

**ACE Board Agenda
January 8, 2019
2:00pm CST**

- 2:00 Call to Order – Elizabeth Gregory North
Approval of December 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
- 2:35 Annual Conference
2019 Conference – San Antonio
- 2:40 Treasurer’s Report – Becky Koch
 - Development Fund grants: based on income only?
 - Charging for posting job openings from non-members
- 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 – nomination of Katie Adams as JAC Managing Editor
 - Development Officer Report – Donna Sheffield
- 2:55 Other
- 3:00 Motion to Adjourn

**ACE Board of Directors
January 9, 2019
Meeting Minutes**

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

Nonvoting: Donna Sheffield

Celtic: Deb Ryan, Denise Illing

Director-Elects: Craig Woods, Lulu Rodriguez

Absent: Doug Edlund, Jennifer Alexander, Lauri Baker

Call to Order – Elizabeth Gregory North at 2:02 pm CT on Tuesday, January 9, 2019.

December Minutes – Elizabeth asked for comments on the December minutes. Becky noted that she should be listed as a voting member. A motion to approve December Meeting Minutes with changes was made by Suzanne. Lori seconded the motion. All approved, and the motion carried.

Becky then commented that the written reports need to be included with the minutes for a complete record of the meetings and asked about the best filing sharing system. Deb will re-send information about file sharing options to Elizabeth. Deb will also see that past meeting minutes are added back to the website.

Officer Reports

President – Elizabeth Gregory North

Elizabeth reported that she wrote the first JAC-ACE President's letter and it is now posted. She will update membership on strategic plan initiatives in the next issue of ACE Edge.

President-elect – Doug Edlund

Refer to written report.

Vice President – Jennifer Alexander

No discussion.

Past President – Suzanne Steel

Beyond her written report, Suzanne asked for consideration of her proposal to send deans and administrators a letter and possibly membership push cards via USPS rather than just email. Since postage was not budgeted for there was a discussion and some questions. Lori asked what the call to action was to be sure it was worth the cost of postage. Suzanne replied that she will be asking for suggestions for new members as well as support for ACE. Becky asked if the letter could be shared to individual comm units. Victor noted that the list could be targeted to those institutions without any

representation and suggested the Board should review the list once it's complete to see if there are individual deans or administrators that could be targeted via email to save money. Donna will share her list of questions for admins that she developed with Doug and Tim Cross. Suzanne made a motion to approve postage expenditure of up to \$180 for this effort. Becky seconded the motion. There was no further discussion, all approved and the motion carried.

Suzanne also noted that the nomination search process should begin earlier in the future. She also suggested reviewing the overall nominations process. Elizabeth agreed and asked that the review take place later in the spring and for all to give it some thought as it could require an amendment to the constitution.

Celtic Update

Deb reported that 47 conference session proposals were submitted and one workshop proposal. The C&A submissions opened January 1 and so far two submissions have come in. Celtic will send weekly reminders and expects final list of judges on January 14. The December ACE Edge had an open rate of 45%! Celtic will start implementing strategic planning initiatives to coincide with Elizabeth's communication about the plan.

Annual Conference

2019

The topic submissions are with Maggie Lawrence and Kay Ledbetter for review. The schedule will most likely get revised based on the length of sessions submitted. Donna and Elizabeth were on the last conference committee call where corporate sponsorships were discussed. The sponsorships package should be ready by the next committee call later in January.

Deb also reported that several properties look promising for the 2020 site search in the Chicagoland area. She will give an update at the February meeting.

