



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

**Call to Order – ACE President Steve Miller**

**Roll Call**

President Steve Miller, Vice President Elizabeth Gregory North, Membership Director Beth Forbes, Research Director Courtney Meyers, 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; Membership Director-elect Tobie Blanchard, Vice President-elect Doug Edlund, Learning Community Director-elect Lori Greiner

Absent: President-elect Suzanne Steel, Professional Development Director Victor Villegas, Past President Brad Beckman, Research Director-elect Lauri Baker, Retiree Director-elect Linda Benedict

**Agenda Review - Steve**

**Approve March 20, 2017 minutes**

**Elizabeth moved to approve, Janet second. Approved.**

**Approve Financial Reports**

Becky presented the current financial report, indicating that investments have gone up a little bit and money was transferred from the checking account back into the Money Market. Update shown here:

	<b>April 14, '17</b>
WF Checking	18,153.62
WF Money Market	15,051.31
Vanguard Investment	71,826.92
Vanguard Hermance	22,776.21
Vanguard Development Fund	57,418.77
<b>Total</b>	<b>185,226.83</b>

**Motion to approve: Mary, second from Courtney. Approved.**

**Officer Reports**

**President** – Steve asked board members for any items they want added to the summer board meeting, and noted that there will be dinner as a group June 12.

**President-elect** – See report below.

**Vice President** – Elizabeth reported that work is continuing on the web re-design.

## **Director reports**

**Learning Communities** – Mary sent the minutes from the last LC chairs meeting.

**ACTION:** Mary moved that the board accept the merger of the Media Relations and Writing Learning Communities, Elizabeth second. Approved. The learning communities also will be asked to develop a list of awards for board approval.

**Membership** – Beth asked for Update items. She asked the state reps to do some follow-up regarding membership renewal.

**Marketing** – They are working on more visuals for the website. Date for video recording has moved to May.

Matt indicated they are working on a combination of action shots as well as “smiling faces” for marketing purposes. Dennis also has created some backdrops of ACE.

**Professional Development** - Victor sent in a report, below.

**Research** – Courtney indicated poster notifications should be out today. Presentations are scheduled within the conference this year. The transition to New Prairie Press for JAC is moving ahead.

**Retiree** – Janet noted that several retirees are planning a workshop at the conference, and she will produce one more newsletter before the conference.

**Development Officer** – Donna is following up with grant recipients. There will be “teasers” on social media going out in the next couple of weeks.

## **Old business**

**Web page update** – Elizabeth

Web process has begun. Wild Apricot doesn't allow for testing, so everything becomes immediately “live” as we make the transition.

Currently there are three main navigation categories with about 17 subcategories, and then pages underneath those. Doug and Steve offered to review urls, and Elizabeth will provide a request to help that will go into the ACE update to get more members involved.

**C&A Update** –Holly

Holly shared that all had been notified who entered the critique program. She is working on how well the judges critiqued for the learning community chairs, how well categories fared in terms of the number of entries, and calculating the payment to the judges.

**RFP Update – Elizabeth**

Elizabeth noted the committee held one meeting, and discussed schedules. We received 20 proposals. An evaluation rubric has been created to analyze the proposals. The committee will again get together May 10 to review the proposals. The committee is looking at potentially coming up with a top five for further investigation.

**Professional Award** – Steve indicated that Professional Award winner Robert Casler has been notified of this award, and will be in attendance at the summer conference to accept it.

**Leadership training update** – Craig Woods

Craig indicated that the next steps are a planned breakfast for institute alumni at the conference. He also will be putting together a short assessment survey prior to the conference in June.

## **New Business**

**ACTION:** The board approved Dave King as a life member with a motion by Janet, and second from Mary.

## **Other**

Please begin thinking about what to present during the ACE business meeting at the New Orleans conference.

The meeting adjourned at 4:10 ET.

Respectfully submitted,  
Holly Young, Executive Director

## **President-elect Report**

Search for ACE Management

We received 20 proposals for ACE Management. One proposal is from an individual who is an ACE member, one is from a firm that is run by an ACE member, and the other 18 are from firms who responded to our RFP.

The search committee created a list of critical attributes (based on the RFP) for ACE management, and ranked the relative importance of each. Becky Koch's team created an Excel score sheet (thanks Becky!) for each of us to use as we review each applicant.

The committee will be working between now and its next meeting on May 10 to review and individually rank the applicants. On May 10, we will discuss the top-ranked applicants and decide which to investigate further.

## **C&A**

All award winners received notice of their honors in a timely manner this year.

Some recommendations for the future:

1. We need to see if Submittable can include the name of the entry **and** class in its automated emails. Sometimes applicants submit a piece in multiple categories, so when we send emails that they have won, or have not won, they don't know which category we are talking about.
2. The categories need some clean-up – there are some that just don't get that many entries. This is a job left to the LCs, but I think the board needs to be more proactive with the LCs on this. It's a big job, and they only have a few months to consider and recommend changes after annual conference. Perhaps we could hold a special meeting to review the status of the categories, including participation, rules, etc.

