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**ACE Board Agenda  
February 12, 2019  
2:00pm CST**

- 2:00 Call to Order – Elizabeth Gregory North  
Approval of January Meeting Minutes
- 2:15 Officer Reports
  - President – Elizabeth Gregory North
  - President-elect – Doug Edlund
  - Vice President – Jennifer Alexander
  - Past President – Suzanne Steel
- 2:30 Celtic Update – Deb Ryan  
2020 site update
- 2:35 Annual Conference  
2019 Conference – San Antonio
- 2:40 Treasurer’s Report – Becky Koch
- 2:45 Director Discussion
  - Marketing – Dennis Thomas
  - Member Services – Tobie Blanchard
  - Learning Communities – Lori Greiner
  - Professional Development – Victor Villegas
  - Retiree – Linda Benedict
  - Research – Lauri Baker
  - Development Officer Report – Donna Sheffield
- 2:55 Other
- 3:00 Motion to Adjourn

**ACE Board of Directors  
February 12, 2019  
Meeting Minutes**

*Voting:* Elizabeth Gregory North, Doug Edlund, Jennifer Alexander, Suzanne Steel, Tobie Blanchard, Lori Greiner, Becky Koch, Linda Benedict, Victor Villegas, Dennis Thomas

*Celtic:* Deb Ryan

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

*Absent:* Lauri Baker, Donna Sheffield

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Call to Order – Elizabeth Gregory North at 2:02 pm CT on Tuesday, February 12, 2019.

January Minutes – Elizabeth asked if anyone could recall who made the motion and seconded it for Suzanne’s request for postage to mail her administrators campaign letters. Suzanne made the motion and Becky seconded it. A motion to approve January Meeting Minutes with this change was made by Suzanne. Becky seconded the motion. All approved, and the motion carried.

**Officer Reports**

President – Elizabeth Gregory North

Elizabeth noted that much of her work this past month will be covered in reports from other officers and directors.

President-elect – Doug Edlund

Refer to written report. Doug noted that there were 314 C&A submissions, which was on target but less than in past years. He also noted that it was the second year that the submission deadline was extended – it was extended twice this year, because of severe weather and then again for a total of an extra week. Elizabeth suggested considering a longer submission period rather than multiple extensions. Doug’s report also noted the need for certain judges, and he asked the group to refer judges to him as soon as possible.

Vice President – Jennifer Alexander

Refer to written report. Jennifer asked who she should connect with regarding her responsibilities with sponsorships. Elizabeth noted that Donna is working a proposal on a broader development program that emphasizes non-restricted funds (not just restricted or conference funds) and will ask her to include Jennifer in the process.

Past President – Suzanne Steel

Refer to written report. Suzanne asked for consideration of approval to print new push cards for the administrators campaign since the existing print inventory mentions the now defunct first year reduced membership rate. After a discussion it was agreed a quantity of 800 would be printed by Mississippi State for \$100. Suzanne made a motion to print new push cards. Linda seconded it. There was no further discussion. All approved and the

motion carried. Suzanne also asked people to review the letter she submitted with her report and get back to her with edits and comments by February 22.

### **Celtic Update**

Deb reported C&A judges will get the link to begin their reviews. The professional leadership awards on the website are updated and all deadlines will now be March 1. Board nominations are open. Continue to work on cleaning up membership database.

### **Annual Conference**

2019

There was no update on the Conference. The next committee meeting is February 19.

Deb reported that she has narrowed down the hotel properties for 2020 and will get in touch with Doug about site visit specifics.

### **Treasurer's Report – Becky Koch**

Refer to reports. Becky reported that she is working on lapsed memberships. Linda noted the donation that came from Cordell Hatch, and Deb reported that Celtic sends an acknowledgement letter that can be used for tax purposes. Jennifer suggested that, in addition to the acknowledgement letter sent by Celtic, that the president send a personalized letter to each donor on behalf of the board. Jennifer asked why the budget was called January, and Becky clarified that it is results through January 31. Lori asked about Wild Apricot's additional processing fees. Deb noted that Wild Apricot, upon the next renewal, will begin charging a 20% fee if ACE is using a third party processor. ACE's renewal does not come up until December, which gives time to finish completing the name change with IRS and moving bank accounts.

### **Director Reports**

Marketing –Dennis Thomas

Refer to written report. Dennis asked how his videos will be linked to the ACE web site and how they would be hosted. Deb confirmed that they would be hosted on the ACE YouTube channel, and Dennis can send the completed videos to Celtic to post.

