

JCEP Board of Directors, Summer Board Meeting

June 12 - 14, 2008

Albuquerque, New Mexico

Meeting called to order at 1:02pm by Chair Carol Schlitt. Judith Breland was appointed parliamentarian.

Present: Della Baker, Duane Johnson, Ellen Burton, Chuck Otte, Fred Miller, Rick Gibson, Clyde Jackson, Betty Wingerter, Karen Hatch Gagne, Carol Schlitt, Kathy Dothage, Judith Breland, Susan Donaldson Mike Reichenbach, Mike Woods, Edwin Jones, Jim Spurling, Daryl Buchholz, and Sharon Hoelscher Day. Dick Senese, Vivian Simone Brown, and Linda Kay Benning were unable to attend the meeting.

The minutes of the May meeting were accepted as printed and distributed.

The Treasurer reported a total asset balance of \$134, 276.68 to include a General Operating DC of \$25,000; PILD CD of \$10,721.72; Regional Meeting CD of \$10,721.72; and Galaxy CD of \$47,880.59. The treasurer report was filed for audit.

Motions Presented at June Meeting

1. *Susan Donaldson moved and Della Baker seconded the motion that we hold two regional meetings in 2010 and 2011 and that all efforts be made to reverse the location while keeping the costs reasonable and that the meetings be hosted in hub cities. Motion passed with 12 in support and 3 opposed. The chair appointed the president elects to an RFP committee to work with Kay Chelena in finalizing locations for the 2010 and 2011 sites. This committee will make a recommendation to the JCEP Board in January 2009.*
2. *Kathy moved and Betty seconded the motion that JCEP invite the Galaxy Committee Chair for a face to face meeting and that the committee's final report be prepared electronically. Motion defeated.*
3. *Betty moved and Chuck seconded the motion that the JCEP Board investigate, explore, and propose a Community Sustainability Summit to be conducted in conjunction with ECOP and CSREES. Motion carried.*
4. *Fred Miller moved and Chuck Otte seconded the motion that the Regional Meeting RFP Committee (made up of the President Elects) directs the meeting planner to solicit bids for one year and two years for the 2010 and 2011 JCEP Regional Meetings. Motion carried.*
5. *Fred Miller moved and Edwin Jones seconded the motion that the process move ahead with the current Presidents evaluating the JCEP Teamwork Award Nominations. Motion carried.*
6. *Kathy moved and Chuck seconded the motion that JCEP policy and procedure be adjusted to reflect that airfares can be reimbursed prior to JCEP related meetings and functions (with the approval of the JCEP President). Betty added an amendment that a promissory note be signed indicating that if the payee does not attend the meeting, he/she will reimburse JCEP. Motion carried with one opposed and one abstention.*
7. *Fred Miller moved that the following recommendations from the JCEP Teamwork Committee be approved: (1) that all JCEP Teamwork Nominations be submitted electronically; (2) that a hard copy of the nomination be forwarded to the President; and (3) that a form be created to standardize the judging. Motion carried.*
8. *Mike Reichenbach moved and Edwin Jones seconded the motion that the JCEP policy manual be changed to reflect that the JCEP Teamwork Award be awarded at either Galaxy or at the association meeting of the recipient. Motion carried.*

9. *The PILD Committee requested that the 2009 theme be the same as it was in 2008. Chuck Otte and Judith Breland moved to support this request that the theme remain the same. Thus the 2009 PILD theme will be "Connectivity: Community to Capitol".*
10. *What should be the ECOP funding priorities for 2010? Past priorities have included formula funds, EFNEP, and eXtension. Ellen moved and Chuck seconded the motion that JCEP recommendation for ECOP's funding priorities be formula funds and eXtension. Motion carried.*
11. *Chuck moved that the General Operating CD of \$ 25,000 be rolled into checking account until we get through Galaxy. Motion carried.*

Discussion points from conversation with Kay Chelena.

After some discussion regarding the 2008 Regional Meetings, the following observations were made by association representatives:

- NAE4-HA – major concern was transportation costs to San Diego site; association pays flat rate
- ESP – increase in individual costs for those having to fly; association pays flat rate; coming together has provided for a better quality of educational programs,
- NEAFCS – '08 cost was less than '07; pays actual costs for one affiliate per state
- NACAA – up due to travel costs; do not pay for state delegate
- NACDEP - less expensive to travel to two instead of four
- ANREP – exploring ways to connect membership electronically to this meeting

Susan Donaldson moved and Della Baker seconded the motion that we hold two regional meetings in 2010 and 2011 and that all efforts be made to reverse the location while keeping the costs reasonable and that the meetings be hosted in hub cities. Motion passed with 12 in support and 3 opposed. The chair appointed the president elects to an RFP committee to work with Kay Chelena in finalizing locations for the 2010 and 2011 sites. This committee will make a recommendation to the JCEDP Board in January.

Kay reported that she had received positive feedback from PILD on the location and the program. Expenses for August planning committee meeting forthcoming. Fred will work with Kay to select PILD site for 2010 and 2011.