## **Fall Board Meeting**

Diane Johnson has heard back from the hotel and had expected to be able to give me dates on Friday. As soon as I know, I will send a note to the board so you can begin your plans. It will either be the week of Oct. 9 or Oct. 16.

## **Professional Development Director Report**

Here is a the March 2017 Professional Development report. I will not be able to attend this month's board meeting because of an OSU Extension event we are having today at the same time.

## **March Webinars**

**How to Become a Leader and Influencer, No Matter Your Title – by Victor Villegas**

<https://learn.extension.org/events/3039>

**VidIQ: Youtube Video Analytics – by Victor Villegas**

<https://learn.extension.org/events/3040>

Also promoted the following eXtension webinars:

**#EdTechLN TweetUp Simulcast: Adobe Spark – by Jamie Seger & Paul Hill**

<https://learn.extension.org/events/3066>

**Building Your Personal Brand in Social Media: Diversity & Inclusion Issue Corps – by Sandy Adam**

<https://learn.extension.org/events/2976>

**Global Thinking, Local Programming: U.S. Cultural Context: Diversity & Inclusion Issue Corps – by Renee Pardello**

<https://learn.extension.org/events/3015>

Planning to have at least **two more webinars before June**. One will be a panel of ACE members in different stages of their career – early, mid and end/retired, discussing work/life.

## Facebook

[Facebook Live Video tour of Oregon State University's EESC \(Extension & Experiment Station Communications\)](#)

(video had a reach of 328)

**OBS (Open Broadcast System) experiment.** I might do a webinar on this at a later date

<https://www.facebook.com/Association.for.Communication.Excellence.ACE/videos/1569820276363223/>

45 total Facebook posts in March

## ACE Leadership Institute

Big thank you to Craig Woods for working on re-starting the ACE leadership initiative.

## PD Committee

Planning to meet sometime in April/May. Still trying to figure out who are the current members of the committee. The only records I could find were from 2015. I have contacted Beth Raney for a list of current members and am waiting for her reply.

## ACE Learning Community Leader Monthly Conference Call

**May 10, 2017**

**3:00 - 4:00 p.m. EST**

**Host: Mary Wirth, ACE Learning Community Director ([mfw10@psu.edu](mailto:mfw10@psu.edu))**

## Notes

- **TOMORROW (May 11) is the deadline for hotel group rates at the ACE conference, and May 19 is the deadline for early registration – [Register now!](#)**
- **Mark your calendars, following are the dates and times of LC meetings at the conference**
  - 6/13/2017 – 11:00 – 12:00 a.m. - LC Leaders meet with board
  - 6/13/2017 - 2:00–3:00 p.m. – Learning Community Leaders Meeting
  - 6/14/2017 11:00 – 11:45 a.m. - Leadership and Management Learning Community
  - 6/15/2017 11:00 – 11:45 a.m. - Social Media Learning Community and Diversity Learning Community
  - 6/15/2017 – 9:00 – 9:45 a.m. - Academic Programs and Research Learning Community
  - 6/15/2017 – 2:00 – 2:45 p.m. - Media Relations and Writing Learning Communities
  - 6/15/2017 – 5:15- 6:00 p.m. - Marketing Learning Community, Instructional Design and IT Learning Community, Publishing and Graphic Design Learning Community
  - 6/16/2017 – 10:00 – 10:45 a.m. - Electronic Media and Photography Learning Community
- **Learning Community Year End Reports are due by May 19 – [Template](#).** Please send them to Mary ([mfw10@psu.edu](mailto:mfw10@psu.edu)) and Holly ([holly.young@unh.edu](mailto:holly.young@unh.edu)). Your feedback helps ACE leadership to improve our

support of our Learning Communities and benefits to our members. Numerous changes have been implemented due to your suggestions made at the meeting last year.

- **ACE Administrative Services Update** – the ACE board has put out an RFP to solicit administrative support options for the organization, as Holly is retiring in 2018. To date 18 proposals have been submitted and a committee is reviewing them for an eventual decision by the board.
- **LC Chair updates** – Diversity LC is working on their Facebook site, updating the links on the website, and a diversity news bulletin to be included in the ACE update newsletter.

If you have not already, please send Holly and Victor ([Victor.Villegas@oregonstate.edu](mailto:Victor.Villegas@oregonstate.edu)) a link to any webinars your LC has done in the past year so Holly can archive them on the ACE website for ACE members to view.

- **Website Updates** – the ACE website is being upgraded gradually. Work has been done on the design side and the content will be reorganized to make it easier for members and potential members to find relevant information. Thank you to Elizabeth Gregory North and the team at Mississippi State for their hard work on this project!

**On behalf of the board of directors, I want to sincerely thank all of the Learning Community leaders for your volunteer service over the past year. You have done a fantastic job and your leadership and commitment to ACE is greatly appreciated! I hope to see all of you in New Orleans.**

**Mary**