



Board of Directors and Committee Chairs
Meeting, June 9, 2020
Via Zoom
Minutes
 Submitted by Julie Huetteman, Secretary

Call to Order – Wolfork
Wolfork called the meeting to order at 11:05 a.m. ET

Roll Call – Huetteman			
Officers		Regional Representatives	
Terrence Wolfork (1890s), President	x	Danae Wolfe, North Central	x
Steve Siegelin (W), President-Elect	x	Fran Sulinski, North East	x
Julie Huetteman (NC), Secretary	x	Ken Jones, Southern	x
Meredith Weinstein (S), Treasurer	x	Rebecca Sero, Western	x
Julie Robinson (S), Past President	x	Cynthia Wilson-Willis, 1890s	x
		Vacant, 1994s	
Committee Chairs/Co-Chairs			
Teresa McCoy (NE), Awards & Recognition		Amanda Rysz (NC), Awards & Recognition	x
Suzanna Windon (NE), Finance	x		
Matt Benge (S), Marketing			
Catie Croft (1890s), Membership	x	Ken Jones (S), Membership	x
Celeste Carmichael (NE), Professional Development	x	Danae Wolfe, (NC), Professional Development	x
Steve Siegelin (W), Resolutions & Policy	x	Julie Robinson (S), Nominating	x
Cynthia Wilson-Willis (1890s), Conference	x	Matt Benge (S), Conference	
		Latasha Ford (1890s), Conference	x
Liaisons			
Katy Gottwald (S), PILD Representative (2 nd Yr.)		Terralon Chaney, (1890s) PILD Representative (1 st Yr.)	x
Marina Denny (S), JOE Representative			
Webmaster			
Tom Payne			
Guests			

Conference Planning Discussion led by Wolkfork.

- Hotel update for the conference in December
 - Wolkfork is continuing to work on hotel contract. He hopes to get to a cancellation without paying
 - Options regarding hotel contract if cannot cancel:
 - Reschedule to next year
 - Wolkfork feels he can waive the fee if we work with them next year
 - Use for next year if possible, then go to the west the following year
 - Hold the conference in person
 - Issue of University travel bans
 - Wolkfork asked all board members to send an email to Huetteman to indicate if their university has restrictions on travel.
 - Wolkfork may consider meeting the week after July 4th if needed.
- Discussion about holding a virtual conference. Generation of ideas and questions:
 - Days – keep 3 days but all shorter – not full days, shorter time blocks
 - Shorten to 2 days?
 - Only have the middle of the day to work with due to time zones
 - Have afternoon hours only – maybe 11 a.m. ET earliest for committee meetings
 - How well are virtual conferences attended?
 - Need to think about ways to engage, not just listen.
 - Other conferences have held or are going to hold virtual events – PILD, NACDEP, other JCEP - NEAFCS, ANREP moved to 2021, ESP?
 - Only conference not identified as virtual yet are NAE4-HA, and NACAA
 - What about difference in the fee for virtual?
- Review of Strategic plan feedback about conference from 2019 conference participants (document was emailed in advance of the meeting)
 - Logistics, content and format
- Discussion about keynote speakers, conference topics, and logistics
 - Michelle Cummings – virtual team building – 4-H and Amer Camp Assoc.
 - Latonya Wesley Ward – National Park Association. Professional storyteller, equity and inclusion.
 - Really interactive sessions/trainings for engaged e-learning – teach people how to do these skills, how to use software
 - How to use google version of tableau
 - Invite across Extension and provide high-quality skill training
 - May open up to others not typically attending our conference
 - Key suggestions from participants - Have time for people with similar/like interest to network and share
 - Have a special rate for a 1-day attendance

Recessed at 11:50

Reconvened at 1:00

- Steve Siegelin led team building activity
- Planning details for a Virtual Delivery – walk-through of daily schedule
 - First Day – registration, silent auction, board meeting
 - Registration
 - Do we need to have registration?