Treasurer's Report – Becky Koch

Refer to written report and YTD budget through 12/31/18. Becky asked for comments on her written proposal for charging non members to list job postings on the website. There were questions and discussion. All agreed job postings is a member benefit and should be seen by members only on the website and appropriate to post on LinkedIn, rather than Facebook or Twitter. After the discussion Becky's proposal was altered as follows:

- Post for free only when submitted by an active (not retired or life) member from that institution/organization
- Charge others \$50 per 30 days
- Feature each posting in one issue of ACE Edge – changed to: Feature each posting in one email to members as it is received
- Add link to job openings on ACE home page (maybe under JAC)
- Do not feature job openings in social media - changed to: Do not feature job openings in Facebook or Twitter, just LinkedIn

It was also agreed that a policy should be written up with these instructions. Celtic needs to work with Wild Apricot to set up the paywall for nonmembers. This benefit should be

included in Suzanne's letter to administrators and deans. Suzanne made a motion to accept this proposal. Linda seconded the motion. Lori noted that she was agreeable as long as the postings remain on the members' only side of the website. There was no further discussion, all approved and the motion carried.

Discussion of Becky's development fund grants proposal was postponed.

Celtic will send Becky the first lapsed member email that was sent in Fall, 2018.

Director Reports

Marketing –Dennis Thomas

Refer to written report. Dennis asked if questions for the member profiles need to be approved and Elizabeth replied that the committee does not have to get approval. Deb asked about the member profile form and Tobie said it was discussed with Blair and plan made. Dennis also noted he is working the B roll and hopes to be complete by March.

Member Services – Tobie Blanchard

Refer to written report. Tobie also said she would send list of Profile questions to the board and appreciates recommendations for future members to profile. She also had an idea to promote book recommendations on social media or within ACE Edge.

Learning Communities – Lori Greiner

Refer to written report. Lori noted the next call with LCs is January 10 and she'll share the communications calendar with the leaders.

Professional Development – Victor Villegas

Refer to written report. Victor noted he is working on social media and webinars and content calendar. He asked the Board to send him webinar ideas. Victor wants to revitalize the LinkedIn Group and will compare those in Group with member list. He also requested that webinar ideas be sent to him.

Retiree – Linda Benedict

Refer to written report.

Research – Lulu Rodriguez on behalf of Lauri Baker

Refer to written report. Lulu asked for a vote on Katie Abrams as the next JAC managing editor. Elizabeth asked about her credentials. Lulu reported that she is the chair of the JAC committee and has been involved on JAC for a long time. Lulu also noted she is a Associate Professor at Colorado State University, is diligent in her research and very timely in completing tasks. Lisa Lundy is ready to onboard her right away. Lulu made a motion to accept Katie Abrams as Managing Editor of JAC. Lori seconded the motion. There was no further discussion, all approved and the motion carried. It was suggested that Lulu let Katie know she was approved and the terms of the position. From there Celtic can communicate with her what is needed for invoicing.

Development Officer Report – Donna Sheffield

Refer to written report. Donna asked to confirm if the Board was ready to submit a call for development grants. It was agreed that she will gather ideas on unrestricted and



Grow your skills, grow your network, grow as a professional in ACE!

restricted fund raising from other groups. Deb will set up a call with Donna to discuss information on the website.

New Business – there was no new business.
Elizabeth called the meeting adjourned at 3:06 CT.



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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

ACE Accounts Summaries

	July 1, '15	July 1, '16	FY16 Earnings	Oct. 1, '16	Nov. 17, '16	Dec. 14, '16	Jan. 1, '17
WF Checking	21,341.25	15,453.61	0	12,560.44	9,801.55	13,564.51	24,000.00
WF High-Yield Savings	20,040.30	5,049.40	0	5,049.83	5,050.25	5,050.46	5,050.00
Vanguard Investment	70,992.80	71,300.63	2,557.83	70,784.98	69,307.51	70,014.43	69,000.00
Vanguard Hermance	21,216.03	22,460.80	1,244.77	22,803.94	22,268.08	22,327.62	22,000.00
Vanguard Development Fund	56,923.22	54,885.14	2,461.92	55,850.31	54,599.43	54,918.12	54,000.00
Total	190,513.6	169,149.58	6,264.52	167,049.5	161,026.82	165,875.14	177,000.00