Member Services – Tobie Blanchard

Refer to written report. Tobie reported on efforts to continue with robust communications to spur member engagement. The next ACE Edge will feature a member profile as well as pro tips.

Learning Communities – Lori Greiner

Refer to written report. Lorie asked if minutes could be sent out sooner. She also provided a link to photographs from the 2018 conference, which includes photos of the C&A winners. After a discussion it was agreed posting them on the ACE Facebook group was the best way to share the photos. Jennifer and Doug also noted that any work on the LC handbook should focus on streamlining and shortening it to essentials and down to 2 to 4 pages.

Professional Development – Victor Villegas

Refer to written report. Victor noted the impossibility of changing ownership of the current LinkedIn group and asked the group to consider starting a new group. Lori made such a motion. Doug seconded it, there was no further discussion, all approved and the motion carried. It was agreed that Celtic would be the owner of the group. Victor also asked for thoughts about the Twitter account. Jennifer noted and all agreed that the focus should remain on LinkedIn and Facebook.

#### Retiree – Linda Benedict

Refer to written report. Linda said she was working to track down retirees and that the challenge remains to convert retirees to life members. She asked the Board to approve the life memberships of Erik Anderson, Terry Meisenbach, and Dave Hansen. Linda made a motion to approve these life memberships. Becky seconded the motion. There was no further discussion; all approved, and the motion carried. Linda and Deb will set up a call to discuss the retiree website.

#### Research – Lulu Rodriguez on behalf of Lauri Baker

Refer to written report. Lulu noted that the contracts for executive editor and managing editor are set. The next meeting of the Board of JAC is February 20. The deadline for research paper and poster submissions was February 11. Lulu asked for approval to submit a proposal for a grant from the US Agricultural Information Network's (USAIN) Preservation and Digital Library Committee Project Ceres. Becky made a motion to approve this, and Linda seconded the motion. Jennifer asked that they include Joanne Littlefield in the process. There was no further discussion; all approved, and the motion carried. The deadline for proposals is February 15.

#### Development Officer Report – Donna Sheffield

No report

New Business – there was no new business.

Elizabeth called the meeting adjourned at 3:15 CT.

#### Text chat:

14:05:56 From Becky Koch : The blizzard day at home was when I got mine done. :-)

14:14:02 From mattbrowning : Suzanne - were you able to confirm that the current printed ones do indeed mention first-year membership? The digital versions I sent you yesterday afternoon no longer have it. We weren't sure which version got printed.

14:15:50 From Deb Ryan : yes, Matt, I had a set in the office and it does include verbiage about first year rates.

14:16:03 From Becky Koch : I emailed communication department leaders.

14:17:35 From Doug Edlund : Will the letters to the deans/directors go out in the mail or email?

14:41:40 From Becky Koch : Celtic has access to the ACE YouTube now, correct?

14:43:11 From Deb Ryan : yes

14:49:50 From mattbrowning : I think a Facebook photo album is the easiest and quickest route. And people can tag themselves if they'd like identified.

14:51:55 From Becky Koch : And could we quit calling it a handbook? Not online as one PDF?



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15:05:36 From Becky Koch : Thank you for getting minutes back online. I'll look for that May 2018 one that's missing.

15:11:21 From Lori Greiner : Here is the link to the ACE Conference photos.  
[https://www.dropbox.com/sh/ckhxpaiq2174ls2/AAA3r\\_4Q6H77-U0o\\_CX\\_Lk7Ha?dl=0](https://www.dropbox.com/sh/ckhxpaiq2174ls2/AAA3r_4Q6H77-U0o_CX_Lk7Ha?dl=0)

15:13:57 From Lori Greiner : Happy Birthday, Dennis!

## Treasurer Report

**January 2019**  
**Becky Koch**

### Strategic Planning Goals

- Renew lapsed members & engage Communication Dept. Directors
- Finance
- Planning
- Communication to committees about their budgets???

