



Board of Directors and Committee Chairs
Meeting, Wednesday, March 9, 2022
Via Zoom
Minutes
 Submitted by Alda Norris, Secretary

Call to Order – Huetteman	
1:04 PM EST	16 members present

Roll Call – Norris			
Officers		Regional Representatives	
Julie Huetteman (NC), President	X	Adeola Ogunade, Northeastern	X
Teresa McCoy (NC), President-Elect	X	Lisa Kaslon, North Central	
Steve Siegelin (W), Past President	X	Marina Denny, Southern	X
Alda Norris (W), Secretary	X	Lendel Narine, Western	X
Meredith Weinstein (S), Treasurer	X	Cynthia Wilson-Willis, 1890s	
		Vacant, 1994s	
Committee Chairs/Co-Chairs			
Amanda Rysz (NC), Awards & Recognition	X	Jeremy Elliott-Engel (W), Awards & Recognition	
John Diaz (S), Conference	X	Vikram Koundinya (W), Conference	X
Suzanna Windon (NE), Finance		Julie Robinson (S), Finance	X
Carrie Stark (W), Marketing	X	Cheryl Newberry (W), Marketing	
Brad Sewell (NC), Membership	X	Terrence Wolfork (1890s), Membership	
Sarah Baughman, Professional Development	X	Michelle Gaston, Professional Development	X
Steve Siegelin (W), Nominating	X	Teresa McCoy (NC), Policy & Resolution	X
Liaisons			
Kristi Farner (S), JCEP PILD Representative (2 nd Yr.)		Laurie Chandler (NC) JCEP PILD Representative (1 st Yr.) – starting in April	
Jared Morrison (NC), JCEP ELC Representative (2 nd Yr.)		Julie Huetteman (NC) until May 2022; then Teresa McCoy (NC), JCEP ELC Representative (President-Elect)	X
Marina Denny (S), JOE Representative	X		
Webmaster			
Tom Payne			
Guests			
None			

Meeting began with roundtable comments on subjects people know really well. A quorum was declared.

Approval of Consent Agenda – Huetteman	
Huetteman recommended approving the February minutes, March agenda and Treasurer’s Reports.	

MOTION	Approve all documents	MOVED/2ND/VOTE	Denny/McCoy/passed
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Reports of Officers:

President's Report – Huetteman

- Conversations happening about the conference. 2023 will happen in the Western region, and Narine will help decide the location. We are working through our vendor, HelmsBriscoe.
- A reminder that “in good standing” means fees paid by June 30th.
- Focus today is POWs. Quick overview: We need to consider and clarify these plans, each one needs to document connection to the strategic plan approved in January.
- All board members please reach out to colleagues to join committees, personal invitations are effective.
- Huetteman shared a table explaining the timeline across the year including board meetings leading up to the November business meeting in Ft. Lauderdale, i.e. the “full cycle” of a board’s year.
- She suggested the end of board meetings or break-out rooms during board meetings can be used for board member discussion/check-ins to be efficient.

Secretary's Report- Norris

- Norris thanked the group for their quick replies to requests for COI forms and contact information.
- We are currently down to only one outstanding COI form and two phone numbers needed.
- If anyone needs assistance accessing or navigating Box, please connect with the secretary.

Treasurer's Report – Weinstein

Four more member payments received this month. Paid \$598 for annual liability insurance policy for the board.

Treasurer's Report (02/28/22)

Account balances total = \$80,864.92

Year-to-Date Expenditures: \$965.81

Year-to-Date Income: \$4350.00

Year-to-Date Net Income: \$3,384.19

Reports of Committees:

Professional Development – Baughman & Gaston

- The un-conference does not have a set date yet. Gaston said it will be chosen next week.
- Baughman will chair the virtual summer school effort and has communicated with Mashburn.
- They discussed a fall event, but need someone to be in charge of that effort. Baughman will work on updating the website. Is asking \$500 for transcription, will know more after exploring software options to make sure summer sessions are accessible.
- Huetteman suggested coordination with the marketing committee, making sure Stark gets information for the newsletter.
- Robinson asked for clarification on whether captioning would be available at no cost if the sessions were not hosted by Virginia Tech.

Marketing – Stark

- Stark is working with the committee to generate a list of administrators beyond the WildApricot membership list to make sure information is distributed widely.
- They have an emphasis this year on promoting the association to the 1890s and 1994s, and are seeing some traction in the 4-H area.
- Newberry will take the lead on keeping the website content updated.
- As there have been multiple retirements in the last couple years, the committee will work to market life memberships to those folks.
- Stark connected to the strategic plan through proposing an elevator speech and marketing schedule.
- The committee does not have a budget request for this year, but may have one for next year.
- Huetteman noted that membership and regional reps are also working on lists of administrators, and all three groups should be working from the same list and know where it is in Box. Huetteman also

asked the committee to include the recently approved web management document in their plan, and train Jamie and Jenny on accessing the various platforms. The group needs more members.