	April 14, '17	May 17, '17	June 10, '17	July 16, '17	FY17 Investment Returns	Aug. 18, '17	Sept. 1, '17
WF Checking	18,153.62	12,788.35	9,591.06	5,136.70	0	2,840.99	0
WF High-Yield Savings	15,051.31	15,051.89	5,052.52	5,052.79	0	5,053.00	0
Vanguard Investment	71,826.92	72,720.44	73,620.39	73,361.24	4,060.61	74,015.90	0
Vanguard Hermance	22,776.21	23,047.53	23,243.49	23,169.24	708.44	23,381.39	0
Vanguard Development Fund	57,418.77	53,591.65	54,140.55	53,959.67	2,318.53	56,678.74	0
Total	185,226.83	177,199.86	165,648.01	160,679.64	7,087.58	161,970.02	0

	Jan. 19, '18	Feb. 15, '18	March 15, '18	April 13, '18	June 26, '18	July 16, '18	Dec. 31, '18
WF Checking	27,276.20	25,826.77	40,733.10	40,871.24	13,082.74	24,252.56	11,750.00
WF High-Yield Savings	15,055.87	25,056.51	2,057.67	2,558.07	2,558.28	2,558.38	0
Vanguard Investment	51,159.59	49,786.52	50,634.09	50,423.99	50,389.73	50,963.15	25,500.00
Vanguard Hermance	24,020.25	23,528.16	23,804.96	23,774.09	23,753.34	23,986.22	23,500.00
Vanguard Development Fund	58,824.42	57,382.70	58,248.43	58,067.75	58,024.16	56,231.93	54,600.00
Total	176,336.33	181,580.66	175,478.25	175,695.14	147,808.25	157,992.24	115,500.00

ACE Job Openings Proposal – Jan. 7, 2019, Draft

Background

Organization	Post	View
Journal of Extension	30 days for \$150	Public, https://jobs.ioe.org/browse/
Public Relations Society of America	30 days for \$150 (colleges and universities rate)	Public, https://jobs.prsa.org/
Am Ag Editors Assn	?, must log in	Public, http://agcommnetwork.com/member-resources/job-bank/
National Assn of Farm Broadcasters	Free for members	Public, https://nafb.com/more/jobs
Nat'l Federation of Press Women	Free for members	Private, must be logged-in member
Ag Relations Council	Free for members	Public, www.agrelationscouncil.org/category/jobs/
Nat'l Assn of Ag Educators	Free by state	Public, by state, https://www.naae.org/teachag/jobs.cfm
Livestock Publications Council	Free for members	Public, https://www.livestockpublications.com/postings.php
National Agri-Marketing Assn	Free from everyone	Private, must be logged-in member

Proposal for ACE

- Post for free only when submitted by an active (not retired or life) member from that institution/organization
- Charge others \$50 per 30 days
- Feature each posting in one issue of ACE Edge
- Add link to job openings on ACE home page (maybe under JAC)
- Do not feature job openings in social media

**January 2019
Donna Sheffield**

Strategic Planning Goals

- Increase unrestricted funds
- Silent Auction
- Sponsorships

Accomplishments since last report

- Identified a list of potential members to serve on the Development Committee.
- Reviewed ACE Treasurer Becky Koch's Development Fund bylaw proposal.
- Gathering input on strategies for increasing unrestricted funds.
- Reviewed sponsorship lists and ideas from previous conferences and forwarded suggestions to the San Antonio planning committee.
- Reviewed drafts of the 2019 sponsorship pitch letter and other materials and participated in the call to discuss sponsorship prospects and procedures.

Informational items

Suggestions for placement of grant program materials on the website?

Next steps

Items for Board decision/action

Does the board want to proceed with a call for proposals for the Development Grants?

Learning Communities

January 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

- Met with Blair, Victor, and Tobie to discuss a 2019 communications calendar to integrate communications across membership. Blair is creating and adding to a spreadsheet to include communications across the web, social media, newsletters, email blast, etc.

