

**ACE Board
October 22-23, 2018
Meeting Minutes**

Voting: Elizabeth Gregory North, Suzanne Steel, Doug Edlund, Lauri Baker, Tobie Blanchard, Lori Greiner, Linda Benedict, Victor Villegas,

Nonvoting: Becky Koch, Donna Sheffield

Celtic: Deb Ryan, Marlene Byrne, Heather Browne, Denise Illing, Blair Ciecko, Stacey Nussbaum

Director- Elects: Craig Woods, Lulu Rodriguez, Matt Browning

Absent: Jennifer Alexander, Dennis Thomas,

Call to Order – Elizabeth Gregory North at 12:27 pm CT on Monday, October 22.

A motion to approve September Meeting Minutes as-is by Suzanne Steel. Linda Benedict seconded the motion. All approved and the motion carried.

Transition Update - Deb

Constitution – To date 40 people voted, including 38 yes and 2 no. To date there were just 3 questions, and Celtic will post answers on Friday, October 26.

Linda Benedict noted that the language about retiree and life membership needs to reflect changes approved by the Board in 2016 that were not put up to the members for vote. There was a discussion about doing so in the future. Celtic will pull a retiree/life membership list and work with Linda to get dues renewal and recruit new members. The Board noted that other changes from 2016 were never put to a vote, either. The potential for another membership vote on constitutional changes in 6 months to 1 year was discussed.

Becky noted that she has a list of potential new members to recruit.

Database Cleanup – Letters to lapsed and inactive members went out on October 10, inviting them to renew or rejoin. Recipients have 60 days to do so or be purged from the membership list. Just three renewals have come in since the letters went out.

New Members – Celtic will work with the member services and marketing committees to retain existing and recruit new members.

Officer Reports

President – Elizabeth Gregory North

Elizabeth reported on the progress made at the morning strategic planning meeting and that the full board would hear about it and have the chance to contribute to it going forward. Elizabeth thanked all

who serve on the board and who are committed to ACE and making hard the decisions necessary for its future success.

President-elect – Doug Edlund

Doug reported on the updates and additions requested for the Social Media and Electronic Media C&A categories. After a discussion on the Electronic Media changes, Lori Greiner made a motion to accept the Electronic Media changes. Suzanne seconded the motion. All agreed and the motion carried. There was a discussion on the Social Media changes, including a friendly amendment offered by Suzanne allowing for the creation of a new class. Lori made a motion to accept the Social Media changes. Doug seconded the motion. All approved and the motion carried.

Vice President –Jennifer Alexander

Elizabeth reported that Jennifer is on leave with her newborn daughter and there is no report today.

Past President – Suzanne Steel

Suzanne, Chair of the nominating committee, sought a diverse group with diverse perspectives to join her on the committee. The following are confirmed: Bob Furbee, Kris Boone, Susan Hutton, Stacey Stearns, Russell Boone, Rhonda Conlon and Beth Forbes. Suzanne asked the group to forward recommendations for nominees to her.

Treasurer's Report – Becky Koch

The budget, year to date September, was presented by Becky. Becky and team will work on making personal phone calls to those members lapsed less than a year. She noted that the conference and membership income from AMS is still pending and that the outside accounting firm is performing the tax review. There was a discussion about how many members have their dues anniversary in January. Celtic will pull a report. Becky will follow-up on the check for the Holly Young scholarship, as it was not yet received at Celtic. There was a discussion on C&A submission rates and suggestion about a special rate for students. Elizabeth will form a C&A task force to review policy and procedures, including entry fee increase recommendations for 2020.

Annual Conference

2018

Lori Greiner recapped the 2018 conference, including the final number that 185 ACE members attended. There was a discussion about partnering with AMS in the future but for now ACE needs to shore up its own conference and financials. Elizabeth thanked Lori and Martha for their hard work. Linda suggested that we consider meeting with AMS every fourth year, as ACE used to meet with the Agricultural Communicators Congress. Suzanne suggested we consider a different kind of meeting with AMS, perhaps overlapping schedules for just one day—which would still allow us to piggyback on the hotel contract to get a lower room rate. There was discussion about the AMS registration list, and possibly contacting the attendees or the universities who sent students as prospects for ACE membership.

