



**ACE Board Agenda
June 12-13, 2017
New Orleans – Hotel Monteleone
Bonnet Carre Room**

Monday, June 12

8:15 a.m. Monday, June 12

Call to Order – President Steve Miller

Roll Call

Voting: President Steve Miller, President-elect Suzanne Steel, Vice President Elizabeth Gregory North, Past President Brad Beckman, Membership Director Beth Forbes, Marketing Director Dennis Thomas, Learning Community Director Mary Wirth, Research Director Courtney Meyers, Retiree Director Janet Rodekohr

Nonvoting: Executive Director Holly Young, Treasurer Becky Koch, Development Officer Donna Sheffield, Membership director-elect Tobie Blanchard, Learning Community director-elect Lori Greiner, Professional Development director-elect Craig Woods, Marketing director-elect Matt Browning, Vice President-elect Doug Edlund, Research director-elect Lauri Baker

Absent: Professional Development Director Victor Villegas
Retiree director-elect Linda Benedict joined the meeting mid-afternoon.

Introductions and Welcome – Steve

Review of Agenda & Approval of May Meeting Minutes

Suzanne moved to approve the May minutes, with a second from Brad. Approved.

RFP Discussion

Suzanne Steel: The RFP process began with a review of ACE by Frankie Gould, Robert Casler, and Beth Forbes. Then, an RFP was developed and sent via several avenues. The committee received 20 RFPs. The committee then narrowed it down to seven, and now to five.

Suzanne noted we faced membership and revenue stream issues, and there were several innovative ideas presented in these RFPs. The committee will conduct ZOOM interviews and present two finalists at the fall board meeting.

Team members include Mary Wirth, LaRachelle Smith, Beth Forbes, Becky Koch, Doug Edlund, Elizabeth Gregory North, and Suzanne Steel.

Concerns/questions:

- How will the fees K-State receives be moved to the new firm since not all members go to the conference.
- Does the board need to consider increasing membership fees.
- More clarity will be needed on the finances including audit costs and travel reimbursements.
- When will the decision be made?
- How will we avoid another situation like Third Eye?
- Request for continued updates as the committee meets.
- Request that additional members be added to the search committee.

Suzanne said this was no reflection on Holly Young as executive director or K-State as conference planner.

Janet wondered if a couple of board members could be added to the Zoom interviews for a fresh perspective, or at least, at this point, add Holly to the committee because she is the one who has been working as executive director and would know of certain questions to ask while interviewing.

Director Reports

Marketing – Dennis Thomas/Matt Browning

Video Update

Photo Backdrop Display

Dennis and Matt: Not yet ready to show push cards. They want to add some new images. Dennis will be doing some videography at the conference. Dennis previewed 30-second clips and wishes to place them on the website. Becky wanted to know how we get them out to market ACE? How do we get them to potential members? It was suggested the spots could be placed at the beginning and ends of webinars.

Beth, what is the interface between professional development, marketing, membership? Becky, do we need a separate strategy group? Elizabeth noted that descriptions for each director position hadn't been completed.

Dennis will be recording at this conference. Photo frame was created for the New Orleans conference and will be at the registration desk. He also created a backdrop for the C&A awards.

Membership – Beth Forbes

Beth: what might be influencing the drop in membership? She asked state representatives to determine why ACE members were not renewing. There were a number of reasons, retirement, institutional budget concerns, health reasons, etc. (see report below). At her own institution, there used to have strong ACE ties, now she's the only one here at this conference.

Elizabeth believes professional development is a personal responsibility. We need to think in new ways about how we attract members. Lori Greiner had a total reorganization at her institution and her group went from 14 to 2 and she's being asked to do more. NAADA and NETC are both meeting this week, so we're in a competition.

What can we put behind our website for members only? Doug said there needs to be information that entices people to become members.

Elizabeth, if we don't use eXtension any more, where are we going to have webinars hosted? Put it on YouTube, Doug suggested. It can be set up public, unlisted, or a private video. These are the type of questions that need to be addressed.

Craig, recording could be public and used as a marketing tool to attract new members. It could be conceivable to have an ACE-specific Zoom account. The question is if you have a member, what do they get if they don't participate in C&A or attend a conference, what do they get as a member?

Beth is hoping to see ACE membership rise to 385 or so members by August.

