs to be a future discussion point.

The Marketing Committee report was given by Casey Mull. Some of the things they have been working on include website update, presentations for association meetings, and the tri-fold brochure. Karen Munden has been working with Bob on website templates. There was a discussion regarding ADA compliance and the board decided by consensus that the website should be ADA compliant. Bob is looking for appropriate templates. There is a tri-fold flyer that is put together by JCEP and handed out at

all of the association meetings with the Marketing Committee. It was decided this brochure needs to be generic without the specific association conferences listed so it can be used from year to year. A save-the-date card will be printed with specific information about the conferences.

Association Action Items and Value Propositions Statement was the next agenda item. There was a discussion regarding sharing of resources around keynote speakers. It was decided that each association will share good speakers with others by putting this list and any pertinent information on the google drive.

Mark Blevins went through the handbook and made the necessary grammatical changes. These changes were presented to the board. There still needs to be a social media policy created.

Each association gave an update (not included on written reports). Written reports were emailed out to all board members.

NAEPSDP-Virtual Summer School will be July 23-26, 2018. The topic is Diversity and Inclusion. There face-to-face board meeting will be May 30-31 in Arlington, VA. The 2019 NAEPSDP Conference will be December 3-5 in Savannah, Georgia. NAEPSDP offered to help any other association with virtual sessions if they would like help.

NACDEP- Their annual conference is coming up in June. The membership is 309 and goal is 350

NAE4-HA- NAE4-HA is in the second year of the implementation of the strategic plan. Tony is working on intentional partnership with the National Afterschool Association. Currently, they partner with the publishing of the Journal of Youth Development. The association will be refreshing the brand of NAE4-HA with new logo and potential new name

NACAA - Membership is at 3200 which is where they were at last year. Their National Conference attendance is at around 1150 but will be over 1200 for this coming year. They had a record 173 entries in the poster contest. Alan's challenge to the NACAA board was sponsorship and it has increased sponsors by about \$10,000.

NEAFCS - Last year there was a profit on the annual conference and because of this, they are offering some financial member benefits with those profits this year. They had 9 entries in JCEP CEA Award.

ESP - Elections are happening now.

ANREP - There are 498 members in online database. Increased membership by 50 members. Just finished their conference. Had 192 members at the annual conference. Sustainability summit in Tampa in 2019. They are seeking to establish an ANREP Foundation. Their next conference will be May 3-6, 2020 in Bend, OR.

President, Kathy Tweeten lead a review of the actions to complete and reflection on the meeting

Action Items:

- What data are we willing to collect from our associations and share with Lila
- Election needs to be done by Executive Director
- Certificate of Extension Professionals subcommittee will meet and have a report by the June board meeting.
- The marketing committee will review how each association markets the conferences and come back and give a report.

- If you didn't get an email from Bob about the google drive, please let him know.
- The board went over the values statement. Here is the final statement that was decided to move forward.

JCEP Value Proposition

The Joint Council of Extension Professionals represents the collective voice of over 10,000 professionals connecting Extension from the ground up. We provide a means to network across disciplines; professional development, the opportunity for next level national leadership for association leadership and an active role in creating and ensuring the future of the Extension System. (As revised at the face to face meeting and input from Chris after the meeting.)

- Casey thanked Kathy for her work with the JCEP Organization and her appreciation will be awarded at the ESP meeting.

Theresa Mayhew moved to adjourn the meeting at 11:40 a.m. Mike Lambur seconded the motion. Meeting was adjourned at 11:40 a.m.