- We need to have money to pay the speakers – we need a cutoff date to be sure we have the budget
- Pay fee?
- Is there turnaround time needed after registering?
- Send PDF with full program including links to concurrent activities URL, can go in and out of meetings as choose
- ZOOM structure, how many rooms, how big are the rooms, what university has that capacity, is there a fee for this. Need IT – accommodations – Closed captioning, disabilities.
- ZOOM can be updated to expand rooms – could do that for just a month
- Webinars versus meetings versus rooms
- Different individuals orchestrate different tracks
- Person acts to set up room, moderate the room, help with polls, etc.
- Ohio State University Extension may be interested in helping host
- Does NAEPSPD need to buy a ZOOM account?
- Different rates for partial attendance, or full attendance
- Encourage non-members to attend
- After registration, send push back email with program listing
- Announcement for registration went out August 1 last year
- Last year, early bird discount ran until October 18
- Last year, the registration rate was set for Oct. 19-Nov 18
- Consider just one rate for everyone, not early bird and regular registration
- Since virtual, could move registration announcement back to September
- Need more people on conference subcommittee for registration.
- Silent auction
 - Non-profit status
 - Do we need to have it? How can we have it?
 - Shipping items? Rates to ship items?
 - Consider virtual gift cards, no shipping costs

Next Day

- General Sessions
 - Current plans for welcome – Dr. Nick Place Univ. of Florida, Vonda Richards from Florida A&M
 - Maybe consider other speakers as we are no longer committed to Florida – NIFA, ECOP, overall-Extension role across the U.S.
 - Looking for engaging and interesting speakers
 - Think about context – changes coming down with POW, what else do people want to know about who are in our roles in Extension
 - National level – focus on belonging, race, racism, affecting our work in Extension
 - NIFA Civil Rights position
 - NC – Terry Schwab
 - Someone from 1890s
 - Main speaker on resilience – homeless, principal, doctorate - motivational speaker – email sent – 45 min talk, 15 min Q&A
 - Maybe Extension speaker wrap-around/follow-up to that, to share success stories
 - Resiliency of Extension – panel discussion
 - Make sure to translate to our audience – 4-H and FCS easily. But important to show how it applies to the work we do in Extension.
 - Latonya Parker – equity and inclusion – Macon, GA. Accreditation with camping association. Ordained minister. Professional storyteller. Main things – team building, diversity. She is open to types of delivery.
 - Maybe start each day with general session, then go to breakouts

- Drenda Williams, Director of Equal Opportunity and Civil Rights, drenda.williams@usda.gov, (816) 926-2852. <https://www.jonesloflin.com/>
- Isabel Wilkerson's book on the migration of African Americans from the south to the north in the 20th century. <https://www.prhspeakers.com/speaker/isabel-wilkerson>
- Racial and LGBTQ speakers/narratives
- Reality versus reach of participation in Extension programs
- Bobby Moore, office of diversity and conflict resolution, inspector general, USDA
- General session as whole to make us think, then break out specific to evaluation, reporting

Recessed at 2:30

Reconvened at 3:00

- Wilson-Willis gave update on conference planning activities
 - Debra Davis – for 10th anniversary celebration. The past and current presidents are going to record 1-minute videos.
 - Conference theme, looking to feature “beach.” One suggestion was “United under the Sun.”
 - Will be sending email to board and membership for suggestions
 - Post-conference tour – maybe something virtual– Michelle Cummings (did training, but also just an “activity”). Fort Valley has done GooseChase.
- General session for awards – Rysz and McCoy will work on that
- Induct and introduce new officers – Robinson will swear them in
- After hour gatherings? Virtual happy hours, breakout rooms based on topic?
- Posters – Might we display virtually for a time period or maybe the breakout room option could be explored? NACDEP put posters online, open all day.

Wolfork ended meeting at 3:30 p.m.

Next meeting: Wednesday, July 22, 2020, 1:00 p.m. ET via ZOOM.