2008 JCEP Regional Meeting Report

Fred shared feedback from attendees regarding the 2008 Regional Meetings. Repeated concerns expressed about the San Diego location and limited accessibility to restaurants.

Fred Miller moved and Chuck Otte seconded the motion that the Regional Meeting RFP Committee (made up of the President Elects) directs the meeting planner to solicit bids for one year and two years for the 2010 and 2011 JCEP Regional Meetings. Motion carried.

2009 JCEP Regional Meeting

Rick Gibson will serve as board liaison and support for ANREP with planning regional meetings. It was suggested that JCEP provide transportation and food options on the second night.

After much discussion, it was agreed that the committee would ask Kay to explore all possible transportation options and communicate those options. It was also suggested that consideration be given to providing some

meal options on the 2nd night. Due to a smaller ANREP membership, association presidents were asked to inform their regional directors that they would be needed to assist with registration.

Fred reported that the 2009 face to face JCEP Board meetings would be June 9-11 in Asheville, NC or Charleston, SC and January 13-15 in Phoenix, AZ. Conference calls would be on the last Tuesday at 4pm Eastern Time. Dates for calls are Oct.27, Nov. 24, Feb. 23, Mar. 30, June 27, and Aug. 31.

Discussion points from conversation with Diane Baker regarding Galaxy

- Formatting issues related to program booklet being worked on by committee.
- JCEP presentation at Galaxy can occur at any of the 7 slots. Betty to follow up with Diane.
- Missing workshop descriptions occur due to slow response from presenters
- Page 4 - Carol and Fred need to submit letters to Diane for the book. Carol will follow up with Colien Hefferan for welcome letter.
- Page 6 – more information needed about JCEP – what it is, who we are, what we do, 2007-2008 JCEP Board – Betty will get information to Diane
- Front Cover – “Joint Council of Extension Professionals proudly presents”
- Life Member/Retiree Room – consider Convention Center instead of Hyatt
- Auction to be called All Association Auction NOT ESP or Scholarship Auction
- Include weekly schedule at a glance in book
- Breakfast on September 15 for all association from 7-8 – Diane needs to know by August 1 how many people will be attending
- Process for recognition of CSREES – Jim Spurling will follow up with Diane and Carol
- Page 34 – Diane needs the email addresses for all association representatives who will be presenting workshop
- Ruby Lecturer – William Gaines Smith, Director of Alabama Cooperative Extension System
- National 4-H Council has offered the possibility of having Randy Owens of Alabama perform on Wednesday at auction
- Karen to follow up with Claudia Mincemoyer regarding 4-H Celebrating Youth/Adult Partnership seminar
- Page 80 – should read Conversation with Extension Administrators
- CSREES – Jim to follow up with Linda Kay regarding this session
- Page 45 – Carol will facilitate Past President’s Breakfast
- Betty to get contact for International Breakfast to Diane
- Persons who need special flags should contact Paul Horngren
- Association presidents should notify presenters for the seven association sponsored workshops of the session time
- Budget built on 2500 attendees - 1,262 have registered for Galaxy
- 2008 Galaxy registration should conclude midnight on June 16 since June 15 is a Sunday

CSREES Update – Jim Spurling

Jim reported that we do have a FARM Bill. It does not affect anyone’s job except the administrator and possibly her staff. CSREES will now be called National Institute of Food and Agriculture (NIFA). The new administrator will be a presidential appointee and serve a six year appointment at the discretion of the President. Administrator will report to Secretary of Agriculture or his/her designee. The administrator will report to Dr. Gale Buchanan. In summary, agency will change name and a different management system will be put into place.

Jim reported that EFNEP funds have been raised to 90 million dollars a year. All land grants to receive \$100,000. Beyond that, formula funds for 1890 will increase 10% over 2007. UDC now included for formula funds. Regarding Smith Lever, 1890 formula funds increased from 15% to 20%. Regarding Hatch Research Funds, 1890 funds increased from 25% to 30%, Hispanic serving institutions to receive \$80,000 per year. Definition of Hispanic serving institution in discussion. New program foci are Beginner Farmer/Rancher Development; Specialty Crops; and Organic Programs.

ESP Report – Duane Johnson

Membership: Membership in 2008 was almost 6700 members.

Executive Director Search : Linda will be retiring in 2009. A search committee led by Bonnie McGee TX is seeking applicants. We are asking each of the associations to place the announcement in their association newsletter. We are accepting applications with a closing date of December 1. Committee will do screening in December, short list interviews in January – February and finalists interviews during our April 2009 Board Meeting. Selected applicant will start working with Linda in September and transfer of office and responsibilities by December 1, 2009. The position is open to anyone interested. The position is a ¾ time position and will be located at a site selected by the individual who is chosen. In addition, to salary there is compensation for the office location, office expenses, travel etc.

