



September 18, 2017 ACE Board Conference Call, 3-5 p.m. Eastern

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, Marketing Director Dennis Thomas, Learning Community Director Mary Wirth

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

Absent: Professional Development Director Victor Villegas, Retirees Director Janet Rodekoeh, Professional Development Director-elect Craig Woods

Agenda Review – Suzanne

A discussion will take place under old business regarding selection of a conference site for 2019, but Elizabeth did note that we had already lost a hotel in San Antonio.

Approve July meeting minutes

ACTION: Beth motion to approve July minutes with change of a word from “budget” to “spreadsheet,” second from Doug. Approved.

Financial Report - Becky

Becky provided account summaries, which doesn't yet include conference income. The spreadsheet shows we're about balanced out, and we're keeping a new, 2018 conference tab.

Elizabeth moved to accept the financial report, second from Lauri. Approved.

Suzanne asked how much we were going to get from the New Orleans conference, and Holly indicated that while we had not yet received a final report from K-State, it looks to be about \$5,000.

Old business

Management Update – Site visit report. Discussion on ACE's vision. Planning for interviews/rubric - Suzanne Mary, Beth, and Suzanne visited both companies in person in August. Both received good reviews from their references. Each may take a somewhat different approach to managing ACE.

The goal: form a view what we want out from our management firm. We agreed on the nuts and bolts, but when we get to the point of choosing, it will be clear that there will be different approaches from each company, and the board needs to define its vision.

Mary noted that the way we're moving currently is not financially stable. Causes for concern include membership dues, conference funds, and sponsorship money. How aggressive does the organization want to be around these three funding streams. There are administrative responsibilities, but then there are strategic options.

Doug, this is a good example of a time of year when no money comes in – what are we going to do to get money to come in this time of year. Lauri offered that JAC authors who aren't members of ACE may provide revenue to the organization by charging them the \$120 membership fee.

Elizabeth noted we need year-round value. Becky also noted that the Constitution indicates we are from land grant colleges, and that maybe we need to decide who we want to focus on if we look at the corporate world.

Suzanne, both firms include strategic planning and membership research.

Mary wondered how much risks are we willing to take to move the needle with ACE. What is our comfort level and options? What is going to take to change that needle and what is our tolerance of that? You have to have new, ongoing, and relevant content, what would that look like and do we have the resources?

Suzanne provided a rubric chart related to how the board will “score” the two firms and asked for comments back by September 29.

Site visit: Suzanne said it showed her, Mary, and Beth Forbes that both firms were strong contenders. Both had good office staff, both are bringing two staff to the interviews.

Steve wanted to know if the board would receive a packet about each prior to the board meeting in Scottsdale. It will be along with written references.

Elizabeth moved to reimburse site visit expenses for Suzanne since her university didn't pick it up, with a second from Mary. Suzanne said she appreciated that, but wanted to donate it. Instead, she asked the board to approve having lunches both days in Scottsdale picked up by ACE. Elizabeth withdrew motion.

Research: Lauri indicated that FastTrack was being phased out, and the JAC board was interested in creating new submission categories and include more practitioners. If there are any other category suggestions, send to Lauri. Their Task Force met recently and felt they should be able to join their choice of organization or whatever their supervisor recommended. Current volumes available online go through 1980 and they are going to continue to go back as far as possible.

Archivist Discussion: Joanne Littlefield – headed to JOE board. Sent some documents seeking input on what needs to be curated and sent to our special collections. Two challenges: what do we do and what items should be digitized? We can still do physical submissions to the Special Collections, but we should be looking at digital. The last submission was in 2013. How much, where and what do you want housed? And do we have any money to do this with?

Joanne believes there should be financial reports in the archives, from the learning communities and directors, and from her research perspective, what would be the archived items if we were doing research on agricultural communications? Whatever materials represent us from our conferences. Housed at ACDC with Jim Evans. Holly offered her help. Joanne said she would reach out to Academic and Research Community to help, perhaps Gloria Holcombe.

Update on 2018 Conference – Lori

Lori indicated the program committee is looking at hosting a pre or post conference session, related to diversity. Sponsorships, discussion with AMS in August and our dollars will go into the AMS general budget because the majority of what we are planning are in the general session time. We would like to host a reception for the new firm, we need to find a sponsor for that at about \$1,500. Becky, we get back \$20 per ACE person. Becky noted we will not be making much money from this conference, and it will impact our budget next year.

Webinar scheduling – Holly, Mary

Looking at providing a master calendar on website and best practices for learning communities.

Web page update – Elizabeth – she has not convened the committee.

2019

Elizabeth – lost the Hyatt in San Antonio. Omni in Fort Worth – recommend eliminating, not very safe. The Hilton and Worthington do have proposals. Fort Worth remains her favorite option. Still have Omni in San Antonio and Westin Riverwalk and an update will be provided at the fall board meeting once she visits San Antonio.

Plan of Work – board members

Suzanne will send report form and will spend time at the fall board meeting going over these.

New business

Officer Reports

President – she has asked Janet to lead the values discussion and get a group together to further that discussion. She asked for a motion to use funds to purchase board lunches of the fall board meeting. Mary motioned, Beth second to approve the funding. Approved.

President-elect – remind you of ACE eXtension fellowships.

Director reports

Learning Communities

Membership – Update going out Tuesday.

Marketing – will send following this meeting.

Development Officer

Other

Respectfully submitted,

Holly Young, ACE Executive Director