

JCEP Board of Directors Conference Call

February 23, 2009

4 – 6 p.m. (Eastern)

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Call to Order – The meeting was called to order at 4:03 pm ET by Chair Fred Miller.

Attendance - Fred Miller, Rick Gibson, Phil Pratt, Duane Johnson, Ellen Burton, Betty Wingerter, Karen Hatch Gagne, Earl McAlexander, Kathy Dothage, Judy Breland, Mary Ann Lienhart-Cross, Susan Donaldson, Jeff Schalau, Mike Woods, Linda Kay Benning, Kay Chelena

Absent: Sandy Corridon, Mike Reichenbach, Deborah Tootle, Edwin Jones, Jim Spurling, Daryl Buchholz

Minutes from the January 12-14, 2009 meeting – Minutes from the January meeting were sent to the board electronically. ***Duane Johnson moved and Jeff Schalau seconded the motion to approve the minutes as written. Motion passed unanimously.***

Treasurer's Report –Betty Wingerter

Our current balance in checking is: \$115,033.10. Betty is waiting on bills from JCEP workshops. Betty will send a more complete report to the Board.

Approval of Strategic Plan – All

Draft plan includes two different vision statements. The draft plan was used for the presentations at the Regional Meetings and also the ECOP feedback. Duane feels the second vision statement is largely captured in the goals. Mike Woods had provided some wording for the JCEP brochure that might be useful – “a partnership of extension professionals doing together what each cannot do alone.” This concept is not explicitly captured in either vision statement. Suggestion from Sharon: a subcommittee could work on the vision and mission statements, and we could approve the rest of the plan. Current mission (from Web site): To promote communication, cooperation and professionalism among Extension educators. Duane feels we need to look at all the pieces together for consistency. **Judy Breland moved we accept the 2009-2011 Strategic Plan beginning with the section on goals and work on mission/vision for the next meeting (via subcommittee). Motion was seconded Betty Wingerter. Motion passed unanimously.** Betty, Jeff, Mike R., Sharon and Duane will work on wordsmithing the mission/vision; Sharon will chair and Linda Kay will help with proofreading.

PILD Presentations Update – Ellen Burton

Presidents of all associations met a week ago to review the three presentation applications that had been received to determine if they were worthy of presentation; all were selected. Applicants include Jeff Christie, UGA; Jeff Dick, Ohio; Willie Lamb, Maryland. Ellen has prepared letters to notify the presenters. During review, the committee made suggestions for the presenters to highlight certain facets of their applications given the limited time available. **Ellen**

recommends that we accept the three applications for PILD presentations. Fred has also reviewed the presentations and finds them worthy. **The recommendation was passed unanimously.** Betty clarified that the applicants' registration fees will be paid, but no further compensation provided. Ellen has notified Kay of the three names. Kay would like them to go online and register. Preferred method: complete and mail the form and write a note on it. Kay will notify staff to watch for them.

PILD Update – Fred Miller

Kendra would like all associations to send out information about PILD. Early bird registration ends March 1. Current number of registrations = 103, so we're ahead of last year (86). Because March 1 is Sunday, Fred suggests providing a "grace day" and extending the early bird deadline to March 2. Information on PILD was provided at the National Directors meeting last week. Linda Kay will send out an email alert with a link to JCEP Web site. Missouri travel funds have been frozen so no one will be able to attend. PILD was mentioned at each of the regional meetings also, and Fred included information in the letter to ECOP. Fred requests another email blast from each association to encourage attendance.

Galaxy III Revisited – Fred Miller

Fred spoke with Diane Baker. Currently, everything is being posted on the Web site, hosted by Purdue. When completed, they'd like to move the site off the Purdue server, possibly to the JCEP Web site. Fred will check with Chuck Otte to see if it's possible. Board members feel this would be appropriate. The alternative is to put it on a CD and archive it. There is also a collection of materials used during Galaxy III that will serve as examples for Galaxy IV. Duane suggests that Diane hold the materials until the planning committee is appointed, or forward it to Fred to pass on to the planning committee. It could also be included as a responsibility of the conference planner/contractor to store it. Fred feels it may be more appropriate to pass the materials on to Ellen than to him, based on the timeline. Diane will have the final report (a narrative evaluation) to Fred by mid-March following the end of the final meeting (Feb. 27) and Fred will forward it to the Board. An executive summary would also be useful. Fred will check with Diane to see if that is possible. Diane has asked for clarification of the timing on Purdue payment. According to the January minutes, we had agreed to submit a single invoice from each association showing a lump sum owed for planner expenses. Per the conference guidelines June '04: After all accounts settled, disbursement will be made in the following order:

"Following the conference and after all of the conference accounts receivable and accounts payable have been settled the following shall be the order of priority for final disbursement of funds.