Emerging Leadership Workshop: “Advocacy at All Levels” with Gwen Wolford, Director of Government Relations, OARDC and Extension, The Ohio State University is the ESP sponsored electronically delivered Emerging Leadership Workshop will be held on July 31 from 3:00 – 4:00 pm Eastern Time. Karen Vines, PA and her sub-committee of Extension Professionals have developed this excellent workshop. The workshop is limited to 100. Registration Deadline is July 18 and is located on the ESP website. There is no cost to ESP Members and \$25.00 for non-members.

Galaxy III – This has been one of the major activities during recent months. The activities include:

- Ellen Burton, IL and the Professional Development Committee made selection of proposals for seven ESP sponsored Concurrent Sessions.
- Ellen Burton, IL and the Professional Development Committee made selection of seven proposals for Life and Retiree Member Track. These are designed for all association members and not limited to retiree and life members.
- 2008 Pre-conference Workshop Proposal – “Leading Change for a Healthy Organization” the committee of Margaret Viebrock, WA, Gretchen Ferenz, NY, and Ann Berry, TN was finalized. Kathy Lingo – Alliance for Work Life Progress will present the workshop. This is open to all Extension Professionals and registration is on the ESP web-site. The participation is limited to 100.
- Della Baker, SC, and the Member Recruitment and Retention Committee have completed work on an excellent Welcoming Event for Retiree’s and Life Members.
- A special session for University and Extension Administrators with National ESP Leadership is planned for Thursday. The session is called “Conversation with Administrators”.
- The Ruby Awards Luncheon is being planned by the ESP Member Services Committee. The Ruby Recipient this year is William Gaines Smith, Director of Alabama Cooperative Extension System. The Ruby Lecture will be video recorded so those not attending the conference can view the presentation.

2009 Regional JCEP Leadership Meeting: Professional Development Committee and JCEP Board have approved the contract for Dr. Albert Pierce. It has been prepared and sent to Dr. Pierce.

Marketing & Branding (A New look for ESP in 2009): ESP is celebrating 80 years in 2008. ESP under the leadership of Sandy Corridon, MD, ESP 2nd Vice President have been working with Stepping Stones Marketing Firm in finalizing Logo design, Tagline(s) and design of signs and materials to be unveiled during the Galaxy III Conference.

Definition of the Extension Professional: The National ESP Board adopted a definition of the Extension Professional that was the result of work by Della Baker, Ellen Burton and the ESP Professional Development Committee. In developing this definition the committee did research of similar definitions across the country, examined expectations of states with promotion and tenure processes, and gathered input of several Extension Administrative groups were undertaken. This will become part of guiding ESP's Professional Development efforts and marketing efforts in the future. A copy is distributed for your benefit and use as you wish.

2009 National ESP Conference: The 2009 National ESP Conference will be in Fargo, North Dakota September 14-16. The Theme of the conference is "Engage, Enlighten and Enjoy". Kathleen Tweeten, ND is the Conference Chair. More information will be announced during Galaxy.

2010 National ESP Conference: The 2010 National ESP Conference will be held in Jackson Hole, WY October 12-15. Randy Brooks, ID will serve as Conference Chair of this Western Region sponsored Conference.

2011 National ESP Conference: The 2011 National ESP Conference will be October 9-13 in Syracuse, New York.

NACAA Report – Fred Miller

2008 meeting will be held in Greensboro, North Carolina – JCEP will have three opportunities to share (1) Traveling Team Workshop slot; (2) Voting Delegate Session; and (3) General Session – Fred's wife will host First Lady Tea – 2012 conference will likely be in Charleston, South Carolina (tentative)

NACAA will start a professional journal to assist members with their tenure and promotional opportunities

NACAA is supporting sustainable communities through the SARE (Sustainable Agriculture Research and Education) Fellow Program. One fellow from each region will be selected and have the opportunity to visit each region at least twice a year.

Fred expressed appreciation and offered commendation to Chuck Schwartau, Pat Hogue, and Mahlon Petersen, NACAA Galaxy Planning Team representatives.

NAE4-HA Report – Betty Wingerter

As of March 31, 2008, membership was 3,629.

State Relations Team currently conducting state visits; preparing State Officer Training for Galaxy III, and finalizing draft of regional first timer scholarships for 2009 Conference.

Finance and Operations Team streamlined reimbursement process, developed budget committee, and is working on improving communication regarding budget and various fund balances

Marketing and Outreach Team has developed and printed new promotional bookmark promoting Journal of Youth Development and working with National Hall of Fame Recognition Committee to be held on October 10, 2008.

Professional Development Team has selected and posted its first round of Virtual Professional Development webinars to the NAE4-HA website. Team is also formulating professional development RFP for state/multi state submission.

Research and Evaluation Team continues to work with ACCESS 4-H as a possible venue for Journal of Youth Development and has developed bookmark in collaboration with Marketing and Outreach Team.

Member Services Team is working on a major revision for the website; has received over 1500 entries for NAE4-HA Recognition; and is researching and reviewing tiers of membership dues for students, para-professionals, non-4-H youth development professionals interested in affiliating with NAE4-HA.