Learning Communities – Mary Wirth

Mary reported on the consolidation of LCs, now at nine. She feels they struggle with the amount of work asked of them. If we want them to focus on professional development, other items need to be removed. Becky noted in other organizations, judges are “traded,” something that would alleviate that “assignment” from the learning communities.

ACTION: Elizabeth moved that ACE look at new strategies for securing judges and C&A categories, with a second by Mary. Approved. The committee will include Elizabeth, Mary, Suzanne, Holly and Lori with a report by the fall board meeting. Holly will bring the group together.

Some LCs have platforms for webinars, and we should look at one for ACE. Becky indicated Zoom costs \$20 a month.

ACTION: Mary moved to approve a Zoom account, second from Courtney. Approved.

Professional Development – Craig Woods

Professional Development Report – Victor Villegas (see below)

Craig has been working on replacing professional development committee members. Holly brought up that we post jobs for free and there are universities that hire outside firms. Should we charge?

Beth, what are the value-added pieces ACE members get? She sees the board determining what should fall under a membership only category.

ACTION: Beth moved that the membership director and committee, professional and learning community directors work to establish a strategy of services that come with membership and services that might be value-added. Elizabeth provided a second. Approved with Brad voting **no**.

Commented [Office1]: Who is leading this team?

Retiree – Janet Rodekoher

Janet has distributed a newsletter every other month to retirees/life members. They are an extremely responsive group. There is a conference presentation scheduled ~~have a presentation~~ Wednesday morning on retirement life. Outline of what we could do as the discussion blossomed. There is an application process about ACE for potential retirees.

Research – Courtney Meyers

Courtney noted 20 research papers were submitted, with 11 accepted for the conference, and they are integrated within the conference. She discussed the shift to New Prairie Press for JAC. The editor for JAC is compensated. The JAC editorial committee would like there to be a managing, executive, and past editor.

ACTION: Elizabeth made a motion that the board accept the recommendation from the JAC editorial board of a two-editor structure on a three-year progressive term. The titles would be managing editor, executive editor, and past editor. The managing and executive editors would each be compensated \$1,000 a year. Second from Courtney. Approved.

Courtney noted the researchers are still struggling with an identity of “where we fit,” and many align with ACE. Ricky Telg has taken on the task of investigating this. As long as ACE supports JAC, Courtney will remain a member; it’s still the best outlet for our research.

Treasurer’s Report – Becky Koch (30 minutes)

Proposed FY 18 Budget

Becky reviewed the current budget. She noted that each year, the Development Fund account diminishes because we give out \$4,500 in grants and only take in roughly \$1,200. There also were questions about how much money the Hermance endowment provides. This past year we did not cover expenses; \$86,820 versus \$92,662.

FY18 proposed budget: Becky reviewed the proposed budget. The proposed budget is based on an income of \$78,750. Holly plans to discuss the VanGuard accounts with Ashley Wood, along with Eric Anderson.

ACTION: Elizabeth motioned to approve the budget as presented by Treasurer Becky Koch for FY18. Approved.

Officer Reports

President-elect – Suzanne Steel

Suzanne: October 8-12 in Scottsdale.

Vice President – Elizabeth Gregory North

Elizabeth: Reloaded top page of ACE website in April. There are two more things to complete: assigning existing pages to the new url, and member photos. eXtension Fellows proposal has been drafted for discussion, and accreditation for ACE.

ACTION: Matt, Donna, and Stacy Herrick volunteered to help Elizabeth with website transition.

For 2019, Elizabeth has been talking with the MSU person who does conference planning. There are a couple of hotels in the Dallas/Fort Worth area she would like us to look at for 2019.

Holly will work with Elizabeth to determine if Debbie Haganmeir will work with us on an hourly basis to help secure a hotel for 2019.

Past President – Brad Beckman

Looking back, this is my second tour of duty on the board. The duties were lighter as past president, but still very time-consuming and important. The officers went through the policies and procedures, and read through the Constitution. There needs to be one clean-up area that indicates ECOP-ESCOP approves, and ACE recommends only. Looking back, very proud of the work he participated in, and it was a collaborative effort. He continued to build on the work of past presidents.