### Accomplishments since last report

- Updated list of ag/Extension communication department/unit heads/chairs/directors
- So far have emailed eight with personalized messages encouraging them to join ACE and/or encouraging them to support membership from their staff and individual communicators on their campuses
- Emailed three NDSU communicators, encouraging them to join or rejoin ACE

### Informational items

- Hope to get official name corrected, checking moved to Bank of America, etc. in next couple weeks
- After bank transfer, will explore Wild Apricot Payments to replace authorize.net to save on credit card fees

### Next steps

- Finish emailing department heads by mid-January (a couple weeks before C&A entries are due)
- Get copies of emails Celtic already sent to lapsed members
- Email lapsed members by mid-January, encouraging membership and C&A entries
- Work with Denise to approve expenses before funds are committed or spent, review receipts and identify over-budget expenses on the monthly report
- Review the \$1,396.32 spent on Marketing and Advertising to see if some expenses should be in other budget categories

### Items for Board decision/action

- Development Fund grants – see separate document
- Job openings – see separate document

## Learning Communities

**February 2019**

**Lori Greiner**

### Strategic Planning Goals

- Engage LC's and create content as topic experts
- Calendar for LC's
- Social posts on LinkedIn
- LC Webinars

### Accomplishments since last report

- Held two Learning Community monthly call (Jan. 10 & Feb. 7)
- Upcoming Professional development
  - Making PDFs and Websites more Accessible – Feb. 13 9 a.m. CST/10 a.m. EST (graphic design/publishing)
  - ACE Strategic Plan Overview For Members – Feb. 18
  - Video Intake and Meta Data – March 6 (electronic media/photography)
- Discussed ideas with Craig and Victor for developing templates and ACE promos for webinars

### Informational items

- Encouraging LCs to submit award nominees.
- We have a three LCs that need additional leadership – Leadership & Management, Marketing, and Instructional Design & IT. If you have any recommendations for potential leaders, please let me know.

### Next steps

- Encourage LCs to contribute pro-tips for social media and newsletter.
- Reach out to the LCs individually, especially the less active to see what we can do to help them.
- Work on updating the LC Handbook.

### Items for Board decision/action

- No board action need at this time.

## Past President Report

February 2019  
Suzanne Steel

### Strategic Planning Goals

- Campaign to Deans & Administrators to increase memberships
- Nominations

### Accomplishments since last report

#### **Nominations:**

Finalized the ballot, sought and received approval from the board. Ensured Celtic had bios and pictures of nominees. Contacted each nominee to let them know the election timeline and who, if anybody, they were running against. Thanked committee members for their work. Reviewed email and web text for election. Election went live 2/11/19.

#### **Campaign to Deans and Admins:**

Held an email discussion with Dennis and Matt regarding messaging, etc. Dennis recommends we connect to online videos of members discussing advantages of ACE. Matt shared messaging with his Extension director and received some helpful feedback, which I incorporated into the draft letter:

- Too much about networking. It's find to mention, but no need to emphasize.
- What are the benefits to my staff in this organization?
- What is the substantial value to that person's time/what would make them happy they are a part of the organization or attending the conference?
- How will they be better at their job and better as a person?
- How can our university be highlighted within this organization or conference?

Reviewed suggestions from last board meeting and incorporated into draft. Some fall under board action, see below.

### **Informational items**

No informational items.

### **Next steps**

**Campaign to Deans and Admins:** Receive and incorporate feedback from board for letter. By March 1, send final "general" letter and personalized letters to Celtic for distribution.

**Nominating committee:** Share with Elizabeth, as the chair of the next nominating committee, the list of members who want to be considered again for a leadership position. Draft a motion to revise ACE's approach to elections for future board discussion.

### **Items for Board decision/action**

- Recommend we send a letter accompanied by a membership push card that an administrator could share with a communicator.





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- To do so, we may need to update the membership push card to remove the former \$60 new member rate. Not sure if the \$60 was removed before or after printing for Scottsdale. Will need 200 for this campaign. Mississippi printed 800 for \$100 for us in 2018. Okay to move forward if existing cards are out of date?
- Review draft letter and provide feedback to Suzanne by Feb. 22.
- Send Suzanne any personalized information for letters to specific administrators by Feb. 22.

March 1, 2019

Dear ,

I'm writing to suggest you encourage your communicators – whether they be based in a communications unit or are housed in academic departments – to consider the Association for Communication Excellence (ACE) for their professional development.

ACE is an international, professional organization for designers, writers, editors, IT professionals, video producers, web developers, social media specialists and communication leaders. Most members are from land-grant universities, while some are from universities and agencies with similar missions and goals.

What ACE can do for your communicators:

- Connect them with others facing similar issues and challenges
- Help them hone their skills
- Keep them up-to-date on the latest technology and trends in their field
- Expose them to communication leaders who can serve as mentors
- Provide them with leadership opportunities
- Let them shine through our awards program

What ACE can do for your organization:

- Spotlight your university as your staff bring home top honors and leadership roles
- Keep you connected to communication issues and trends from across the country
- Provide member benefits, such as the ability to post your open positions for free
- Give you the opportunity to sponsor events and webinars

In ACE, your communicators will **grow their skills, grow their network, and grow as professionals**. Please share the enclosed information card with your communicators.