Other efforts include outlining working agreements and strengthening relationships with partners in the 4-H movement; finalizing MOU's with state associations regarding use of name and emblem; exploring feasibility of Executive Director's position; and discussing with Collegiate 4-H the idea of holding their annual meeting as a pre-conference with the 2010 National Conference in Phoenix, Arizona.

NEAFCS Report – Kathy Dothage (not available at this time)

NACDEP Report – Mike Woods

NACDEP is hosting its Board Retreat in Nashville, Tennessee in July. Topics being addressed are Operations Manual, Bylaws Review, and Website Update) – NACDEP is having conversations regarding state chapter relationships and growth

NACDEP has been in contact with Journal of Extension (JOE) about getting a representative on the board

Next national meeting is in April 2009 in San Diego

ANREP Report – Susan Donaldson

ANREP has 450 active members. Annual Conference held in Madison, Wisconsin at a LEED Conference Center site. LEED (Leaders in Energy and Environmental Design) Centers incorporate environmental design in building. 204 people attended conference. Conference programs were printed on recycled paper; delegates swapped used tote bags for conference bags; delegates received recycle plastic water bottles

ANREP Board is updating its strategic plan and planning for financial security.

ANREP offered scholarships to three first timers and added to scholarship fund. It was noted by ANREP that expenses for JCEP meetings make up a large portion of ANREP's budget

Impressive and Great Website was redone last year. ANREP has a searchable database on Sustainability Teaching Tools on their website

ANREP publishes a quarterly newsletter and is active on the Journal of Extension (JOE) Board. Last year's chair was an ANREP member.

In process of purging newsletter mailing list – Will likely go from 600 to 400

Looking at more models for state chapters (multi state/regional) – State chapters are combining ANREP and NACDEP

Using more electronic means to publish and present (Adobe and Breeze) at national meetings

Galaxy III – Carol Schlitt

Kathy moved and Betty seconded the motion that JCEP invite the Galaxy Committee Chair for a face to face meeting and that the committee's final report be prepared electronically. Motion defeated.

Fred suggested that Carol have a conversation with Diane regarding the closeout and evaluation of Galaxy. Carol will share the board's concern regarding travel costs and its impact on associations' budgets.

Galaxy Planning committee to be recognized at opening ceremony individually and at the closing as a group and with a token of appreciation.

Resolution of Termination of Vice Chair - A resignation letter has been received from Ingrid. Carol has also communicated with her supervisors.

Duane indicated that during the Ruby Luncheon, association presidents will be recognized on stage and the other officers will be asked to stand in place. After some discussion, it was decided to have tables reserved for association officers for recognition. Association presidents are to get the list to Duane.

ECOP – Budget Legislative Committee – Sharon Hoelscher Day

Are there other key issues that need to be addressed through task forces, i.e., 4-H and Forestry? It was suggested that JCEP President communicate with Colien Hefferan indicating Extension possibilities and willing to participate in task forces addressing critical issues.

What should be the ECOP funding priorities for 2010? Past priorities have included formula funds, EFNEP, and eXtension. Ellen moved and Chuck seconded the motion that JCEP recommendation for ECOP funding priorities be formula funds and eXtension. Motion carried.

Betty moved and Chuck seconded the motion that the JCEP Board investigate, explore, and propose a Community Sustainability Summit to be conducted in conjunction with ECOP and CSREES. Motion carried.

Community Sustainability Summit – that will bring us together inclusive under the work that we are doing and identifying how we can help people sustain during these tough times. Jim indicated that there would be support from NPL for something like this. It was also noted that Vivian has done some work around this issue through the National Network of Sustainable Living. Carol designated that Past Presidents and Edwin Jones to help with the planning of this event. Jim will identify NPL and Daryl will identify ECOP representatives.

To support the Past Presidents, each association provided its vision for the Community Sustainability Summit. They appear below:

NACAA – Chuck Otte (not available at this time)

NEAFCS – Judith Breland (not available at this time)

ESP Elements –Community Sustainability

The mission of JCEP is to promote communication, cooperation, and professionalism among all Extension educators. JCEP will bring together resources and the expertise of all Extension disciplines to address multi-faceted issues facing individuals, families and communities. JCEP will promote an extension-wide effort to present Extension’s preeminence in addressing needs at the local level. Extension will be seen as the driving force for addressing needs at the local level.

Outcome: Extension to be recognized nationally for educational impacts made in addressing needs at the local level.

