



2015 JCEP Winter Board Meeting

Tropicana
Ashton 5
Las Vegas, NV
February 9-10, 2015

Members Present: **ANREP:** Bob Bardon, Dean Solomon, Dianna Rashash; **ESP:** Jeff Myers, Ann Berry; **NACAA:** Henry Dorough, Mike Hogan, Cynthia Gregg; **NACDEP:** Michael Darger, Alison Davis, Stacey McCullough; **NAE4-HA:** Pam Van Horn, Kim Gressley, Lena Mallory; **NEAFCS:** Kathleen Olson, Peg Ehlers, Debby Mathews; **NIFA:** Bill Hoffman; **APLU:** L. Washington Lyons; **JCEP Representative to ECOP:** Stan Moore, and **Executive Director:** Bob Ohlensehlen.

President Jeff Myers called the JCEP winter board meeting to order at 8:37 a.m., Pacific Time, on Monday, February 9. Secretary Pam Van Horn conducted roll; 21 members present during the winter meeting. Cynthia Gregg and Ann Berry volunteered to review the Monday minutes.

President Myers provided the group with general housekeeping details and explained the evening dinner arrangements. He asked the members to share who and how someone in their past had the greatest influence on who you are today.

Michael Darger moved the following additions to the agenda:

- A discussion about Galaxy since it's in the by-laws - under policy discussion
- Finding of the Blue Ribbon committee – under policy discussion

Bob Bardon, seconded and motion passed.

Mike Hogan moved to approve the December minutes and Kim Gressely seconded. Motion passed.

Treasurer Michael Darger reported a balance of \$195,975.04 and expenses of \$32,129.42. Cynthia Gregg moved to accept the report and Lena Mallory seconded. The motion passed.

Kathy Olson JCEP Leadership Conference Chair, reported:

- JCEP members attending would be receiving information.
- JCEP would need to replace moderator positions for Patricia.
- 250 registrants to attend with an increase of more than 25. JCEP may need to study if conference continues to grow.
- Thoughts are professionals are looking for leadership training with peer reviewed concurrent session.
- Growing presence with NAPDEP and ANREP for attending the Leadership Conference.
- Evaluation will ask about the schedule change.
- Contract submitted for 2016. Facility people have been very good to work with throughout planning.

- Thanks extended to Kim Gressley for securing and bringing AV equipment. This saved JCEP money.
- Finally, be thinking of potential speakers in 2016.

President Myers thanked Kathy and the Leadership Conference committee for their leadership in planning, organizing and facilitating the conference.

Jeff and Bob gave a PILD Updates:

- Kathy Riggs and team have almost finalized; 100 registrations goal was 300.
- 1/3 of participants are volunteers; team is working to improve the focus on the volunteer with a first-timer and volunteer sessions.
- Bill Hoffman will present a structure from local to national for better understanding of the Extension System.
- Bill Hoffman working with the national program leaders for discussions.
- Different location as PILD had outgrown Weston in Alexandria. New location the Hyatt in Crystal City. The hotel is closer to airport making it less expensive for ground transportation.
- Lyla, Bill and L. Washington have been great additions to the team with much knowledge.
- JCEP/ECOP luncheon is planned President Myers is working on finalizing.
- PILD will celebrate the passage of second Morrill act that created the 1890 institutes.

President Myers shared the challenges of securing the PILD co-chair to become the chair the following year. He asked if JCEP needs to redesign the current selection of the co-chair. JCEP Board discussed possible solutions. Members were asked to discuss with their own members for ideas. The PILD committee will also be asked for ideas. The PILD co-chair discussion will continue at summer JCEP meeting.

JCEP Member Proposal Committee: Michael Darger, Henry Dorough, Ann Berry
Michael provided outline for the presentation and discussion. He had asked NAEPSDP to address 10 questions. JCEP would need a 2/3 majority vote to accept into membership.

ECOP Budget and Legislative Report Liaison, Stan Moore reported:
Representative – to committee; included the history

- Plan to have a PILD advocacy process session focusing on the impacts database www.landgrantimpacts.org and the water security budget proposal approved by Board on Agriculture Assembly
- Healthy Food Systems, Healthy People Steering Committee moving forward with 5 action teams staffed by ECOP and ESCOP. No report out of the action teams at this time.
- Alignment between ECOP and ESCOP continues to be a priority

NEW eXtension Elects Governing Board Members – Members of the NEW eXtension have elected the following regional representatives for the Board of Governors: 1890s, VERNON JONES – Associate Administrator, Langston University; North Central, JASON HENDERSON, Extension Director, Purdue University; Northeast, DENNIS CALVIN, Extension Director, Pennsylvania State University; Southern, DOUG STEELE – Director, Texas A&M AgriLife Extension Service; Western, FRED SCHLUTT – Extension Director, University of Alaska-Fairbanks. Additional members will be added as specified in the [final report about the NEW eXtension](#). Among the initial tasks of the NEW eXtension Board of Governors will be to launch a search process of a chief executive officer. Elbert Dickey continues as interim director through April.