Development Officer Report – Donna Sheffield (15 minutes)

Donna worked with committee members Janet Rodekohl and Holly Young and they worked on informing the membership about the professional development grants. Suzanne wondered where the priority is of the board: conference, development fund, organization. Donna, the question revolves around approaching donors for more than one area. Lori wondered if there was a more fun and exciting way to raise funds other than an auction. She suggested a committee of grad students to help. Courtney suggested a visual display to showcase what the Development Fund "funded." Tobie noted that her sister, a fundraiser, does a scavenger hunt. Courtney recommended having the DF reports submitted to JAC as their requirement.

ECOP/ESCOP/ACE Update – Faith Peppers (Written report)

Steve noted that Faith commented on how this raises ACE's visibility nationally. Becky encouraged the board to open it up to all ACE members. Holly will ask Faith for recommendations and qualifications for a replacement when her term expires by the fall board meeting.

Archivist Report – Joanne Littlefield

JOE Report – Joanne Littlefield

The board wondered what the acceptance rate was from JOE, and some thought it was about 30 percent. Elizabeth has contracted with JOE to do a marketing study. They want us to feature JOE on our website. If they want us to feature JOE on our website, they should recognize ACE as a JCEP member, Elizabeth suggested. We would get more recognition possibly from our administrators.

The board does not want to give equal credit to JOE on our website; our focus remains with JAC. Courtney wondered what ACE members contribute to JOE. Elizabeth will share with Joanne.

Executive Director Report – Holly Young (see below)

There was also more discussion on C&A.

2017 Conference Update – Debbie Hagenmaier, Jennifer Alexander, Tobie Blanchard

Debbie: Conference report as of June 5 with a total number of attendees, at 233. There will be a credit from the hotel of complimentary room nights, currently at 17 rooms, which may shift in the end.

Old Business:

eXtension Fellowships:

ACTION: Elizabeth made a motion to move forward with the application process involving the ACE eXtension Fellows. Second from Suzanne. Approved. (We later learned there will only be two, not four eXtension Fellows.)

AgMedia Summit Progress – Suzanne Steel

Lori Greiner and Martha Filipic are co-chairs. Several on the committee have had experiences with AgMedia Summit. There should be 50 breakout sessions for ACE only, including the LC meetings.

Leadership Model Report – Craig Woods

Craig noted Victor would like to incorporate some leadership training into future webinars. He has talked with the original team involved in the leadership institute. Do we want to proceed? Elizabeth thinks we need to have not just a user satisfaction survey but something that is more outcome oriented. How many have moved forward? Craig would counter that if we build something in house, it belongs to us, where it would be harder to do that with outside organizations. There might be an opportunity to franchise it as well and use it in other ways that we couldn't do with other organizations. Courtney went to ~~LEED21~~[LEAD21](#), and she would be happy to share her thoughts on the program. It's a year-long commitment and costs \$10,000. It's a holistic program, rather than how to be a better manager.

The meeting recessed at 4:10 pm and will resume June 12.

The meeting resumed at 8:15 a.m. June 12.

Suzanne suggested the possibility of webinars for the coming year focused on leadership training, then the board will be doing a strategic plan. Craig said yes, we could move in that direction, providing additional services, and finding out what particular training folks are interested in. He also would recommend that there be a feasibility committee to look into it further.

Craig, how deep down the rabbit hole ~~te~~-do you want me to go? Victor and Craig are more than prepared to move in that direction. We can table the entire discussion in 2018 and approach it then when we have some of the irons out of the fire. Or, if you want to, we could look at making contact with folks at [LEED21-LEAD21](#) and see what they have.

He would share that members would see specific leadership training coming through via webinars. He reiterated that there is a need, and he will still be collecting data over the coming year. Craig will work with the L&M LC. Beth noted those in that LC could also contribute.

Craig, in the end, this would be good for ACE.

Membership Recruitment Plans – Steve

Becky challenged board members to reach out. Marketing and Membership will work together and relay that information on how they're going to reach out to the board. Beth, when we looked at the last members' list, there were a lot of reasons why they didn't rejoin. She noted that ACE needed to reach out to the new leadership in the country. (Faith will share leadership names.) Elizabeth noted that commheads used to meet at the ACE meeting. She thinks if we had something specifically for commheads, they might consider coming to these conferences.

Brad also noted the importance of timing; now is not a good time to target building membership, but rather in the fall, when there's more to offer.

JAC Update – Courtney Meyers

See above.

Set up agenda for Business Meeting – Steve

Steve, wants to keep the business meeting brief, between 30-40 minutes.