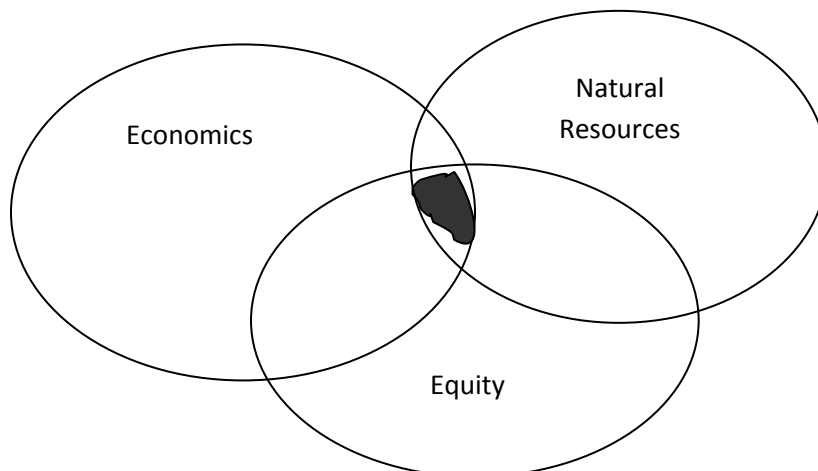
NACDEP Elements – Community Sustainability

- Global economy: Technology allows communication and commerce to occur on a global scale – will all our communities and businesses be competitive in this environment?
- Energy costs
- A in Ag – food/fuel, farm management
- Natural resources – water
- Cultural A’s – Hispanic growth

At risk:

- Economy
- Communities and families
- Diversity esp. Hispanic
- Resources

Listening sessions: the Southern Region held listening sessions in all states – what are the important community issues? – This was summarized and used to define the work plan for the Southern Rural Development Center (see Web site for more information).



- Economy/economics: costs vs. returns; will efforts – projects cash flow - must be realistic about what is feasible
- Natural resources: preserving for future generations
- Equity: who benefits and who loses; families and communities at risk

ANREP Elements – Community Sustainability

- Addresses economic situation
- Increases Extension visibility
- Reaches nationwide
- Encompasses urban and rural
- Provides engagement with public universities
- Universities are responsive
- Partnering with others
- Recognizing knowledge base within community
- Interdisciplinary
- Encompasses all of JCEP's organizations

To build and strengthen effective relationships between public (or land grant) universities and citizens.

To strengthen long-term social, economic and environmental health.

To advance understanding of sustainability by investing in research, education and outreach.

NAE4-HA Elements – Community Sustainability

In line with the JCEP mission to promote communication, cooperation and professionalism among all Extension Educators, NAE4HA agrees to support the JCEP Community Sustainability Initiative as follows:

- Involvement of our 4-H professional staff, volunteers and youth in connecting and engaging communities through
 - Energy conservation efforts, i.e. service projects in caulking windows for neighbors.
 - Locally grown foods initiatives, i.e. vegetable gardens, planting extra rows for food pantry, buying locally.
 - Environmental awareness, i.e. preservation of our resources through clean-up activities, recycling.
 - Financial wellness, i.e. teaching good money management.
 - Economic viability, i.e. engaging youth in workforce preparation skills and science, engineering and technology skills.
 - Community leadership for sustainability efforts particular to a neighborhood or community through engagement of businesses, corporations, other nonprofits and government officials.

Also: involve NACO, Governor's Association, key legislators, National League of Cities, National Mayors Assoc. (need correct name)

ECOP Liaison Report – Daryl Buchholz

ECOP is continuing to update documents on Strategic Directions for Cooperative Extension – Being led by Ivory Lyles who is chair of Program Committee

Doug Steele is leading work of Marketing Committee – Focus of this committee is a branding effort – Committee is requesting states send names of marketing contacts

ECOP Leadership Advisory Council met in New Orleans – Topic was Accountability – Extension Administrators will be discussing this topic at its next meeting

Daryl works with the Personnel Committee. This committee is responsible for ECOP Awards

ECOP is presently determining FY10 priorities

Future staffing pattern for ECOP being discussed – Proposal on table is to have one FT employee in each region and one FT employee at the national level

Daryl commended JCEP on the Scholarship paper and indicated that he would be directing Extension directors to the paper.

Extension directors are committed to keeping Extension in the forefront through the Strategic Directives document.

Daryl encouraged us to partner with all departments within the land-grant university system to implement the SET Initiative. Do not go it alone.

eXtension receives minimal funding as it relates to federal funding – federal partner is committed to its growth

JCEP desires to work closer with ECOP to market Extension and tell Extension's story. JCEP is seeking opportunities for more interaction with ECOP – JCEP representative expected to attend ECOP meeting on Wednesday at Galaxy - Daryl will follow with JCEP's request to attend ECOP Annual meeting

Measuring Excellence in Extension – one person from each university has been identified to input data in matrix – JCEP Board was encouraged to visit www.excellenceinextension.org

JCEP Board is requesting that an ECOP representative speak at Galaxy regarding how Extension fits in the FARM Bill and provide attendees with a printed fact sheet – Daryl to follow up with Elbert Dickey.

2008 JCEP Teamwork Award – Fred Miller

Carol indicated an oversight regarding the judging of these nominations. Fred Miller moved and Edwin Jones seconded the motion that the process move ahead with the current Presidents evaluating the JCEP Teamwork Award Nominations. Motion carried.

There were 12 Teamwork Award nominations submitted. The 2008 JCEP Teamwork Award recipients are Iowa Horizons and Washington State's Spanish Literacy Program. These awards will be presented at the Galaxy Opening Session.

