



July 17, 2017 ACE Board Conference Call, 3-5 p.m. Eastern

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Call to Order – ACE President Suzanne Steel

Roll Call

President Suzanne Steel, Past President Steve Miller, President-elect Elizabeth Gregory North, Vice President Doug Edlund, Membership Director Beth Forbes, Research Director Lauri Baker, Professional Development Director Victor Villegas, Marketing Director Dennis Thomas, Learning Community Director Mary Wirth, Retirees Director Janet Rodekohr

Non-voting: Executive Director Holly Young, Treasurer Becky Koch, Development Officer Donna Sheffield, Marketing Director-elect Matt Browning, Professional Development Director-elect Craig Woods; Learning Community Director-elect Lori Greiner, Membership Director-elect Tobie Blanchard

Agenda Review – Suzanne

Under new business – conference proposal should be 2019

Discussion: ACE Values, starting with diversity and inclusion. Led by Kathy Lechman, Director of Diversity and Inclusion at Ohio State's College of Food, Agricultural, and Environmental Sciences. Joined by ACE Diversity Learning Community Leader Leilana McKindra

Kathy Lechman and Leilana McKindra joined the conversation.

Reasons:

Importance of diversity

Challenges in membership – ensure organization is “open and inviting”

Begin to think, as an organization, our next strategic plan

Discussion about our values – what's important to us,

Lechman: come up with a definition to share for feedback from our membership.

What does it mean when we talk about diversity?

Racial and gender diversity, age diversity, career types, gender, economic, communications disciplines, thought, LGBTQ, disability (visible and invisible)

Inclusion – how do you demonstrate inclusion? How do you know when you're included? “When people know my name and what I do.”

Use a membership committee to “harness” people coming in that are new.

Build time to reach out. New member reception good, but assign new member to a “buddy” for the entire conversation.

Where is the bulk of the ACE membership coming from? How do we increase a presence from missing areas?

Do we have a demographic profile of our target audience? Have we defined who our target audience is for membership recruitment?

Ensuring our website, recruitment materials include the full range of our members as well as potential members

What's the best way of finding out what makes people feel included without offending them?

Best reaction when you become aware you've offended someone – own it.

Suzanne noted that there had been a post following the New Orleans conference that was offensive to women.

Elizabeth: From pragmatic linguistics, an apology = an admission of responsibility + an expression of regret + explanation of steps you will take to make sure it doesn't happen again.

It's about being respectful with whomever one interacts with. If ACE wants to attract more African Americans, are we focusing on 1890s school – it's how we market or brand ourselves, and bring people into the organization.

Leilana: hope the diversity community really get going thinking about ways on how we can be relevant to ACE and the messages we're sending to the membership. We want to make the information and messages more strategic, i.e., five ways to have a difficult conversation. Need to look at these as learning opportunities. If the board has questions, the Diversity LC will try to build a message around them. Want to make an environment where it's safe to ask these types of questions. The DLC hopes to be an advocate to promote these types of conversations.

Kathy will share additional resources with Suzanne for the board.

Suzanne would like to follow-up this discussion at our next meeting.

Approve Summer Board Meeting Minutes, Business Meeting Minutes

A motion was made to approve the summer board meeting minutes by Elizabeth, second from Janet. Approved.

A motion was made to approve the business meeting minutes by Beth, second from Elizabeth. Approved.

Approve Financial Reports/Budget Update

Becky has updated the budget to reflect the 2018 conference as a separate column. There were several repeat payments in the same fiscal year, brought over from FY16. It ends up showing that we're about \$1,000 in the red for FY17.

Mary feels we're running about a \$10,000 each year, but Becky doesn't feel that's true nor should we generalize in that way. Becky would prefer the board look at the FY18 budget. We've cut a lot of expenses.

Doug wondered what kind of impact having two conferences in the same year will have? Becky, what concerns her more is that we won't get as much money coming in from AgMedia Summit, only \$10 per registration. Elizabeth noted that both Memphis and New Orleans had tremendous sponsorship support.

Doug feels a margin should be built into conferences, and set some of those goals moving forward.

Lori noted that the conferences are built on sponsorship money.

Elizabeth motioned approval of the treasurer's report, second from Mary. Approved.

Old business

Web page update - Elizabeth

Elizabeth: still waiting for images within parameters given at the summer board meeting. She has her committee of folks willing to update the web pages.

RFP Update – Suzanne

Suzanne – interviews this week of the four finalizes. We asked them to report on “where do they see ACE” and the type of strategic help they could provide. The interviews will be recorded.

2017-18 Calendar – Suzanne

Suzanne – The calendar was sent to the board today. She asked the board to review it closely and let them know of any additions and/or corrections.

Update on Fall Board Meeting plans – Holly

Make sure to get your reservations in before the September deadline.
Discussed learning community listservs and waiting for updates.

Update on 2018 Conference – sponsorships

Lori – confirmation that we have received \$3,000 in sponsorship, and a pending \$2,000 as well.

Update on committee reviewing what should be for members only

Suzanne – don't know if there has been progress, and Beth thought it was one of the questions the membership committee was going to review it. It will be left with the membership committee. Audrey King, Stacy Herrick, and Kelly Redmond are new committee members.

New Business

2019 Conference Hotel proposal – Elizabeth

Elizabeth – wanted to plan the meeting somewhere in the middle of the country. Mary Wirth recommended a hotel room broker to secure the hotel only. The planner strongly recommends San Antonio, since the room rates are pretty good. Both Fort Worth hotels, the food and beverage prices are quite high. We also looked at Kansas City, but doesn't have curb appeal.

Her recommendation would be to go with the June 10-13 dates. Suzanne likes San Antonio, and Beth agreed San Antonio is a nicer conference site.

Officer Reports

President – LC forms (need more info.)

President-elect – blurb for newsletter for the eXtension fellowships.

Vice President – meet with Tim Frost, chancellor, to look at administrator support for ACE.

Past President – no report.

Director reports

Learning Communities – follow-up and set up a pre-scheduled dates for webinars so ACE members could have them on their calendar. First Tuesday and third Thursday of the month.

Lori suggested a Google calendar where folks could go in and reserve their spot. Victor wondered about vetting them and wants to have the ability to ensure we don't have back-to-back same topics first.

Membership – no ACE Update for July. Out by August 14.

Marketing – Dennis's group is working on the videos taken at the New Orleans conference. Reaching out to administrators. Matt also noted they need another marketing committee member. Suzanne Street, Michelle Olgers, Josh Paine.

Professional Development – no report.

Research – Lauri, sent report.

Retiree – we did have a newsletter that went out.

Development Officer – follow-up on web draft about development.

Other

Meeting adjourned at 5:05 pm Eastern.