New Business

Thank you from Steve.

Brad motioned that the board officially thank and recognize Steve for his leadership over the past year and wish him well. Suzanne second. Approved unanimously.

Meeting recessed at 9 a.m. and resumed at 11 a.m. to meet with learning community chairs.

11: 00 a.m. Learning Community chairs/vice chairs to join meeting for discussion

Chris Moran, Writing LC chair, from UF/IFAS, met with the board.

Chris brought the following ideas to the board. He provided some suggestions on how ACE could raise money and suggested a conference raffle, where you can collect money in increments at a time. Do we have an ACE store? Suzanne noted that currently, vendors will print on demand. Chris has been a member for two years, and he gets a lot out of ACE and thanked the board. He suggested learning communities get their own tab on the website rather than under member resources, because that's what he looks for. Looking for professional development from all of the LCs. For the annual conferences, social ideas: quiz bowl a good way to get people

to mix. Likes the idea of “flying your school colors” at conferences; some sort of fashion show kind of thing. Themes: don’t know when the last time there was a theme of diversity but he put in a plug for it to be the overriding theme of it for the next conference. If it were the theme of the conference, more people might think about it. Do we need someone on the board as a diversity director?

Dennis suggested a workshop on training how to look for a diversity. Do we have a sliding scale for membership so that 1890s and other universities could join? Wonder if in the future hold a conference in a place where an 1890s is a host?

Chris also wondered how often do we do coordinated messaging for things such as ag research? Given current news, what seems to be on the table for cutting financially? Is that proper for ACE to issue communiques like APLU and others do? Brad noted that last time we had a serious conversation of advocating was when Iowa State was facing cuts. He personally thinks it is absolutely our role to advocate.

Chris also was looking for template for LCs. Holly can send learning community information out for them through Wild Apricot.

The meeting officially ended at noon, June 12.

Respectfully submitted,
Holly Young, ACE Executive Director

Reports

President Steve Miller

The number-one focus as ACE president was to ensure the efficient and effective transfer of ACE management to whatever management model the board eventually chooses – stay with an executive director model, a management association model, or some type of variant. All other subjects needing attention, while important, were, for me, subjugated to the first.

Financial clarity

That being said, officers and directors moved the association forward in important areas. ACE financial reports using QuickBooks created a sense of uncertainty about the association’s financial position. While volunteer efforts are the heart and mind of an association, money is the lifeblood. Treasurer Becky Koch and her office at North Dakota State University developed an interactive spreadsheet by which various dropdown menu filters can be used to see individual income and expense items across subject areas, plus overall expenses versus overall income. This has provided a clear financial picture, critical to board members for making association decisions. In addition, Koch and Executive Director Holly Young were able to strip unneeded monthly services and lower month-to-month expenses.

Website revamp

Vice President Elizabeth Gregory North and her team at Mississippi State University developed a new look for ACE. North used a focus team of ACE volunteers to help create the new look and online face of ACE, while the Mississippi State team made the ideas a reality. The process completes years of conversations surrounding updating ACE’s website, which also incorporated ACE templates (also developed by Mississippi State) into the website. All the efforts are to assist the members and better promote the association.

Misconduct repercussions

Unfortunate actions by a member in 2016 revealed the association had no guidance to follow in the event a member's actions are contrary to accepted professional conduct. ACE Constitution Bylaw D is a statement of organizational values. But what steps does the association take when a member displays conduct unbecoming to a member? Retiree Director (and past ACE president) Janet Rodekohr developed a guide for the association to follow. Those considering membership will be asked to read and to signify they agree prior to becoming members.

Director vacancies

The election in spring 2016 of then-Marketing Director Elizabeth Gregory North to vice president created an empty director position. Professional Development Director Beth Raney announced her retirement from Penn State and from ACE during the fall board meeting in October. Her retirement created another director vacancy. Marketing Director-elect Dennis Thomas and Professional Director-elect Victor Villegas moved into the pertinent director positions, which then created director-elect vacancies. Both recommended individuals for the director-elect positions. The board approved Matt Browning as marketing and Craig Woods as professional directors-elect.

***Journal of Applied Communications* move**

The *Journal of Applied Communications* underwent changes to provide a more cost-friendly product that still maintains its high quality. The JAC board recommended, and the board approved, ACE entering a partnership with New Prairie Press at Kansas State University for publishing JAC. The JAC board requested, and the ACE board again approved, reinvesting the savings from the move into editorial support for JAC.