ECOP Names Social Media Associate – *Extension: The Next Century – Extending Knowledge, Changing Lives* is the central message of ECOP's social media endeavors in 2015. Bill Woodrum,

former Extension Administrator, West Virginia State University, has been named the ECOP Social Media Associate through December. The goal is to expand the strong social media presence on social media (e.g. Facebook, Twitter, YouTube) established during the centennial last year. Please encourage Extension professionals at all levels and partners to connect at facebook.com/Extension100years and twitter.com/#ext100years. Ideas for social media content may be sent to Bill at extensioncentennial@gmail.com.

Grant Workshops Focus on Local Foods – The U.S. Department of Agriculture’s (USDA) Agricultural Marketing Service (AMS) and National Institute for Food and Agriculture (NIFA) are partnering on the [Agricultural Marketing Service Technical Assistance \(AMSTA\) Project](#) to conduct workshops that will help potential grant applicants understand, develop, and submit their Federal grant applications for the [Farmers Market and Local Food Promotion Program](#). The effort is directed by Stephan J. Goetz of the Northeast Regional Center for Rural Development based at Penn State University. A list of upcoming grant workshop dates and locations can be found at <http://www.amsta.net>.

2015 Assessments – APLU has distributed electronic assessment statements to the 75 universities in the Board on Agriculture Assembly Cooperative Extension Section. ECOP’s national leadership is solely funded through assessments for two accounts, the Office of the Executive Director, which covers salary, benefits, indirect costs paid to APLU, and travel and office expenses for the Executive Director and Staff Associate; and Strategic Priorities and Operations, which supports ECOP committees, teams and projects. An additional assessment covers work of the SNAP-ED National Program Development Team and goes to those Extension Services providing education for SNAP recipients. Based on a vote of the Cooperative Extension Section as of 11.17.14, the eXtension assessment is replaced by a membership funding model.

Stan encouraged us to review to the web site. He suggested JCEP by-laws be reviewed for supporting the liaison role financially rather than the liaison’s home state.

President Myers thanked Stan for service his service to JCEP. Meeting recessed for lunch and committee meetings.

President Myers reconvened the meeting.

Bill Hoffman, NIFA/USDA reported:

He began with an agency update that described the organizational chart reflected at the following URL: http://www.nifa.usda.gov/about/offices/pdfs/nifa_org_chart.pdf. He made particular reference to the new division of responsibility between the two associate directors (Broussard and Holland). Dr. Holland’s promotion to associate director has left the position of Deputy Director for the Institute of Food Safety and Nutrition, which Dr. Dionne Toombs is filling temporarily. Further, not reflected in the current organizational chart, is the recent departure of Hiram Larew, Director of the NIFA Center for International Programs.

Dr. Hoffman reported that materials and text on the current NIFA website are not presently being updated. The only exceptions are Requests for Applications (RFA), which are being posted as usual. The content is frozen pending the upcoming launch of our redesigned site. Keep an eye out for the changes coming soon.

He provided an update of the Centers of Excellence provision of the 2014 Farm Bill, viewable here: http://www.nifa.usda.gov/about/offices/legis/farm_bill_2014_ex_prov.html. He indicated that many, though not all, of the NIFA competitive programs will prioritize Centers of Excellence that excel based on the following criteria, making special note of C:

(A) the ability of the center of excellence to ensure coordination and cost effectiveness by reducing unnecessarily duplicative efforts regarding research, teaching, and extension in the implementation of the proposed research and/or extension activity outlined in this application; (B) in addition to any applicable matching requirements, the ability of the center of excellence to leverage available resources by using public-private partnerships among agricultural industry groups, institutions of higher education, and the Federal Government in the implementation of the proposed research and/or extension activity outlined in this application. Resources leveraged should be commensurate with the size of the award;

(C) the planned scope and capability of the center of excellence to implement teaching initiatives to increase awareness and effectively disseminate solutions to target audiences through extension activities in the implementation of the proposed research and/or extension activity outlined in this application; and

(D) the ability or capacity of the center of excellence to increase the economic returns to rural communities by identifying, attracting, and directing funds to high-priority agricultural issues in support of and as a result of the implementation of the proposed research and/or extension activity outlined in this application.

Bill went on to provide highlights of the recently released FY 2016 President's Budget, closely following his agency's messaging on the topic. That messaging can be found at:

http://www.nifa.usda.gov/about/offices/pdfs/fy2016_president_budget.pdf

President Myers thanked Bill for his leadership with JCEP.