2019

There was a discussion about the 2019 planning committee and the need for a strong program. Mark Schaefer is set as Keynote Speaker. Celtic will provide guidance on the program as well as all hotel logistics while keeping expenses to a minimum. ACE members will volunteer to bring AV equipment and set up, which will keep AV expenses lower than budgeted. Victor recommended planning for one

AV lead and two assistants to provide tech support during the conference. The committee will be encouraged to recruit local speakers. The committee will also be encouraged to pursue a robust sponsorship program. It was suggested that perhaps the sponsors could be allowed to exhibit and network with us at the conference, like the AMS Info Expo. Marlene and Deb will work with Donna and the committee to develop sponsorship guidelines. Donna noted that she has contacts with Texas Farm Bureau. The call for presentations will go out in mid-November for review in January. Marlene noted that ACE needs to make a minimum of \$15,000 on any future Annual Conference. It was noted that we should promote the conference to Texas A&M campuses, Texas Tech, and universities in New Mexico and Oklahoma.

2020

Celtic recommends Chicago/suburban Chicago for the 2020 conference to help keep expenses low. The group gave the following guidance – close to the airport and public transportation, free breakfast, restaurants within walking distance and parking discounts. Linda made a motion to accept Chicago for 2020. Lori seconded the motion. All approved and the motion carried. Chicago would be a new conference city and this should be desirable and good marketing opportunity.

Director Reports

Marketing – Matt Browning on behalf of Dennis Thomas

Will focus on new member recruitment. Will produce a video message from Elizabeth. Other ideas include updating the member profile form. Marketing will work with Lori Greiner to solicit member profiles for the Ace web site. Matt noted that he and Dennis need a new Marketing Committee and a strategic purpose for their work. The C&A program is long – encourage ways to shorten or keep it moving along. Matt also recommended giving Outstanding Professional Skill winners guidelines for better content in their videos, including the use of non-copyrighted music and an ACE stinger at the end, so that these will be more valuable content for the web site. He also requested videos for the Development Fund projects. It was suggested that we consider making the Outstanding Professional Skill winners a surprise, so there would be no videos.

Member Services – Tobie Blanchard

There was a discussion about eliminating the State Rep position to free up those people for other, more strategic leadership roles in ACE. Tobie suggested that a Local Share program could be established and offered by anyone in the state. Current, effective state reps could develop guidelines and train-the-trainer-type materials to support these programs. A session could be offered at Annual Conference for people to share ideas about how to share the conference content with people back home. We will move towards eliminating the State Rep position next year; it requires an amendment to the Constitution. Tobie also wants to work with Blair to develop a communications calendar including member news. Celtic will work to provide monthly membership reports. It was noted that, next year, AMS will be teaming up with the International Federation of Ag Journalists when they meet in Milwaukee. Lulu and Lauri discussed international member opportunities via the USAID Innovation Labs, Feed the Future, and IRRI programs.

The meeting was adjourned at 3:56 pm CT. The group will reconvene on Tuesday, October 23 at 9:00 am CT.

Tuesday, October 23

Elizabeth called the meeting to order at 9:02 am CT

Deb introduced the additional Celtic team members who were not present on Monday: Denise Illing, Blair Ciecko and Stacey Nussbaum.

Learning Communities – Lori Greiner

Lori established monthly calls with LC directors, on the first Thursday of each month at 3:00 pm Eastern. The following submitted reports and seem to be the most active: Media Relations and Writing, Electronic Media and Photography, Publishing and Graphic Design, and Social Media. Lori would like to update the LC handbook. She also would like to provide input on C&A judges. The LC leaders need lists of the members of their LCs, and they need help identifying people for the Awards of Excellence because many are newish members and don't know many people. Instructional Design & IT needs to be revitalized. There is much potential for growth, with Penn State's Atlas program and academic online instruction. Potential for reinstating meetings with NETC or at least cross-promoting ACE to their members was noted. The LCs also need help recruiting good judges for C&A. The possibility of partnering with another organization for judging was again discussed. Possible partners include the Farm Broadcasters, Livestock Publications Council, or AAFA. Victor noted that NETC 2019 is the same week as ACE 2019, but they will meet in Morgantown, WV.

Professional Development – Victor Villegas

Victor reported on the first Social Media LC webinar – only six attended and the subject matter was curating content on the ACE Facebook page. The Social Media LC wants to help curate content for ACE's social media accounts. It was agreed there should be a curate policy for all ACE social media channels. Victor will work with Matt, Tobie and Celtic on the content calendar. Victor said that JAC content is needed for social media. Lauri will talk to the JAC Board at their next meeting (October 29) about choosing a set of stock images that could be used for the JAC articles. Victor suggested other content could include communications tips (or a dedicated e-mail list or "Tip Line") or information on promotions, job changes, awards. He suggested a web form to provide a template and request a photo, the content from which would be turned into a post for social media. Craig reported that there is a Diversity webinar set for November 8. The office will schedule the Zoom meeting, send an initial eblast to all members, post on the website and send two additional emails. Victor recommended a protocol for webinars be established and shared, to address scheduling, promoting, hosting, recording, archiving, publishing, and retaining a list of attendees. ACE's social media accounts were discussed: the Facebook account is active; and the LinkedIn account has people who are apparently non-members posting on it. We do not have the credentials for the Twitter accounts, and we may need to establish a new one. We need to set up a YouTube account for hosting videos of webinars, etc. ACE has a Zoom account, but the credentials are Holly Young's.