For more information, visit [aceweb.org](http://aceweb.org). To hear members talk about ACE benefits, visit [xxxurlforvideotestimonials](#). Please contact me for additional information.

Sincerely,  
Suzanne Steel  
ACE Immediate Past President

## **President-Elect Report**

**February 2019**  
**Doug Edlund**

### **Strategic Planning Goals**

- Increase the prestige and participation of the C&A awards
- C&A Awards
- Judges

### **Accomplishments since last report**

As of Monday, February 11, we have 314 entries for this year's C&As. While this number is down from last year, we are still well within the range for entries based on past years. The weather extension led to a large number of last-minute entries, more so than the extension until February 8<sup>th</sup>.

The majority of judges have been lined up with a few exceptions as of 2-11-19. Class 5 (Scriptwriting), Classes 11a and 11b (Print to Full Color and Print Advertisement), Class 33 (Informational or Educational Video for External Audiences), Class 36 (Media Relations Campaign), Class 37 (Single Marketing Item), Class 40 (Web Site), Class 41 (Tech Ed) and Class 47 (Crisis Communication).

### **Informational items**

Waiting on a final input for 2020 Conference Committee members.

### **Next steps**

Will work with Deb to finalize judges list.

Will begin to assign judges via Submittable.

### **Items for Board decision/action**



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## Professional Development Report

February 2019

Victor Villegas

### Strategic Planning Goals

- Create highest quality programs to increase participation
- Annual Conference
- Social Media
- Webinars

### Accomplishments since last report

- Craig hosted Zoom webinar on “Best Practices for Zoom in Education and Professional Development,” presented by Tamara Meredith, Feb. 8, 2019, 32 attendees. Recording available on Youtube at: <https://youtu.be/UWAinfSCDQ8>
- Had email discussion with Lori Greiner and Craig Woods about ACE opening/closing slide template for ACE branded webinars.
- D. Scott Smith (<http://www.dscottsmith.co/>) has agreed to do a webinar on “Networking.” Possible late May date. Would be good pre-conference webinar.
- ACE LinkedIn Group
  - I had Faith Pepper add me as a group manager
  - I added Deb Ryan as another group manager
  - Contacted LinkedIn to help identify and change group owner. They were not helpful.
  - Tried contacting possible owner. Have yet to receive response after multiple tries.
  - Made audit of LinkedIn posts. Found that most posts were by non ACE member. Removed him from group and deleted his content.
  - Verified which group members are actual ACE members. Tried to identify which might be lapsed or former members and non ACE members. Sent spreadsheet to Deb Ryan.
- Posted 20 Facebook posts since last board meeting.

### Informational items

- Found this ACE blog: <https://aceleadershipblog.wordpress.com/>  
Not sure who set it up. Looks old.
- Facebook posts on Kay Ledbetter and Doug Edlund had highest reach and engagement
- Might not be able to have AR/VR presentation at conference. Will see about having them do a webinar instead.

### Next steps

- Post latest webinar recording on Facebook.
- Decide on LinkedIn Group status (see item for decision below).
  - Once decision is made, start posting.
  - Clean up LinkedIn Group members list
- Nail down May date for Scott Smith’s “Networking” webinar.
- Still waiting to see draft conference schedule for sessions.
  - Need to coordinate with conference committee to set session schedule.



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**Items for Board decision/action**

- Need to decide whether to create new LinkedIn group.
  - If decision is made for new group, need to designate new owner.
- Do we want a new Twitter account? If so, who should create it? Who should be in charge of it?

## **Marketing & Membership**

**February 2019**

**Dennis Thomas/Matt Browning (elect)**

### **Strategic Planning Goals**

- **Increase new members by 100**
- **Membership Drive**
- **Extend memberships to industry**
- **Update Website**

### **Accomplishments since last report**

- **Increase new members by 100:** Working with Suzanne Steel to develop language encouraging administrators to support ACE membership for communicators - ongoing
- **Extend membership to industry:** Began developing list of agencies outside the land-grant university system to target with ACE information - ongoing
- **Update Website:** Reached out to Celtic, re: website access/training

### **Informational items**

- Received some new action-oriented shots from UGA to use in marketing materials
- Video testimonials are nearing completion with ACE members from University of Idaho, North Carolina A&T, and the University of Florida.