L. Washington Lyons, APLU reported:

- The Extension members from each region have been named to the new eXtension Governing Board. They are:
1890s, VERNON JONES – Associate Administrator, Langston University
North Central, JASON HENDERSON, Extension Director, Purdue University
Northeast, DENNIS CALVIN, Extension Director, Pennsylvania State University
Southern, DOUG STEELE – Director, Texas A&M AgriLife Extension Service
Western, FRED SCHLUTT – Extension Director, University of Alaska-Fairbanks
- The Board on Agriculture Assembly will have a conference call on Tuesday, February 10, 2015 to finalize the 2016 budget numbers for the budget priorities for the land-grant system. Most of the time the committee supports the President's budget if the numbers are higher than the previous year's final numbers. Most of the core budget priorities were recommended for an increase in President Obama's 2016 budget proposal. There was also a new \$20 million competitive capacity program proposed in the budget. It appears that \$20 Million of the increases for the capacity (formula) programs could be awarded on a competitive basis. We are waiting to learn more about this new proposal.
- The Council of Agricultural Research Extension and Teaching (CARET) will meet March 1-5, 2015 in Washington, DC. CARET is a grassroots origination that advocates for funding on behalf of the land-grant system. During their meeting, they will be going to the Hill to visit their members of Congress to present the budget priorities for the system and advocate for funding. The one-pagers are being developed now to support the 2016 budget requests.
- The Excellence in Extension Award and the Diversity Award requests for nomination should be announced within a couple of weeks. I encourage you to participate in the

nomination process. This is a tremendous opportunity to be recognized for outstanding work in Extension.

- The National Health Outreach Conference will be held in Atlanta on May 6-8, 2015. Information about the conference can be found on the website at the link listed below. The conference will highlight the new ***Healthy Food Systems, Healthy People*** initiative that is being developed on behalf of the land-grant system by the BAA and BoHS.
<http://www.nationalhealthoutreach.org/>

Plans continue for the 125th anniversary for second Morrill act, 1890 Land grant universities.

President Myers thanked him for his contributions to JCEP.

Marketing Committee, Kim Gressley and committee reported:

- Team decided to focus on four – five items from Marketing Plan
- They will attend the Association Meetings to interaction with membership
- Coordinate a JCEP booth in the exhibit hall
- Moderate a session during the association meeting
- Provide new articles for associations to put in electronic newsletters

Blue Ribbon Committee, Alison Davis, Chair Part 2 reported:

- All associations represented on the containing group
- JCEP had approved the document presented in January
- Mid-March the group would get together to discuss the next step
- Commitments for moving forward are needed from ECOP, NIFA and Extension Directors

President Myers thanked all who had participated. He additionally, thanked Alison for chairing the next step.

Association Reports presented by following: (See written reports for details.)

Mike Hogan – President (NACAA)

Dean Solomon – President (ANREP)

Ann Berry - President (ESP)

Kim Gressley – President (NAE4-HA)

Alison Davis – President (NACDEP)

Peg Ehlers – President (NEAFCS)

Meeting recessed.

President Myers reconvened the JCEP Winter meeting at 8:30 a.m., Pacific Time, Tuesday, February 10.

Pam Van Horn led the group in puzzle activity to remind everyone you are a piece of something larger.

Stacey McCullough and Alison Davis volunteered to review the minutes for Tuesday.

Small groups discussed the current Strategic Plan to set the stage for an appointed group to discuss further. Small group findings will be shared with the Strategic Planning Committee.

ECOP Report to JCEP, Chuck Hibberd, Liaison

ECOP Core Theme -- Build Partnerships and Acquire Resources

- *Federal Resource Development* – Positioning to advocate for FY 2016 capacity and competitive funding; together with USDA-Farm Service Agency, implementing Agriculture Act of 2014 (farm bill) Title I funding for educational programs about new federal farm/ranch programs, and assisting in the development of FY 2017 federal budget requests for water security.
- *Partnership Focus* -- Continued relationship-building with the USDA-REE and USDA-NIFA. Continued work of the NACo-Cooperative Extension National Leadership Team.
- *ECOP-ESCOPE Strategic Alliance* – Engaged in joint meetings with Cornerstone Government Affairs, kglobal, USDA-REE and NIFA, and USDA Climate Hubs Lead to strengthen partnerships and enhance visibility for research and Extension education. A seminar is planned for USDA-NIFA program staff.
- *Health and Well-being Emphasis* – Aligned with the BAA-BoHS *Healthy Food Systems, Healthy People Steering Committee* to develop a focus group on Societies, Families and Individuals.

ECOP Core Theme -- Increase Strategic Marketing and Communications

- *Strategic Opportunities and Measuring Excellence* – Transitioned the measuring excellence component to www.landgrantimpacts.org and began work with the Experiment Station Section to include reports of program outcomes and public value. Public launch of the new website will occur in late February.
- *AES-CES-AHS Communications and Marketing Committee (CMC)* – Together with ESCOP, welcomed representation and funding from the BAA Administrative Heads Section (AHS) and established an emphasis on the FY 2017 water security request for funding.
- *Extension Centennial Social Media Focus* – Named an ECOP Social Media Associate to continue visibility for Cooperative Extension established during the 2014 centennial year.
- *National Coalition for Food and Agricultural Research (NC-FAR)* – Engaged in a dialogue with membership on expectations of Cooperative Extension with agriculture education.