Retiree – Linda Benedict

Linda is working on her first newsletter. She plans to distribute the newsletter 4 times per year. She has a goal of attracting more Life Members. Celtic will provide a list of retirees and life members.

Archivist – Joanne Littlefield

Joanne Littlefield called into the meeting to discuss and get Board input on the various ACE archives. Joanne is seeking a home for the materials that she digitizes. She currently has these materials in a DropBox and wonders whether they should be housed on the ACE web site. Joanne would like the

Board's guidance on which records to archive. JAC is now searchable online. Physical documents from ACE's history are in the National Ag Library in Beltsville, MD. Should they be digitized? There will be a cost. Are there institutional documents we need to archive? What about old web content? Can additional archives be stored at the University of Illinois Ag Communications Documentation Center without additional fees? This is a question for Lulu. Would a Dropbox account suffice for additional archives? Joanne asked whether the Board wanted the Curator to be a member of USAIN, through which there are grant opportunities. You have to be a member to get a grant. She will do further research, including about writing a grant to fund further archiving. Joanne reminded the Board that the Curator serves a 3-year term, and her term will end next summer. She is willing to serve again, but recommended that we open the position to others who might be interested.

Research – Lauri Baker

Lauri noted that we need to issue a call for a new managing editor for JAC. David Doerfert is rotating to the past editor role, and Lisa Lundy, the current managing editor, will be moving up to the executive editor role. There was a discussion about how currently submission to JAC is open to the non-members and really should be maximized as a members-only benefit. In addition, there is opportunity to communicate the ACE connection to JAC by adding a President's Column. Lauri will inquire about getting JAC images for social media, the President's Column, ability to get email list of those who download from New Prairie Press, and confirming membership status of authors. The Board wishes to investigate charging a submission fee for non-members to submit manuscripts to the journal. Quisto Settle is the incoming chair of the JAC Board; Katie Abrams is the current chair. Lulu will need to be replaced on the JAC Board when she becomes Research Director (which is a non-voting member of the JAC Board). Lauri noted that, currently, you don't have to be an ACE member to submit a poster or paper or present at Annual Conference or submit a manuscript to JAC or win the Research Paper of the Year awards. Reviewers for JAC don't have to be ACE members, either. The JAC Editorial Board voted not to charge a submission/publication fee to non-ACE-members. It was noted that the ACE Board could override this decision. The publication of new JAC issues should be announced by ACE. Lauri will send the information to Deb. The National Ag Communications Symposium meets with SAAS (Southern Association of Agricultural Scientists) each year: this is the new name for the former SAAS Communications Section. There is also a closed Facebook or LinkedIn group called AgComm Scholars. It was noted that ACE owns the journalofappliedcommunications.org URL. Lauri will send comparison information about other journals to the Board.

Development Officer Report – Donna Sheffield

Donna reported that about \$1,000 was raised at the silent auction, less than usual because the income was split with the other organizations. She thanked all who donated and said she will be sending thank you's to donors and a spreadsheet of the donors and bidders to Deb. She asked if there was space at the Westin San Antonio and Elizabeth confirmed that there was. Donna would like to update the policy and goals for this committee. Deb added that the draft sponsorship program will be share as part of the strategic planning review. Donna reported that she is working on getting reports from the recipients of the Development Fund grants. Two of the three have been submitted. She noted that she has asked a few people to join the Development Committee, but she said the committee needs goals. She also reported that she and Beth Forbes have been working on sponsorship guidelines. Marlene emphasized that, in the future, ACE should accept no more directed or restricted funds.

Old Business

Elizabeth asked Celtic to review 2016-2017 language changes to Board positions.

New Business

Elizabeth reviewed her goals for future board meetings – for all to submit their reports in the template she provided as part of the consent agenda. Discussion will be limited to decisions that need to be made. She also recapped the strategic planning that took place will be reviewed at the November board meeting and will include any updated budgeting. She noted that some roles may change as a result with the main goal being that all members of the Board will shift to a more strategic emphasis rather than tactical. Elizabeth also requested that Celtic explore options for file sharing amongst the Board and Celtic. She reiterated her desire to form task forces to review C&A and Young Professional Members.

Doug asked that anyone who had recommendations for the ACE 2020 committee please send the names to him.

Motion to Adjourn by Suzanne. Seconded by Victor. All approved and the motion carried at 11:58 am CT.