ACE organization information

Frankie Gould, Robert Casler, and Beth Forbes were asked to gather and provide information for background to the association, following its history and internal workings to the present, in advance of preparing a management request for proposal. They were charged with investigating and gathering all pertinent information into appropriate management options that were in the best interest for the long-term viability, efficiency, and health of the association and its mission to serve members. The committee provided its report, "Association of Communication Excellence (ACE) Management: Past Challenges and Future Considerations for Management Models" in January. The information provided an ACE history, explained its management history, and explored its current land-grant university association model. The committee sent questionnaires to management associations and individuals and provided an outline of various management association options and services.

Request for Proposals

Suzanne Steel, Elizabeth Gregory-North, and Beth Forbes then volunteered to create a committee, joined by Doug Edlund, Larachelle Smith, and Becky Koch. An RFP was sent to prospective individuals and associations with 20 returned. The committee developed an evaluation rubric and pared the number to seven by the board's May meeting. The committee was to further evaluate the RFPs and continue to shorten its list for consideration. Further discussion is set for the summer board meeting.

New for 2018

ACE will join the American Agricultural Editors' Association, Livestock Publications Council, and Connectiv in the Ag Media Summit next year in Arizona. President-elect Suzanne Steel has worked with its organizer for more than a year to coordinate ACE's participation.

Leadership program

I had been asked at last year's Memphis conference to investigate a leadership program with the International Federation of Ag Journalists. While that has failed to gain traction so far, queries were made within ACE whether or not members were interested in a leadership program as professional and personal development. Craig Woods has utilized the leadership program question into a component of his master's degree program. A member survey indicated more than 50 were interested in some type of leadership development effort. The effort will continue to probe member interest and what type of program model best meets ACE needs.

2016-17 ACE Treasurer's Report – Becky Koch

I was pleased to come back to serving with the ACE board as treasurer beginning July 1, 2016. Even though I'd served as 2013-14 ACE president, I hate to admit that I didn't have a good handle on our organization's finances. A huge thanks to Holly Young for so patiently explaining things to me.

In FY17, we:

- Started a spreadsheet that includes every transaction in the ACE checking account. Thanks to Elizabeth Cronin, the NDSU Ag Communication administrative assistant, this spreadsheet can be sorted to show exactly how much different categories and subcategories bring in and cost, and automatically provides a year-to-date total after every transaction is entered.
- Entered FY16 transactions and entered FY17 transactions after each month's Wells Fargo posting.
- Cancelled our QuickBooks account in May since the spreadsheet replaces it for free.
- Were able to get Wells Fargo to reduce credit card fees.
- Watched the three Vanguard accounts (investment, Hermance and Development Fund) gradually rise.

For FY18:

In May and June, the finance committee met twice via Zoom to prepare a proposed FY18 ACE budget. A huge thank you to Erik Anderson, Elizabeth Gregory North, retirees Terry Day and Pat Calvert, and Holly Young for their work on this task.

The proposed budget shows \$78,750 in income and \$78,076 in expenses. However, to get a balanced budget, the committee:

- Challenges the marketing committee to strategically, aggressively and personally recruit new members throughout the year.
- Challenges the membership committee to personally contact each first-year member to become a full member and to personally contact lapsed members throughout the year.
- Asks that the \$1,500 requested by the JAC board come from the investment account if needed rather than from regular checking.
- Asks the board, but especially the marketing and membership directors, to support ACE's future with organized membership strategies in all membership categories but specifically to increase active members from the current 231 to 275.

President-Elect – Suzanne Steel

Ag Media Summit/ACE Joint meeting 2018 – The Great Communications Mash-Up

A considerable amount of time went into negotiating with and ironing out details for the 2018 annual conference, which will be held in conjunction with the Ag Media Summit which includes the American Ag

Editors Association, the Livestock Publications Council, the Conectiv Agri-Media Committee and Agricultural Communicators of Tomorrow.

The meeting will be held at the Westin Kierland Scottsdale, <http://kierlandresort.com/> in Scottsdale, AZ, Aug. 5-8 (August 4, Board meeting). It is being held later, to accommodate the hotel and AMS, and it will be one day shorter than most ACE conferences.