Fred Miller moved that the following recommendations from the committee be approved: (1) that all nominations are submitted electronically; (2) that a hard copy of the nomination is forwarded to the President; and (3) that a form is created to standardize the judging. Motion carried.

Mike Reichenbach moved and Edwin Jones seconded the motion that the JCEP policy manual be changed to reflect that the JCEP Teamwork Award be awarded at either Galaxy or at the association meeting. Motion carried.

2008 PILD Report – Carol Schlitt

Carol indicated that PILD was very successful. The speakers were excellent and it was well run. Kudos to Jim Spurling for getting 24 NPL to the meeting. Fred will serve as the official representative to the 2009 PILD Committee. Kendra Wells, MD representing NAE4-HA is the chair.

Kathy moved and Chuck seconded the motion that JCEP policy and procedure be adjusted to reflect that airfares can be reimbursed prior to JCEP meetings and functions (with the approval of the JCEP President). Betty added an amendment that a promissory note be signed indicating that if the payee does not attend the meeting, he/she will reimburse JCEP. Motion carried with one opposed and one abstention.

The PILD Committee inquired about JCEP's philosophy regarding planning a conference with no seed money. It was noted that JCEP funds are available to pay deposits and fees. The committee was directed to prepare a budget.

The PILD Committee requested that the 2009 theme be the same as it was in 2008. Chuck Otte and Judith Breland moved to support this request that the theme remain the same. Thus the 2009 PILD theme will be 'Connectivity: Community to Capitol'.

JCEP Officer Elections – Della Baker

Della Baker facilitated the election of officers. The following officers were elected:

President Elect – Ellen Burton

Secretary – Judith Breland

Treasurer Elect – Rick Gibson

Historian – Edwin Jones

Chair, Partnership Committee – Karen Hatch Gagne

Chair, Handbook Committee - Mike Reichenbach

Scholarship Paper – Della Baker

Della Baker reported that the scholarship paper had been submitted to Journal of Extension for publication. We will hear from JOE within 6-8 months.

JCEP Website – Chuck Otte

Chuck has agreed to work with the website for one more year.

Donations and Sponsorships - Carol Schlitt

Galaxy Planning Committee requested that JCEP be the depository of funds that could not go to Purdue. Carol later learned that the planning committee wants JCEP to make the donor contact as well. Carol shared a letter that will be sent out to the 12-15 identified donors. She will also follow up with a phone call to each.

Galaxy IV

Carol will develop RFP for Galaxy IV. This RFP will be distributed at Galaxy III. Fred indicated that the Northeast Agriculture Agents have expressed interest in hosting Galaxy IV. They are at the present time meeting with and seeking support from other associations in the Northeast Region. If Northeast Agriculture Agents get the bid, this will serve as the NACCA Annual Meeting for that year. It was noted that 2014 is the 100th Anniversary of the Smith Lever Act and that the 2013 Galaxy IV could serve as a kickoff for that celebration.

Discussion points from conversation with Paul Horngren and Diane Baker regarding Galaxy Budget

Carol requested that the following items be added to the Opening Session at Galaxy. (1) JCEP Team Award; (2) recognition of Galaxy Planning Committee; and (3) The Farm Bill: It Will Impact You

Diane indicated that an outline of the general sessions would be forthcoming soon.

Galaxy Registration – As of 6/15/08, 1601 persons and 32 companies have registered. The JCEP Board agreed to extend the early bird registration until June 20, 2008.

Housing – Hyatt, Westin, and Marriott Hotels are sold out. Rooms are available at Embassy. Sheraton City Center has been added as an overflow hotel. Once Sheraton fills, Omni and Comp Plaza will be added.

Sponsorships – The \$28,000 is based on Salt Lake's final amount. \$14,000 has already been received.

Housing Rebate – This is a non-commissioned rate. A \$5.00 rate has been added to the room rate which will go back to the Galaxy income.

Association Charge backs – Anticipated revenue from chargeback should be listed as revenue.

16 – 18% to Purdue – This covers the cost and expenses related to two dedicated conference planners made available to Diane.

Pre Conference Fees – Galaxy will bill associations for food and AV expenses requested for pre-conferences. Payback should be shown as income.

Internet – Expenses decreased to \$3,000. Purdue IT will be handling internet setup and provide staffing for CYBER Café. Galaxy will have to pay \$950 for each internet drop (CYBER Café and Operations Room).

Audiovisuals – Current budget is \$15,000; Projected budget is \$9,000. This will cover all technical needs for Opening Ceremony, Ruby Lecturer, Auction, and Closing Brunch. Associations can bring own equipment in hotels. Purdue will provide equipment for convention center. Presenters will be asked to bring presentation on flash drive and have it loaded to Galaxy website which will be based in CYBER Café.

Board Member Meal – Sunday morning brunch has been changed to a Monday breakfast from 7-8am. RSVP due to Diane by August 1, 2008.

ANREP Changes – List Wednesday session as an Open Forum from 8:00-10:30am. No breakfast will be needed, just coffee and tea.

First Timer/Retiree Event – Change to beverage only. First Timers budgeted fee will be \$1400 and Life Member/Retiree budgeted fee will be \$700.