ECOP Core Theme -- Enhance Leadership and Professional Development

- *National Extension Directors and Administrators (NEDA)* – The meeting will be October 12-14, 2015 with themed *Innovation: Driving Extension's Next Century* based on ECOP's Innovation Inventory.
- *Celebrating Excellence* – Via leadership by the ECOP Personal and Program Committees, engaging a process to name four regional Excellence in Extension and Diversity Award winners for 2015.

ECOP Core Theme -- Strengthen Organizational Functioning

- *eXtension* – Launched the NEW eXtension <http://bit.ly/InnovStratFrame> focused on a membership model driving innovation to universities to better reach clientele for educational programming.

- *ECOP Archive Project* – Completed archiving 100 years of paper and electronic information related to Cooperative Extension's and ECOP's history <http://bit.ly?CESArchives>.
- *4-H National Leadership* – Launched the ECOP 4-H National Leadership Committee to address high level program and management issues for youth development programming.

JCEP Election Procedures, Bob Bardon and Pam Van Horn

Bob reported the policies about officers are written in the handbook and nomination information for the president-elects is available on the web site.

Finance Committee Report, Michael Darger reported:

- The Financial report is not ready
- Fiscal policy – The Finance Committee moved to accept the recommendations of using JCEP funds. Motion passed.
- Fiscal audit available at next conference call.

Insurance JCEP currently holds:

- Cancellation
- D & O for JCEP
- Dishonest employee insurance

Handbook/Policy Report, Henry Dorough

The recommendations for the policy revisions were moved by the committee. Motion passed.

National Extension Social Media Campaign, Jeff Myers shared that JCEP was asked for continued support the efforts.

Executive Director Bob reported:

- He was pleased to assist the group.
- He shared the current priority for complimentary rooms
 - 1) President 2) Chair of event 3) Outside speaker 4) Executive Director
 Additional rooms at the discretion of the President

President Myers commented on the up-coming Summer Meeting:

- Portland, Oregon, June 9-11 (finish at noon)
- He is planning a ½ day excursion with dinner, please provide recommendations
- Travel day June 8

Alison Davis moved to not conduct the February conference call; everybody seconded. Motion passed.

Debby Mathews volunteered to serve on the Extension Marketing Committee

Each association needs to provide Jeff with names to serve on the Strategic Planning Committee by Friday

Jeff will write a JCEP article by February 20 then quarterly

Everyone will following up with PILD Chair role

Kathy Riggs, PILD Chair will be asked to be on the March conference call

Alison Davis will continue with the Blue Ribbon Committee

NAEPSDP presented their application proposal to JCEP. A question and answer session followed between the NAEPSDP and JCEP members for clarification.

Henry Dorough moved that JCEP go into executive session for further discussion of the NAEPSDP proposal; Peg Ehlers seconded. Motion passed.

Cynthia Gregg moved JCEP close the executive session. Dianna Rashash seconded. Motion passed.

Alison Davis moved to invite NAEPSDP to become a member of JCEP meeting the criteria sent in the by-law. Michael Darger seconded. Motion passed by a 2/3 majority.

President Jeff and President-elect Kim will visit with the NAEPSDP representatives to offer our invitation for full participation.

Kathy Olson reminded everyone to pick-up registration packets and to assist when scheduled.

President Myers adjourned the meeting.

Respectfully submitted by,

Pam Van Horn, Secretary



**Report to the
Joint Council of Extension Professionals
February 2015**

Membership: As of January 2015, ANREP has 438 members listed in our online database. We've maintained a steady membership base over the past several years. The ANREP Board of Directors recently approved the Pennsylvania Association of Natural Resources Professionals' petition to formally become an ANREP state chapter.

Professional Development: 2015 is ANREP's off-year where we will not be conducting a national conference. Our professional development committee is very active, though, and is scheduling a series of one-hour webinars for our members on critical natural resources topics. Members of any JCEP-affiliated organization are also welcome to participate.

Collaborating with partners: Expanding collaboration between associations is a key part of JCEP's mission. To that goal, ANREP and NACDEP are working together to host a joint national conference, June 26-29, 2016 in Burlington, Vermont. The planning committee is in the process of formalizing the meeting logistics and establishing a conference theme. Our promotion officially begins at the NACDEP Conference in May 2015.

The ANREP Board has also been in discussion with a group of Energy Extension educators and specialists who are looking for ways to sustain their national collaboration and the National Biennial Energy Conference. One of the options they are considering is a partnership with ANREP through our ANREP Initiatives, taking advantage of our established financial system, connection with JCEP, and opportunity for participation in the ANREP conferences, webinars, regional activities and awards. The group will be considering a partnership with ANREP, along with other approaches during the National Energy Extension Conference in April. *This discussion emphasizes the importance of creating opportunities for Extension professionals from across the nation to organize around cross-disciplinary issues and sustain their collaboration - an issue the forthcoming JCEP issue-focused summits will help to address, along with efforts of individual associations.*

Strengthening our organization: The ANREP Board will formally adopt a new 2015-2020 strategic plan in February 2015. That document was the result of a year-long process engaging our membership through face-to-face meetings, online surveys, and discussions during our biennial conference. The plan identifies seven strategic issues and numerous potential action strategies within each. We expect to take quick action in 2015 to move forward to implement the plan.