Benefits

- Lowest registration cost in many years at \$385
- Lowest room charges in many years at \$139/night
- Increased number of sessions to choose from
- Many more “outside voices” to learn from
- Rub elbows with ag journalists and Ag Communicators of Tomorrow
- Many of our academic LC members attend this meeting and ACE – they will only have to go one place this year.

Planning committee

Martha Filipic, co-chair
Lori Greiner, co-chair
Brian Meyer
Victor Villegas
Robert Casler
Maggie Lawrence
Susan McGinley
ChaNae` Bradley
Donna Sheffield
Kelsey Hall
Beth Forbes
Ed Adcock

Finances

ACE will be raising money to help pay for its speakers and special events. ACE will receive \$10/person back to the organization after the conference.

Collaborations

An ACE planning committee member will sit on the AMS Steering committee, and another will sit on their planning committee.

Management firm search

Many people have been involved in this search, starting with Frankie Gould, Robert Casler and Beth Forbes who served on a committee that investigated the various types of management and recommended that ACE create an RFP that describes what it needs.

Elizabeth Gregory North led the RFP development group. I am leading the team that reviewed proposals and will be following up with interviews and additional research. This team includes Beth Forbes, Mary Wirth, LaRachelle Smith, Becky Koch, Doug Edlund and Elizabeth Gregory North.

The RFP garnered 20 proposals, most of them strong. The team narrowed the field to seven and sent those seven clarifying questions. One firm withdrew from the process. The review team will meet before annual conference to see if the field of six can be narrowed further.

We will establish Zoom meetings to conduct interviews with the finalists and will bring recommendations to the board. Also planned are site visits and interviews with references.

Critique and Awards Program

The C&A process was smooth this year. There were a few hiccups with judges, but they were overcome.

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.
3. The President-elect has a number of duties close to annual conference, including proofing of awards and the awards program. I recommend that a list of those expectations be provided to the president-elect, with due dates, for planning purposes, and that we find a way to give proof readers something to proof against.

Fall Board Meeting

We will be meeting at the Scottsdale Plaza Resort Oct. 8-12 for officers and Oct. 9-12 for the full board. Rooms are \$165. Holly Young will provide reservation information in July.

Executive Director – Holly Young

My work this past year included acting as secretary for the board meetings, managing our critique and awards program, providing support to our members, meeting on a regular basis with the ACE president, collaborating closely on ACE finances with Treasurer Becky Koch, welcoming new members, and working with our web person to ensure our website provided timely information to our members.

The critique and awards program work focused on setting up and adding/changing any of the criteria for the categories. New judges were recruited by the learning communities, but this year, we were challenged to find new judges, some at the end of the judging timeline.

Following the summer conference, I will provide the learning community chairs with information about how well the judges critiqued, the numbers of entries in each category, and suggestions for keeping or looking for new judges. I look forward to working with Elizabeth Gregory North on next year's program, and would like to see some possible changes in the categories that I will share with her. The wording for ACE members entering the contest also needs to be modified so it become clearer as to the amount they need to pay for an entry.

The majority of time is spent working with the judges, who often review the entries on weekends and need immediate answers. Again, while Suzanne Steel and I gave them adequate time to judge, it took much longer to get everything back from them and then to ACE members.

Submittable works well, but there are some issues, as Suzanne has pointed out previously. When we send out critique notices, it does not list the name of the entry. As of now, what we will have to do is add it into each critique individually as many entries are entered into more than one category. We also need to be clear on how we want entries submitted.

Pulling together our finances with Becky Koch has truly been rewarding for me. Having a spreadsheet that is clearer than QuickBooks, for which we paid a monthly subscription, is extremely helpful, and Becky's doggedness (in an absolutely good way!) has provided the ACE board with minute details about our budget.

Providing support to our membership remains key to my work. Everything from posting webinars for learning communities to helping them navigate Wild Apricot, to updating and fixing listservs, to following up on membership queries, are among the many ways I help support our members.

I have supported the board, and my weekly calls with ACE President Steve Miller provided a good way to make sure agendas were out on time, minutes reviewed, and information was sent promptly to our members.

I took over putting together the ACE Update, with Membership Director Beth Forbes collecting the information and sending it to me. The Update open rate remains steady, with the May Update opened by 49 percent of the membership, and the April Update by 56 percent.