Printing – No estimate to date. Printing to be done by Purdue University.

Marketing – Budget amount of \$27,000 covers luggage grips, conference bags, and program binders. Programs will be 2 hole punch.

Photographer – Budget amount of \$2500. Pictures to be taken at Opening and Closing Ceremony, Ruby Luncheon, and Awards. Happy Faces (volunteers) will be taking candid photos.

On site staff – Three university paid staff will be available to handle on site registrations and Galaxy shirt purchases. Two will be paid with Galaxy funds and one will be Paul's Administrative Assistant. Purdue Business Office must be involved due to liability issues. Hotel rooms are comp for them.

Awards Book – 2500 copies will be printed.

Motorcoach – Two motor coaches will be available to assist anyone needing transportation to the opening ceremony

Educational Program – Budgeted amount of \$31,000 will be reduced to \$1680 to pay for poster boards for all sessions.

Special Events – Budget amount of \$6500 will be used to purchase reusable supplies for Tuesday Opening, Wednesday Auction, Closing Brunch and Community Service Project.

Miscellaneous Conference Expenses and Conference Miscellaneous listed twice. Delete one.

Final Audit will take place. Budget to be added.

Who will give reflections at each of the awards banquet? Names due to Diane.

The board agreed that we should have schedule at a glance in the program booklet.

Partnership and Public Official Committee Report –Della Baker

Present were C. Otte, J. Spurling, C. Jackson, K. Dothage, S. Hoelscher-Day, C. Schlitt, D. Buchholz, and D. Baker.

Della called the meeting to order by saying that the purpose of the meeting was to report accomplishments of established objectives.

The goals of the committee are to:

1. Inform and educate elected and other leaders of the need and importance of Extension to them and their constituents.

2. Work within the university community to raise the importance and visibility of Extension in advancing the outreach success of the institution.
3. Strengthen the Extension resource base through innovative funding from public and other sources.
4. Work cooperatively with ECOP and CSREES to develop and convey the Extension message.

Objectives and Action Steps:

a. JCEP members were presented with an opportunity to meet with CSREES staff to discuss marketing approaches. (A suggestion was made to use the logic model as a starting point for discussion to plan inputs, outputs, and outcomes.) The committee recommends that JCEP representatives meet with the CSREES staff and that the final product resulting from this endeavor be introduced to the entire university. Timeline: During PILD or Galaxy

Progress: Several JCEP Board members met after the PILD Conference on Thursday, May 1 at the CSREES National Office. Jim Spurling facilitated the meeting and introduced to the CSREES marketing staff to the JCEP members. Janet Allen, CSREES Communications Director, asked the group several questions pertaining to how we thought CSREES could best show and tell the impacts happening throughout the nation. Her questions included:

- What are the most effective strategies you use to communicate your value (benefits/impacts) and market extension to the public, to stakeholders and funding partners, etc.)
- What is working in your state and how can CSREES refit that at a federal level (particularly using our web site)?
- How can we best gather info about extension results and impacts?
- Who do you try to communicate/market to, in priority order?
- Is an e-zine something you are personally interested in reading and/or using?

She introduced the group to new CSREES products:

1. **CSREES Ezine – Online Magazine**

A new method to communicate impacts to key publics and stakeholders

Magazine will be theme based

The main story “feature” will give a broad scope of the issue through CSREES NPL knowledge

Include interactive media: Partners Video segments from YouTube, audio clips, photo stories

2. **New CSREES impact stories** – electronic and printed – pitching to targeted outlets. Need the top 5 stories from each association for each subject matter area

3. **New Investing in Science brochure**

They would like for everyone to add CSREES to your mailing list and send impact *products* to them.

Spurling reported that as a result of our discussion, CSREES is putting together an action plan that hopefully will be ready for dissemination for the next JCEP meeting. The Extension professional associations will be the focus of contact.

b. Continue to invite ECOP to JCEP Regional Leadership Workshops.

Progress: ECOP representatives gave presentations during both 2008 JCEP Regional Meetings.

c. Coordinate with JCEP liaison to ECOP, information for distribution to ECOP.

Progress: Baker submitted two matrices helpful for documenting and evaluating Extension scholarship for posting to the web site. Buchholz reported that he has used the two scholarship documents during a meeting with NELD alumni at Kansas State. He encouraged JCEP to share the scholarship article (the article submitted to JOE) that was submitted by Baker with ECOP. He will share the scholarship information with the Extension Directors.

d. Seek communication linkages through ECOP liaison to state Extension directors and administrators

Progress: Hoelscher-Day will be asking ECOP, "What role does ECOP want the associations to play?" In addition, she will be following up to examine who has done cost-benefit analysis of Extension programs. She said that JCEP should encourage "evidence-based" Extension programs.

Buchholz encouraged everyone to use the Science, Engineering, and Technology initiative as an opportunity to engage the entire campus, even community colleges, etc.

e. Sponsor annual PILD program.