Awards & Recognition

- Rysz says the committee membership had doubled compared to last year. They plan to keep the website updated and reach out to regional representatives to promote nominating peers for awards.
- They have a timeline laid out to order awards and notify JCEP of winners as well.
- The budget request is \$2550 which covers award amounts, potential first time conference attendee support, and award plaques. Last year no first time attendees requested funds. McCoy said there have been as many as four in the past.
- The committee plans to elevate and clarify the availability of funds for first time attendees.
- Diaz said they have not yet considered awards for presentations and posters, and he will connect with Rysz on the subject.
- Huetteman noted an update to the plan that Poling will not be involved with this committee in 2022.

Membership – Sewell

- Sewell presented plans to enhance communication by reaching out to deans and directors, regional reps, and possibly putting questions asking for feedback at the end of newsletters.
- Huetteman noted that the marketing and conference committee will handle communication about conference deadlines and registrations, and the membership committee would focus on communicating how to become a member and benefits thereof.
- Sewell proposed reaching out to colleagues of lapsed members.
- There will be nametags, a new member reception and new member gift bags to help highlight their presence at the conference. Sewell needs input from Weinstein on the probable costs for those items.
- Huetteman asked for coordination with the conference committee.
- McCoy suggested the new member reception occur with a poster session, as that was successful in the past. Huetteman said for the 2022 venue there is a great reception area overlooking the beach and it can be used Tuesday evening for multiple purposes.
- Weinstein asked for an estimated goal for new recruits, and said the current rate of new memberships exceeds past years so far.

Nominating – Siegelin

- This committee is overseen by the past president and is primarily focused on making sure there are nominees for all open positions on upcoming election ballots.
- Siegelin challenged the other committees to brainstorm which of their members may be suitable candidates for the various available positions.
- Stark requested the addition of the Silent Auction as a responsibility. Siegelin asked folks to bring fun auction items in their suitcase for our Florida conference. Coffee and chocolate are popular.
- Huetteman asked the finance committee to help clarify the connection between the past president's role and fundraising. The duties in the constitution do not currently mention the auction, it appears to be a tradition versus a policy. Weinstein noted in chat that the finance committee will also coordinate the financial aspects of fund development activities of the association including fundraising and donations.
- Huetteman asked him to coordinate with membership and marketing as the nomination process moves forward.

Policy & Resolution – McCoy

- McCoy plans to review the current constitution, bylaws and procedures and collect discussion items including proposed changes by the end of March to bring to future meetings.
- Stark asked for a minor correction to make sure the POW is titled Policy & Resolution.
- Norris noted that some committees are still marked as needing charters.

- Huetteman asked if McCoy could work with the secretary to make a log of all motions for the year, and to make sure to connect with JCEP.

Finance – Robinson

- The committee will coordinate with the past president on fundraising.
- For the budget, they asked for \$250 to complete tax forms electronically, and up to \$2000 for consulting services due to the Form 990 preparation costs.

Conference – Diaz & Koundinya

- The committee has eight members including Stark, who is also on the marketing committee.
- The tentative plan is to send out calls for conference proposals at the end of March, and send acceptances by the end of May.
- Projectors will need to be located and brought in. Robinson said NAEPSPDP owns four projectors, screens, and clicers, and if more are needed they are reasonably priced. Siegelin noted that Wolfork currently has the NAEPSPDP equipment.
- The budget request in total is \$58,400 which Diaz presented in detail through a spreadsheet. The largest cost is food and beverage at \$34,250 (the minimum spend per the contract is \$25,000). Hotel deposits are projected at \$15,000 of which \$10,000 has already been paid.
- Costs were reduced by scheduling just one keynote, not purchasing a speaker gift, and eliminating transportation costs through no offsite sessions. To cover costs, the budget assumes there will be 120 early bird (\$450) and 20 regular(\$500) registrations, a majority of which will be Florida attendees.
- Huetteman noted we no longer have to cover travel for JCEP representatives.
- Stark said \$450 is a reasonable registration in line with other organizations.
- Denny asked if a sample of program/staff development-related JOE articles could be included in the \$500 request for printing.
- Robinson said Arkansas may be willing to help with printing.
- McCoy noted that some states have been willing in the past to offer a “sponsorship” amount too.

Reports of Regional Representatives:

Ogunade, Kaslan, Denny, Narine, Wilson-Willis

The regional representatives agreed with the membership POW and will follow that plan as a group.

Reports of Liaisons:

JCEP / Extension Leadership Conference (ELC) – Huetteman & Morrison

Huetteman attended ELC in Kansas City.

JCEP / Public Issues Leadership Development (PILD) – Farner & Chandler

Huetteman noted the PILD conference is coming up in April with info on its website, linked on the agenda. McCoy just had initial orientation with JCEP and will join May 1st. JCEP will meet in person after PILD.

Journal of Extension – Denny

No report

Webmaster - Payne

No report

Unfinished Business

None

New Business

None (out of time, will add a liaison item to next agenda)

Adjourn
2:31 pm EST

MOTION	Adjourn	MOVED/2ND/	McCoy/Denny
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Next meeting: Wednesday, April 13th, 2022, 1:00 p.m. ET via ZOOM.