Informational items

Next steps

- Share the communications calendar with the LCs on the next call (Jan. 10).
- 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

Marketing & Membership

January 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

- Dennis continues to work on the video testimonials recorded at the conference, as b-roll comes in from institutions. Expected to be finalized by March.
- Matt has submitted to extend membership to the University Communications and Marketing office at WVSU, which would result in a few new members if approved, and further contact with the department head at WV's 1862 institution led to her joining for the first time.
- Matt has been on an extended holiday break from mid-December through the first week of January, so little has been done this month.

Informational items

Next steps

Items for Board decision/action

Member Services

January 2019
Tobie Blanchard

Strategic Planning Goals

- Increase member engagement and communication
- Monthly emails/newsletter
- New Member Onboarding
- Introduce Local Share Program
- (Remove state reps)

Accomplishments since last report

- Met with Blair, Victor and Lori to discuss a 2019 communications calendar to integrate communications across membership. Blair is creating and adding to a spreadsheet to include communications across the web, social media, newsletters, email blast, etc.
- December Newsletter included first member spotlight – trying to include these monthly. Next one should include a link for people to “nominate” themselves or a fellow member for a spotlight.
- Also working with Blair to seek submissions of “pro-tips” that members can provide to help fellow members.

Informational items

Next steps

- Continue to add and improve our communications calendar
- Gather ideas for local share program
- Work with Celtic if/when new members join

Items for Board decision/action

- Send items for January Newsletter
- Send items you’d like to add to the communications calendar
- Help solicit member profiles and pro-tips from your own units

President-Elect Report

January 2019
Doug Edlund

Strategic Planning Goals

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

Accomplishments since last report

Wrote brief article promoting C&A Awards in the December edition of the ACE Edge.

Worked with Mark Rose, video producer from Colorado State, to identify ACE members from the Diversity LC to review proposal for a video produced for search committees on the importance of diversity hiring.

Informational items

Will begin calling potential committee members for the Chicago conference this month. Would like feedback from Board on the potential list provided in the December report and/or suggestions for additional contacts.

Next steps

Would like to start profiling past C&A winners in social media and ACE Edge on what winning a C&A has meant to them and how it has potentially benefitted their career.

Evaluate rate of C&A submissions later this month to determine if we need to extend the entry deadline.

One final check on judges list later this week.

Items for Board decision/action

Professional Development Report

January 2019

Victor Villegas/Craig Woods (elect)

Strategic Planning Goals

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

Accomplishments since last report

- Craig is coordinating webinar on “Best Practices for Zoom in Education and Professional Development” to be presented by Tamara Meredith, Feb. date TBA.
- Met with Blair, Lori and Tobie to start filling out calendar for rest of the year.
- I contacted a potential presenter, D. Scott Smith, a professional mentor/coach/advisor, about doing a presentation on Networking. He has a book out called, “Motivational Listener: a Practical Guide to Succeed at Business Networking Events.”
Scott’s website: <http://www.dscottsmith.co/>
- Posted 8 Facebook posts.

Informational items

- I am preparing a webinar presentation titled: “Working as an Introvert in an Extrovert Environment.”
- Still in talks with 3D/Augmented Reality producer for possible presentation at conference.

Next steps

- I will be scheduling a meeting with Scott Smith to discuss details of possible webinar
- I will be scheduling my next webinar presentation for some time in February or March.
- Work on ACE LinkedIn group page

Items for Board decision/action

- Need to verify which LinkedIn group members are actual ACE members.

Research

January 2019
Lauri Baker/Lulu Rodriguez (elect)

Strategic Planning Goals

- Promote our connection to JAC with members and public
- Initiate research on issues for professionals
- ACE column in JAC
- Database capture and reach out on non-member downloads

Accomplishments since last report

Inaugural president's column appeared in December 2018 issue, which features the articles presented at the Scottsdale conference.