Progress: A very strong PILD program was implemented this year with many positive comments.

f. JCEP Board Members (Past Presidents) will participate in the Annual Leadership Advisory Council Meeting.

Progress: Past Presidents participated in the LAC meeting in New Orleans. Incoming ECOP Chair, Paul Coreil, facilitated a session on accountability, using principles from the book, *The OZ Principle*, as the primary discussion piece.

Paul Warner, from the University of Kentucky, shared information pertaining to "Measuring Excellence in Extension." Additional information can be found at www.excellenceinextension.org. A data base has been created so that institutions can report to a number of established measures. The intent is to give helpful information that can be used for benchmarking and for comparing against peer institutions.

Bob MacDonald, CSREES Director, Office of Planning and Accountability, gave a presentation on how CSREES disseminates national Extension data. Chuck will forward to the listserv the Powerpoint that MacDonald used as well as additional information with links on identifying the public value of Extension work, CSREES Reporting Web Conferences, and the strategic planning and accountability web page.

The final LAC report will be posted to the ECOP web site.

Recommendations:

- After the CSREES Marketing Plan is presented, JCEP should respond formally to the plan.
- JCEP should have a yearly meeting with CSREES at PILD or during some other reasonable time as a means of continuing to build communication linkages.
- During the first General Session at Galaxy, there should be time allowed for a presentation about the Farm Bill.
- Continue to have a presentation by ECOP representatives during PILD.
- Consider giving a JCEP Impact Award to encourage Extension professionals to tell people about Extension.
- Each national professional association should ask their committees that deal with public issues to make the promotion of Extension impacts a priority, so that the national boards are well informed of what is going on in the states (ex. video clips, etc.).
- JCEP should implement a process for making sure that it is heard in ECOP and other national discussions (so that Extension is heard).

Traveling Team – Betty (not available at this time)

Historian Committee Report– Duane Johnson

Present: Duane Johnson, Ellen Burton, Sharon Hoelscher Day, Carol Schlitt

Reviewed work by Sharon and complimented her efforts to get us started.

We reviewed what we wanted to accomplish with the History Committee. The board will need to give us some guidance how inclusive we want the document to be.

At this time we are working on the following:

- Section on early (pre-JCEP) which appears to be the ECOP Sub-committee on Agent Associations.
- Formation of JCEP which appears to be in 1991 when ECOP Sub-committees were discontinued.
- Significant happenings during each year of JCEP (we need to find minutes from the early years. These may be in Chuck's boxes or in President's boxes. Fred Miller indicated Duane Duncan, PA may also have some information.
- Listing of representatives from each association that served on ECOP sub-committee and JCEP.
- Listing of officers for JCEP starting in 1991.

- Listing of committees of JCEP organization.
- Listing of Regional Meetings and locations.
- Listing of Galaxy Conferences and leadership.
- Listing of PILD Meetings and committees.
- Listing of JCEP Awards and recipients.

Tasks that need to be accomplished:

- Carol and Ellen will go through Box of material from Joan Gill to glean information and organize what should be kept for the archives.
- Linda Kay Benning will be contacted to see if she can provide us History and membership of ECOP Sub-Committee on Agent Associations.
- Sharon will continue to keep the document that is on Google.
- Duane will start to compile all information into a word document that can eventually be published.
- Duane will contact Dick Senese on other items he would like to see in the above outline.

We did not assign the following but they may be leads for records and information:

- Contact past JCEP Presidents to see if they have records or information we can use in developing the history.
- Contact all associations if they will contact their past participants on ECOP Sub-Committee on Agent Associations and JCEP to see if they have information that would be valuable for the History.

Since the meeting Duane Johnson has received the information on NACAA, ANREP and also have information on ESP. I will forward the information to Sharon and rest of committee by July 1.

Handbook Committee – Rick Gibson

- Discussion about handbook and bylaws took place
- Procedure being debated
- Board suggested that we make track changes
- Reviewing Bylaws
- Board suggested that work be done prior to Galaxy
- Will be included as an agenda item at August conference call

Budget Committee – Chuck

Review 2008 Budget

Working on 2009 Budget

Four CDs come due in next 30 days

Chuck moved that the General Operating CD of 25,000 be rolled into checking account until we get through Galaxy. Motion carried.

Galaxy CD of 50,000 and Regional Meeting and PILD CDs will be rolled over

Community Sustainability

- Past President met
- Searching for a catchy phrase – tag line
- Have conference call with Jim Spurling and Janet at CSREES on July 3
- Sharon will report our plans to ECOP Budget and Legislative Committee

Other Discussion Items

- JCEP Brochure – does not have NACDEP included.
- Chi Epsilon Sigma – a group of support staff – Betty inquired about what support could they get from JCEP – Betty will ask her administrative assistant to update on this organization on our July conference call
- PILD Committee Meeting in August – Committee will be proposing revision of the Poster Session.

Rick moved and Karen seconded the motion that the June JCEP Face to Face Board meeting adjourn at 11:17AM. Motion carried.

Respectfully Submitted,
Clyde F. Jackson, Secretary