- Exhibit income to associations
- Loan reimbursement to associations (none)
- Assessments from participating associations (?)
- Repayment of travel expenses to associations for participants on the planning committee
- Disbursement of remaining profits
 - 15% JCEP

- 25% Host state
- 60% Associations”

Duane assumes that documentation of expenses is required by Purdue as a University procedure. Duane feels we can provide a date, name, and amount (rather than line-item description of each expense related to each meeting). Kathy feels itemization of individual expenses may be required vs. a single line listing the name, date and total expense. Mike W. will attend the Galaxy final meeting and will ask for clarification. Some associations have experienced changes in management companies and are concerned about their ability to document each expense by date. Each association will submit a single invoice with all expenses incurred by their planners including the February meeting to Paul. Fred and Ellen will check for a definitive answer on the issue of itemization and share it with the board. Invoices can go to Betty or Fred and they will forward them.

CSREES Report – Jim Spurling

None provided.

NASULGC Report – Linda Kay Benning

The National Director’s meeting was held last week in New Orleans. They had a one-day training on the Oz Accountability Principle. ECOP met after the national meeting and discussed our letter. Past Presidents will participate in the Leadership Advisory Council meeting May 18 – 20.

ECOP Budget and Legislative Committee Report – Sharon Hoelscher-Day

Sharon sent out an email on Feb. 9. One-page briefings for fiscal 2010 have been developed and will be posted on the Web. Sharon will notify us when they’re available. The next step is to look at issues for the 2011 budget. Linda Kay suggests listening to President Obama’s address tomorrow.

Report on Regional Workshops – Mike Reichenbach/Kay Chelena/JCEP Traveling Team

Kay provided final numbers registered: 134, Southern/Northeast; 112, Western/Northcentral. Kay heard good things from the onsite coordinators. Traveling team members felt it went well, but there were concerns about room rates booked early vs. just before the meeting. Some people received room rates of \$100 or less. It’s not clear how many people this involved. Facilities will generally offer remaining rooms at a discount to fill them at the last minute. Kay will share the list of registrants with the hotel to make sure we get credit for all rooms booked by participants. Kay feels we met our percentage target for rooms booked at both facilities.

Karen noted that people were still not happy with Del Mar’s isolation, and we will need to do good PR next year to overcome the negative perceptions. Rick noted that many attendees seemed to be aware of the remote location but they were still not happy. There were no major concerns about the Orlando facility voiced. Rick extended kudos to the program planners for an excellent program (Dr. Pierce and Dr. Coreil). Judy asked attendees if they would still come to the regional meetings if association training was not a part of the meeting, and the answer was negative. She suggested trying a single meeting to see how it works, especially as travel funding is limited. Mike recommends continuing 2 separate meetings (see below).

Ellen noted the webcast went very well, with a minor glitch. As a participant, she enjoyed it. We should continue to look for additional avenues to provide continuing education such as webcasts. While the webcast will be provided on the Web site (we think at no cost), only those who paid for the webcast were able to submit questions and actively participate.

Below is Mike R.'s feedback about the Regional Meetings (no responses as yet from Del Mar).

We should continue to hold 2 regional meetings each year. They should be centrally located within the regions they are serving. JCEP should continue investigating the use of webcasts to meet the needs of our associations. Webcasts cannot replace the face to face networking but offer members of our associations an option to participate. One creative suggestion was to hold many small face to face sessions interconnected via web based technologies. This would not replace the Regional meetings but augment them.

As a board we need to address the following issue raised by one participant: . "Another note: very unfair (not your fault) for those who booked the hotel separately when the block of rooms filled up got a better rate than those who paid as part of the "conference block." They paid \$79 and \$99 per room while we paid \$139 per room. For that reason, you should not book there again." Maybe Kay has some insight as to why this occurs. This might also be addressed when interviewing potential meeting planners as part of our next contract.

Summaries of the evaluations for the webcast and Orlando Regional Meeting follow.

A summary of the Orlando Regional meeting is as follows:

Sixty three persons responded to the survey monkey survey.

Learning and Meeting Goals of JCEP Regional Meeting:

Respondents agreed that Dr Pierce's and Dr Coreil's presentations were relevant to the work of our associations. The use of a webcast to bring Dr Coreil into the conference received mixed reviews. Respondents agreed that the JCEP Regional Meeting educational format is effective at providing leadership training for association leaders. The Orlando meeting provided adequate time and space for association officers to conduct business. A few respondents commented that they would have liked time focused on the restructuring on CSREES. In response to the question on fostering collaboration; A few respondents indicated that the meeting format would need to be changed to really have an impact in this area. All respondents indicated that they personally gained from Dr Pierce's presentation on ethics.

Satisfaction:

Most respondents found the meeting overall to be favorable. They would recommend the meeting to others. The meeting was worth the cost. It was easy to register for the meeting. The location worked well. The length of the meeting worked well. Two out of twenty respondents in an open comment indicated that the cost of the hotel and meeting was a concern. Overall the conference and hotel facilities were rated as good.