Informational items

- Lisa Lundy of Florida is the new JAC executive editor.
- The JAC Board recommends eliminating the second Twitter handle for the JAC editor.
- Follow up on reaching out to non-member by reaching out to individuals who download JAC articles: People don't have to sign in to download articles from JAC. We know where they are from (e.g., country, institution) based on the information on Readership Dashboard, but it does not capture names. New Prairie Press thinks Google Analytics will give us the IP addresses of page visitors, but not those who download. We do have a mailing list option where names of individuals can be added, but given recent GDPR regulations, we are not allowed to add people's names without their permission.

Next steps

JAC Board to discuss how expand the journal's reach to non-members.

Items for Board decision/action

Katie Abrams forwarded to be the next JAC managing editor subject to ACE Board approval.

Retirees

**January 2019
Linda Benedict**

Strategic Planning Goals

- Create opportunities for retirees to engage
- Communications with Retirees
- Update Database
- Invite to participate with ACE

Accomplishments since last report

- Published my second newsletter, which was distributed in a redesigned format. It looks terrific. Thank you, Celtic.
- Sent to Celtic changes for the retiree website and a correction for the membership directory for a retiree; the website needs updating.
- Began contacting retirees for news items for the next newsletter.
- Will be updating the life membership application form.
- Began contacting retirees who are not life members, explaining to them the process to do this.
- Formed a committee to help me work toward the strategic planning goals, namely Robert Casler, Bob Furbee and Janet Rodekohr.

Informational items

Next steps

- Continue searching for new retirees.
- Continue recruiting life members.
- Continue working on the next newsletter.
- Continue sending updates for the ACE retiree directory.
- Continue submitting improvements and updates to the retiree website.

Items for Board decision/action

Past President Report

January 2019
Suzanne Steel

Strategic Planning Goals

- Campaign to Deans & Administrators to increase memberships
- Nominations

Accomplishments since last report

Campaign to deans and admins:

I'm seeking an email or snail mail list for deans and directors. I've asked the administrative associates of our dean and the directors of Extension and research at Ohio State. I've also reached out to Sandy Ruble at APLU. If anyone else has ideas of where to get a list, let me know. If push comes to shove, I can always go from website to website for contact info.

Elizabeth North and Faith Peppers created a message for admins a few years ago. I will either update that piece, or incorporate its language into a note to administrators. I will share the final draft with the board for input.

I think snail mail would be the best way to get the attention of administrators. Most are inundated with email, but real mail is less common.

If I'm counting right, there are 77 land-grants, plus 31 tribal colleges of 1994. Or 108. If each as a dean, a research director and an Extension director, we'd be looking at 324 pieces of mail (I doubt all have all three positions). After Jan. 27, postage is 55 cents, so worst case we'd be spending \$178.20.

Whether we go email vs. snail mail will depend on what contact list we can get our hands on, and how the board feels about this unplanned expense.

If we mail the letters, would Celtic handle that mailing, or would that be up to me?

Nominations:

Our nominating committee has been hard at work calling and emailing nominees to see if they are willing and able to run for office. The effort requires at least a month from the first contact because we must give nominees time to consider the opportunity and to ask their supervisors. We have been giving them a week. If they say no, then we ask the next person, wait another week, and so on. Of course, the holidays slowed us down, too.

At least one nominee for each position has said yes, and we should be able to present the final ballot to the board within this month. I'm excited about the quality of the nominees and believe ACE will be in good hands with the new batch of leaders.

Informational items

Next steps

Campaign to Deans and Admins: Continue pursuing a mail list. Finalize the message to deans and directors. Share with board. Brainstorm with Marketing (that means you, Dennis and Matt!) for ideas on how to capture the attention of this audience, depending on whether we use mail or email.

Nominating committee: Finalize ballot, share with board and seek approval. Get bios and pictures from nominees for ballot. Thank committee.

Items for Board decision/action

Consider whether we go with email or snail mail for dean/admin campaign.

This year, the board should discuss its nomination process and consider whether to go with a single nominee for each position who has been chosen by a broad-based committee that represents the board and membership.



Grow your skills, grow your network, grow as a professional in ACE!