Submitted by:

Dean Solomon
President

Robert "Bob" Bardon
Past-President

Diana
President-
Elect



**Report to the
Joint Council of Extension Professionals
February 2015**

ESP's Mission

Dedicated to fostering standards of excellence in the Extension System and developing the Extension profession and professional.

ESP's Vision

Epsilon Sigma Phi leads the Extension System in providing and facilitating professional development that focuses on the Extension organization and the Extension professional.

Membership

Memberships for 2015 are still coming in, with at least **244** new members identified. At year-end 2014, ESP had **2329** annual members and **3197** life members, totaling **5526** members.

National Conference

The 2014 National Conference was held October 6-9 in Indianapolis, Indiana with over 210 members attending.

Keynote speakers, Dr. Fred Whitford, Dr. April Mason and Dr. Will Miller, brought humor as well as thought-provoking insight, challenging us to remember our past as we look to the future.

The 2015 National Conference will be held October 4-7 in beautiful Coeur d'Alene, Idaho. The conference theme is "Unlocking the Treasures of Your Future".

Strategic Planning

The process for developing our 2016-2020 Plan of Work is well-underway. Dialogue with members began during the JCEP Leadership Conference in Memphis February 2014 and continued during our national conference in Indiana. In January each member, both life and active, received a survey to provide input into shaping the association's direction for the next five years. An update on the process and a brief synopsis of the survey results will be provided to our ESP representatives at the JCEP Leadership Conference in Las Vegas. The strategic plan will be offered for approval by our Council at our National Conference in October in Idaho. Jane Gault, Omega Chapter, is coordinating the strategic planning efforts.

Spring Board Meeting

The ESP National Board will be in New Orleans, Louisiana, April 21-23. Work will include writing the 2016-2020 in addition to regular association business.

National Committee Webinars

The Scholarships, Grants and Recognition and the Membership Recruitment and Retention Committees continue to provide leadership development for our members, conducting several webinars for chapter leaders since our annual conference.

Scholarships, Grants and Recognition Webinar for Chapter Leaders – October
ESP Chapters Tracking Members and Paying Dues Demystified – November



National Association of County Agricultural Agents

Mike Hogan
President

NACAA Report to JCEP JCEP Winter Board Meeting Feb 9 - 10, 2015 Las Vegas, NV

NACAA Goals:

- Advance the professional status of Extension agents and specialists with agriculture-related Extension appointments.
- Encourage, promote, and provide professional improvement for all members.
- Provide for the exchange of ideas, methods, and techniques.
- Represent professional interests of members in matters of public policy and affairs.
- Promote public confidence, esteem, and respect for Cooperative Extension.
- Recognize professional excellence in Cooperative Extension nationwide.

Membership:

2015 membership submission by state associations is currently underway with certification based on enrollment on February 15. Last year's membership consisted of 3,071 active members and 2,662 life members for a total of 5,733 members.

The number of active members has increased by 152 the past two years, while the number of life members has decreased by 6 members during that time period.

NACAA Centennial:

2015 marks the 100th Anniversary of NACAA. Special activities will be held during the AMPIC to note this milestone.

Issues Facing NACAA:

- Diversity of membership, including members from non-1862 institutions
- Need for increased communication and collaboration with Extension Administrators in the states
- Changing demographics of members, particularly new members
- Identifying host states for AMPIC each year
- Identifying additional methods/formats for professional development
- Involvement of members in leadership positions in the association

NACAA Annual Meeting/Professional Improvement Conference Schedule:

July 12 – 16, 2015, Sioux Falls, South Dakota

July 24 – 28, 2016, Little Rock, Arkansas

July 9 – 13, 2017, Salt Lake City, Utah

July 29 – Aug. 2, 2018, Chattanooga, Tennessee

NACDEP 2015 Report

NACDEP Mission

NACDEP is an organization dedicated to improving the visibility, coordination, professional status and resource base of community and economic development Extension programs and professionals.

Memberships

On January 22nd NACDEP sent out the 2015 dues renewal. We experienced technical difficulties during the 2014 membership year keeping track of our membership. However, we currently have records that indicate that NACDEP was 333 members strong.

National Conference

The 2014 NACDEP Conference was held in Grand Rapids Michigan in May. The theme of the conference was the Art of Reinvention. We had 220 attendees. Keynote speakers included Rob Bliss from Rob Bliss Creative and Christian Gaines from ArtPrize. We had some amazing mobile workshops that included: “Geeks CEO’s and Entrepreneurs,” “The Grand Rapids Urban Food Landscape,” and “Community Engagement through Arts and Culture.” We even had one bus break down but everyone was still very upbeat. The 2015 Conference will be held in Little Rock Arkansas May 17th through May 20th. The theme of the conference is “Building a Rock Solid Future.”

NACDEP Management Association

During the summer of 2014 NACDEP decided to solicit bids for a new management firm. We were looking for a firm that could help us think about state chapters and expand member services. We selected The Association Source (TAS) and they came on board November 2014. Ricky Atkins is our assigned manager. Thus far it has been a wonderful relationship. We have a new website and we chose to subscribe to MemberClicks to improve communication channels. We still utilize Element 74, our new membership database software.