### **Next steps**

### **Items for Board decision/action**



## Research Report

February 2019

Lulu Rodriguez for Lauri Baker

### Strategic Planning Goals

- Update the ACE Board on activities related to JAC
- Update the ACE Board on research-related activities

### Accomplishments since last report

- Official offer letters have been delivered and signed for the Executive Editor and Managing Editor positions for the Journal of Applied Communications. Lisa Lundy of Florida will serve as Executive Editor; Katie Abrams of Colorado is the new Managing Editor.
- The Learning and Academic Learning Community issued last year the call for papers for the 2019 ACE Conference in San Antonio. The deadline for submission was Monday, Feb. 11.

### Informational items

- The JAC Board is scheduled to meet Wed., Feb. 20

### Items for Board decision/action

The US Agricultural Information Network's (USAIN) Preservation and Digital Library Committee is now accepting submissions for the next round of Project Ceres. The purpose of this program is to support small projects that facilitate the preservation and retention of print serial materials essential to study the History and Economics of Agriculture and make those materials accessible electronically through digitization. In consultation with the Development Officer, The ACDC proposes to submit such a request for funding in behalf of ACE.

The projects to be funded are categorized into two tiers. The digitalization of ACE documents can fall under Tier 1. **Tier 1** funding is for relatively small digitization/preservation projects and is designed to provide experiences that will prepare recipients to apply for funding for larger projects. This funding is available only to institutions who did not participate in the original NEH-funded National Preservation Program for Agricultural Literature. One time monies ranging from \$2,000 to \$5,000 will be available for projects that fall within the scope of the Ceres project.

We propose to place first priority on articles in the periodical sequence of AAACE, ACE Quarterly, and JAC. Also, digitize selected newsletter articles, commentaries, reports, proposals, and other materials which hold broader interest. Such materials can reflect developments across the decades in communications media and methods used by the USDA, land-grant universities, and other public bodies represented by ACE members. The digitized materials will be housed at ACDC at the University of Illinois.

### Next steps

- Apply for Project Ceres funding due Feb. 15

## **Retirees**

**February 2019**  
**Linda Benedict**

### **Strategic Planning Goals**

- Create opportunities for retirees to engage.
- Communicate with retirees.
- Update database.

### **Accomplishments since last report**

- Sent notification to the life member list of Lyn Jarvis's death, along with a tribute to him. He was one of ACE's stellar members.
- Prepared my third newsletter for the retirees and sent to Celtic for formatting and distribution.
- Working on updating the retiree website with Celtic; the site is now down, and I'm anxious to get it back up. This includes posting an alphabetical list of the life members on the retiree website and posting the newsletters.
- Sent letters encouraging life membership; two have paid their \$300, Erik Anderson and Terry Meisenbach. Dave Hansen wants to pay and is waiting for me to tell him how to do that.
- Working with Celtic on clarifying procedures for becoming a life member.
- I continue to contact retirees for news items for the newsletter.

### **Informational items**

#### **Next steps**

- Continue searching for new retirees and recruiting life members.
- Continue working on the next newsletter.
- Continue sending updates for the ACE retiree directory.
- The retiree website needs to be put back online and updated by Celtic.

#### **Items for Board decision/action**

- At the February meeting I'd like to have a board vote on two new life members, Erik Anderson, Dave Hansen, and Terry Meisenbach.



## **Vice President Report**

**February 2019**  
**Jennifer Alexander**

### **Strategic Planning Goals**

- Generate new sponsorships
- Industry engagement
- Associations sponsors
- Conference Sponsors

### **Accomplishments since last report**

- Reviewed board notes and strategic plan items as I catch up from maternity leave.

### **Informational items**

- Baby Katherine and our family are doing well. I'm back at work now. Thanks, everyone, for your support and patience over the past few months.

### **Next steps**

- Connect with those currently working on sponsorships to be aware of current efforts (see question below).

### **Items for Board decision/action**

- Need to understand how the board sees the strategic planning goals for this position (all focused on sponsorships) relating to the work of the development officer and conference committee.
  - Question: Knowing that sponsorship solicitations for the 2019 conference are under way, whom should I connect with now to learn how to best support/be aware of current efforts?



*Link to conference photos*

[https://www.dropbox.com/sh/ckhxpai21741s2/AAA3r\\_4Q6H77-U0o\\_CX\\_Lk7Ha?dl=0](https://www.dropbox.com/sh/ckhxpai21741s2/AAA3r_4Q6H77-U0o_CX_Lk7Ha?dl=0)