Demographics:

ANREP 0

ESP 19

NACDEP 0

NACAA 18

NAE4-HA 30

NEAFCS 22

Forty-four persons responded to the following question:

The JCEP Board is reviewing both the number of and location for the Regional Meetings. Prior to 2007 four meetings were held, one in each Region. In 2008 and 2009, two regional meetings were held. Please comment on both the number of meetings, their location and your thoughts on alternative ways to meet the goals of the Regional meetings. The goals are to provide the JCEP member associations with a venue to conduct association business, to provide a forum for leadership development and to provide opportunities for networking between associations.

Comments ranged from a to 4 regional meetings. Eight persons suggested a single meeting with 5 of those suggesting combining with PILD. Two persons clearly suggested we go back to 4 regional meetings. More than 18 persons wanted to keep the two meeting format. At least 4 persons suggested moving the meeting out of Orlando to a more central location so that the NE might have better representation. Many persons commented on how they liked the networking.

Update on Webinar – Mike Reichenbach

Survey Monkey was used to obtain evaluation responses (9) to Dr Pierce's webcast. As reported by Kay, the webcast was attended by 17 persons. The webcast was recorded. I will work with Chuck to post the webcast recording on the JCEP website.

Knowledge gain and behavior change:

Six respondents had a greater knowledge of the ethical dimensions of extension research and outreach. Six persons reported that they would use the information and six that would change practices as a result of participating in the webcast. The take home message most often reported by those answering an open ended question was that leaders need to consider the full range of outcomes or risk leading people astray.

Regarding use of a webinar:

All participants would recommend participating in webcasts. All but one person felt the webcast was worth the cost. Most respondents strongly agreed or agreed with the statement "This meeting was worth its cost." Only one disagreed. Registration for the webcast was easy. Participants had enough information and found that that it was easy for them to ask questions using the chat function.

ESP was the largest participant in the webcast. All associations with the exception of NACDEP had at least one person participating. Respondents had at least 8 years of experience with extension. Most respondents had attended at least

one face-to-face Regional meeting. Previous use of webcasts by respondents was mixed. Two respondents had never participated in a webcast. One had participated in more than 25 webcasts.

I received 4 responses to the following question from those participating in the webcast.

The JCEP Board is reviewing both the number of and location for the Regional Meetings. Prior to 2007 four meetings were held, one in each Region. In 2008 and 2009, two regional meetings were held. Please comment on both the number of meetings, their location and your thoughts on alternative ways to meet the goals of the Regional meetings. The goals are to provide the JCEP member associations with a venue to conduct association business, to provide a forum for leadership development and to provide opportunities for networking between associations

- Providing a regional meeting is very helpful, especially to new leaders in our associations who are expected to attend the meetings if possible. So I would try to keep at least two meetings available each year. For budgeting reasons I think additional online classes could provide a lot of help to people who cannot travel. Making one meeting in person would be nice since discussions and teamwork programs are better in person.
- I know it is going to be important in providing web-based meetings more frequently as my supervisor is letting us know we have to cut down our expenses, travel and conferences is an easy one to cut out.
- I understand the attempt to save time and money and be efficient in use of speakers, etc. I think it is important to continue face-to-face regional meetings - 2 or 4 is debatable. The JCEP regional meeting is a key piece in keeping national boards/presidents in a position to hear from the grassroots level. It is also a wonderful opportunity to take those in state leadership positions, link them with other emerging leaders and nurture their knowledge and skills
- A meeting on each coast is adequate. It increases the value of the meeting to have increased numbers of participants and people from states that we do not usually cooperate with attending. Too many small, regional meetings make them less attractive.

Final costs and revenues for the webcast have not been compiled. This report should be available at our next meeting.

Meeting Planner Report – Kay Chelena

Kay is working with Ellen to get proposals for future meeting sites.

Evaluation of Kay and Affinity Plus – Fred Miller

Evaluation of the planner is part of the JCEP guidelines. The President-Elects will serve on the committee, with Ellen chairing. Ellen and the president-elects will judge the JCEP Team awards.

Update on Conference Planner RFP – Fred Miller

Fred has received one response indicating intent to submit a proposal. Please help spread the news and encourage applications. The due date is April 15. Kay has expressed an intent to bid.

Update on Letters to ECOP – Fred Miller

Copies of the letters to ECOP and CSREES were forwarded to the Board. Sharon and Susan drafted the letters. The agency received only 34 letters of comment on NIFA, and Colien Hefferan is reading them carefully for suggestions.

Reports from Associations

Ellen noted ESP has awarded 4 “first-timers” scholarships to attend PILD.

Other Business

Fred encourages us to provide agenda items and backup documents so that we can be sure to address all items in a timely fashion.

A motion to adjourn was made by Ellen, seconded by Betty, and passed unanimously. The meeting was adjourned at 5:22 pm Eastern time.

Next Call- Monday, March 30, 2009

Respectfully submitted,
Susan Donaldson, Secretary