Fall Board Meeting

The NACDEP met in Little Rock last November. We had a very productive planning session for both our upcoming conference as well as some strategic initiatives around fundraising/development, mentoring of new members, and member benefits and retention.

Other Items of Interest

- NACDEP applied for a National Endowment for the Arts grant. If awarded, this would be the first time NACDEP has receiving grant funding.
- NACDEP 2016 conference will be held with ANREP in Burlington Vermont
- NACDEP 2017 conference is preliminarily planned to be held in Big Sky Montana with the Community Development Society
- We completed a NACDEP member survey during the spring/summer of 2014. Currently addressing issues and ideas

**Alison Davis, President Stacey McCullough, President-Elect Michael Darger, “Past”
President**



**Annual Report for JCEP Winter Board Meeting
Monday, February 9, 2015
Kimberly Gressley, President**

NAE4-HA offers youth development professionals, the best in:

- professional development
- an inclusive and supportive network
- integration of scholarship, research & practice

Strategic goals to facilitate achievement of the revised mission:

- Meet the needs of youth development professionals by maximizing the use of technology.
- Provide progressive levels of professional development.
- Elevate the quality of youth development work through scholarship, research and practice.
- Advocate the 4-H youth development profession.

Membership:

- ✓ Membership is coming in right now for 2015. As of the 2014 Impact Report last fall, NAE4-HA had **2,849 active~affiliate~student** members and **892 life members** amounting to **3,741 total members**.

National Conferences:

- ✓ Portland, Oregon....October, 2015
- ✓ New Orleans, Louisiana.....October, 2016
- ✓ Indianapolis, Indiana.....October, 2017
- ✓ Looking at receiving a letter of intent to host from Ohio for 2018

NAE4-HA Spring Board Meeting: Happening in March, 2015, our Board of Trustees will meet in Portland, Oregon, for 2.5 days of board activity focused on all aspects of our association, including:

- ✓ **Member Services** (membership, life members, archives, national awards program)
- ✓ **Programs** (webinars, 11 task forces, services for members through programming efforts)
- ✓ **Marketing & Outreach** (Partner Program/donor support, marketing of our association to new and returning members, Hall of Fame, 1st Timers Event)
- ✓ **Professional Development** (conference management, seminars/proposals, social media, training opportunities)
- ✓ **Finance & Operations** (involvement with any and all financial/contracting/audit/budget items)

Virtual Professional Development: Here are a few of our webinars offered to our membership. These opportunities really “ramped up” in the past few years. We embrace and promote professional development in NAE4-HA!

- ✓ Membership Process
- ✓ Awards ~ NEW system this year
- ✓ Meet the Authors (hosted by National 4-H Council)
- ✓ 4-H 101
- ✓ Boomerang ~ Character Education for Youth
- ✓ Transitions for College Success
- ✓ Plus: Series of other PD opportunities and articles on our web site

Management:

- ✓ NAE4-HA’s Executive Director resigned her position 10 days after the national meeting in Minnesota. Her 90 days is nearing completion at the end of February. The Board of Trustees is thrilled to announce that we are entering into a 90 day contract with O & H Associates, Bob Ohlensehlen and his staff, to serve as Interim Executive Director, to allow the association sufficient time to hire a new Executive Director.
- ✓ TMO has been contracted to step in as the conference management team to work hand-in-hand with the Portland, Oregon association to offer an outstanding conference. Our conference ap will be used for the second year in Portland.
- ✓ NAE4-HA’s finances have been moved to New York with our VPFO. We are indebted to him for his hard work.
- ✓ Luckily, we have an amazing board of trustees who do their jobs for the association efficiently and with so much positive energy. 😊

Communications:

- ✓ Monthly President’s Blast message to membership paired with a Kim Kare’s piece focused on helping the youth professional to think about themselves once in a while....balancing work and family.
- ✓ VP Announcements regarding top priority issues...Good News!
- ✓ RD eBlasts.....Quarterly news for members
- ✓ RD State Visits, meetings at JCEP, events during national meetings
- ✓ Our association loves email!
- ✓ MemberClicks system on line
- ✓ Other communication mediums utilized as needed.



National Extension Association of Family & Consumer Sciences

Report for JCEP Winter Board Meeting Monday, February 9, 2015 Peggy Ann Ehlers

NEAFCS Vision

NEAFCS is the professional organization for Extension Family and Consumer Sciences that –

- Builds leaders for the future.
- Recognizes and promotes excellence and scholarship in Extension Family and Consumer Sciences programming.
- Provides innovative professional growth and development opportunities.
- Serves as a nation-wide resource for education, information, networking and partnerships.
- Promotes Extension Family and Consumer Sciences and the mission and goals of the Land Grant University Extension System.

Membership: NEAFCS has 1,707 active members, 7 Partner members, 1 student member and 1,159 life members with 9 new life members.

Annual Session:

2014 NEAFCS Annual Session: September 15-18, Hyatt Regency, Lexington, KY with 661 members attending. Two pre-conferences were held: Current Science and Practice in Home Food Preservation with Dr. Elizabeth L. Andress and Better, Safe and Sustainable Living with New Product Innovations for the Home by Nancy Bock. The keynote presentation was by Jon Gordon, author of the “Energy Bus” and Dr. Mark D. Birdwhistell of the University of Kentucky Healthcare discussed health issues in education.

Winter Board Meeting: The NEAFCS Board held our Winter Board meeting December 2 -4, 2014 Greenbrier Resort, White Sulphur Springs, West Virginia, the future site of our 2015 Annual Session. We had a facility tour and meeting with the West Virginia Session planning group and technology training from the management company. The Board participated in Team Building, allowing board members to become a better board member and to focus on understanding of themselves.

Annual Sessions:

2015 NEAFCS Annual Sessions: Scheduled for November 2 -5, 2015, Greenbrier, White Sulphur Springs, West Virginia, West Virginia, “Tradition, Knowledge, Innovation”. The keynote speaker will be Timothy Moore an accomplished author and speaker with over three decades of experience in marketing, sales and training.

Webinars: A service to our membership from the Professional Development committee. Peer reviewed monthly webinars are offered free of charge. This past months the following have been offered: Sleep Tight and Don't Let the Bed Bugs Bite and Mediterranean Diet.

Management: NEAFCS has completed 3 years with the Management Firm of, The Association Source. A 4 year contract has been signed. Goals of the NEAFCS Board include: making better use of the features of the website, using the social media, using the website for inputting and receiving awards, proposals submission and judging.

ECOP Report to JCEP, Chuck Hibberd, Liaison, 2.3.15

ECOP Core Theme -- Build Partnerships and Acquire Resources

- *Federal Resource Development* – Positioning to advocate for FY 2016 capacity and competitive funding; together with USDA-Farm Service Agency, implementing Agriculture Act of 2014 (farm bill) Title I funding for educational programs about new federal farm/ranch programs, and assisting in the development of FY 2017 federal budget requests for water security.
- *Partnership Focus* -- Continued relationship-building with the USDA-REE and USDA-NIFA. Continued work of the NACo-Cooperative Extension National Leadership Team.
- *ECOP-ESCOPE Strategic Alliance* – Engaged in joint meetings with Cornerstone Government Affairs, kglobal, USDA-REE and NIFA, and USDA Climate Hubs Lead to strengthen partnerships and enhance visibility for research and Extension education. A seminar is planned for USDA-NIFA program staff.
- *Health and Well-being Emphasis* – Aligned with the BAA-BoHS *Healthy Food Systems, Healthy People Steering Committee* to develop a focus group on Societies, Families and Individuals.

ECOP Core Theme -- Increase Strategic Marketing and Communications

- *Strategic Opportunities and Measuring Excellence* – Transitioned the measuring excellence component to www.landgrantimpacts.org and began work with the Experiment Station Section to include reports of program outcomes and public value. Public launch of the new website will occur in late February.
- *AES-CES-AHS Communications and Marketing Committee (CMC)* – Together with ESCOP, welcomed representation and funding from the BAA Administrative Heads Section (AHS) and established an emphasis on the FY 2017 water security request for funding.
- *Extension Centennial Social Media Focus* – Named an ECOP Social Media Associate to continue visibility for Cooperative Extension established during the 2014 centennial year.
- *National Coalition for Food and Agricultural Research (NC-FAR)* – Engaged in a dialogue with membership on expectations of Cooperative Extension with agriculture education.

ECOP Core Theme -- Enhance Leadership and Professional Development

- *National Extension Directors and Administrators (NEDA)* – The meeting will be October 12-14, 2015 with themed *Innovation: Driving Extension's Next Century* based on ECOP's Innovation Inventory.
- *Celebrating Excellence* – Via leadership by the ECOP Personal and Program Committees, engaging a process to name four regional Excellence in Extension and Diversity Award winners for 2015.

ECOP Core Theme -- Strengthen Organizational Functioning

- *eXtension* – Launched the NEW eXtension <http://bit.ly/InnovStratFrame> focused on a membership model driving innovation to universities to better reach clientele for educational programming.
- *ECOP Archive Project* – Completed archiving 100 years of paper and electronic information related to Cooperative Extension's and ECOP's history <http://bit.ly/CESArchives>.
- *4-H National Leadership* – Launched the ECOP 4-H National Leadership Committee to address high level program and management issues for youth development programming.

Extending Knowledge, Changing Lives A New Century of Engagement

Cooperative Extension Making a Difference for You
for More Than 100 Years



Fostering better nutrition and health

More than
a half million
low-income adults and children
participated in the
**Expanded Food and
Nutrition Education Program
EFNEP**
across the country last year

Examples



95%
Adults improved
their diets



90%
Adults improved
nutrition
practices



84%
Adults improved
food resource
management
practices



65%
Adults improved
food safety
practices



39%
Adults increased
physical activity
by 30 minutes

Sustaining agriculture and the nation's food supply

Across the country,
Cooperative Extension
extends knowledge that makes
**farming/ranching
more viable in
today's economy and
increases productivity**
in agriculture.

Examples

Better pasture management
practices in **Missouri**
led to more than
\$100 million
in new investments in
dairy operations in the state,
which, in turn, generated
\$40 million
in annual milk sales and supported
1,110 new jobs



Biosecurity educational
programs in **Arkansas** are
helping to protect that state's
\$2 billion
poultry industry and the
jobs of those involved in its
**6,000 poultry
farms**
and the associated
processing industries.



Helping youth build the future

**4-H youth
development programs**
implemented by
Cooperative Extension
across the nation
**created positive
change in their
communities.**

Compared
to peers



2x
more likely to go to college

3x
more likely to contribute
to their communities



last year
5.9 million
youth involved

Building economies in communities

Stronger Economies Together

program operating in 28 states leveraged
nearly \$112 million in resources to help
communities across rural America
work together on economic development blueprints
that strategically build on the current and emerging
economic strengths of their regions.



**in
28 States**

**\$112
million**
in resources to
help communities
across rural
America

Learn More

See more examples of the ways Cooperative Extension uses research from Agriculture Experiment Station System to extend knowledge and change lives at

www.landgrantimpacts.org

Or take a look at these sites to see how Cooperative Extension is addressing some of the critical issues facing everyone today:

- **Water security**
www.aplu.org/document.doc?id=5231
- **Healthy agriculture, healthy people**
www.aplu.org/document.doc?id=5134
- **Growing the next generation**
www.aplu.org/document.doc?id=5187
- **Mitigating climate variability**
www.aplu.org/document.doc?id=5315
- **Using electronic technology**
<http://bit.ly/InnovStratFrame>



125 Years of Providing Access
and Enhancing Opportunities

www.1890universities.org

Cooperative Extension is coordinated nationally by the Extension Committee on Organization and Policy, also known as ECOP. Learn more about accomplishments at www.aplu.org/CESannualreport/, how we work at www.extension.org/ECOP and day-to-day updates at <http://ecopmondayminute.blogspot.com>.

For more details on our projects, our partners, our history and our place in your lives, visit:

www.extension100years.net
[Facebook.com/Extension100years](https://www.facebook.com/Extension100years)
[Twitter.com/#ext100years](https://twitter.com/#ext100years)
<http://bit.ly/CESArchives>

—COOPERATIVE— EXTENSION

Cooperative Extension provides education you can trust to help people, businesses and communities solve problems, develop skills and build a better future.

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For more information, contact the ECOP National Office, 202.478-6088, jane.schuchardt@extension.org or sandy.ruble@extension.org

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What We Do

Established in 1914 with the passage of the Smith-Lever Act, Cooperative Extension is a partnership of federal, state and local governments. Operating through the U.S. Department of Agriculture's National Institute of Food and Agriculture and 109 land-grant universities across the country, it has a presence in the nation's 3,000 plus counties and works to:

- **Translate science for practical application and uncover relevant research questions.**
- **Engage with the public and develop partnerships to take actions addressing vexing local, state and national problems and needs.**
- **Prepare people for healthy, productive lives.**
- **Provide rapid response in times of disasters and emergencies.**
- **Connect people online to local and state sites** (see <http://search.eXtension.org> and at www.eXtension.org).

JCEP
Balance Sheet
 As of January 31, 2015

	<u>Jan 31, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
Galaxy & JCEP Operations CD	55,478.81
Joint Council of Ext Prof	115,867.79
Leadership Meeting CD	12,314.22
PILD CD	12,314.22
Total Checking/Savings	<u>195,975.04</u>
Total Current Assets	<u>195,975.04</u>
TOTAL ASSETS	<u><u>195,975.04</u></u>
LIABILITIES & EQUITY	
Equity	
30000 · Opening Balance Equity	148,503.51
32000 · Retained Earnings	50,121.78
Net Income	-2,650.25
Total Equity	<u>195,975.04</u>
TOTAL LIABILITIES & EQUITY	<u><u>195,975.04</u></u>

JCEP
Profit & Loss
 January 2015

	Jan 15
Income	
Conference Income	
PILD Income	
PILD Registration	650.00
PILD Tour Income	200.00
Total PILD Income	850.00
Total Conference Income	850.00
Leadership Conference Income	
Leadership Conf Registrations	28,629.17
Total Leadership Conference Income	28,629.17
Total Income	29,479.17
Expense	
Board Operations Expense	
Conference Call	61.92
Total Board Operations Expense	61.92
Executive Director Services	1,043.00
Member Services	
Bank Fee-Credit Cards	24.50
Total Member Services	24.50
Member Services Exp-Conference	
Leadership Conference Expense	
Food & Beverage	31,000.00
Total Leadership Conference Expense	31,000.00
Total Member Services Exp-Conference	31,000.00
Total Expense	32,129.42
Net Income	-2,650.25