In keeping with ACE members who are now renewing, or joining, throughout the year, I have updated Wild Apricot to reflect that they will receive renewals notices on the "join date" versus the first of every calendar year.

I worked with Becky and our CPA to do our taxes, provided input and was part of the Development Committee with Donna Sheffield and Janet Rodekohr, and provided help to individual board members. We have decided to only do a silent auction at this year's summer conference, and hope it will remain popular with ACE members as we work to further expand how this money provides professional development for our members. We reviewed professional development grants again this year, and were able to provide three, \$1,500 grants to ACE members.

Becky pulled together a finance committee that provided input into our proposed FY18 budget, and following the summer conference, we will take a closer look at our endowments and follow-up with a report to the board.

I worked with Suzanne to find a suitable hotel for our fall board meeting in Phoenix, and look forward to working with her as our new ACE president.

It has been a pleasure working with all of you again this year, and I look forward to another great year. I'm sure I've missed things, so please let me know if you have any questions.

Development – Donna Sheffield

The following summarizes the work of the ACE Development Fund Committee for the past year. The last section notes work for ACE as a whole.

2016-2017 Development Fund Committee: Donna Sheffield, Janet Rodekohr, Holly Young

The committee's primary focus is to promote the Development Fund, coordinate and administer the grant program, and look for ways to increase the Development Fund endowment.

Promotion

- Informed and communicated with members about the grant program — purpose, selection criteria, application procedures and deadlines through ACE listservs, the newsletter, and social media.
- Announced 2017 projects and promoted the work of the 2016 project teams.
- Updated website with information about the Development Fund, the grant program and giving opportunities. This work is ongoing.

Program coordination and implementation

- To address low participation in the grant program, we surveyed members to assess the level of knowledge and barriers to participation. We asked members about their willingness to contribute to the Development Fund and various types of fundraising activities. We received a number of positive comments but the overall response from members was that members needed more information about the grants and the type of projects that would be suitable. We have focused on filling that gap by collecting information for the website and supporting project leaders in promoting their work. All three 2016 project teams will present a session in New Orleans. We developed reporting guidelines and are documenting procedures for grant administration.
- Other program activities included updating the application form and criteria, seeking and evaluating grant applications, and presenting our selection to the board. We are working with leaders to ensure timely reporting and will continue to communicate with members about the program and individual projects. The following ACE members will be recognized during the awards ceremony at the annual conference. Each received a \$1,500 grant to support their work and we look forward to working with them:
 - Barbara Chamberlin, New Mexico State University Learning Games Lab, *Site Visit: Game Development Studios*
 - Dennis Hinkamp, Utah State University, *Drone Mapping and 3D Modeling Using DroneDeploy.com, Pixel3D and Other Emerging Software Packages*
 - Mike Whitesides, Utah State University, *Online Behavioral Retargeting to Promote Extension Programs and Products*

Program development to address ACE needs.

- We are exploring fundraising alternatives. Specifically, we would like to explore the feasibility of online fundraising and marketing campaigns and asked for this to be included in the RFP for ACE management. Ideally, new management would bring expertise that would help us improve the effectiveness of development efforts.

Fundraising for the endowment.

The ACE auction has been the main source of funding for the endowment. We continue to look for ways members and others can contribute, including deferred giving. We will add giving information to the website, including options for a one-time or yearly donation (online or with dues), a monthly automatic deduction, memorial or planned gifts (memorial or tribute, scholarship funds), pending review by the ACE Board.

ACE Development

- Annual conference committee support as requested. I will be working on sponsorships with the 2018 planning committee. Review of the sponsorship guidelines is in progress.

Professional Development – Victor Villegas

ACE Professional Development Director

This year was a year of transition as ACE PD Director Beth Raney retired in December, 2016. ACE PD Elect Victor Villegas took over the position and Craig Woods became ACE PD Elect. We thank Beth Raney for her service and wish her well in her retirement.

Professional Development Committee

The committee met virtually July 26, 2016 and November 1, 2016 under Beth Raney's leadership. There is one more meeting scheduled for this term on Wednesday, May 24, 2017.

2016-2017 PD Committee Members

- Victor Villegas, PD Director (Dec 2016-Jun 2019) - Oregon State University
- Craig Woods, PD Director Elect (til June??) Oklahoma State
- Donna Bowen (til June 2017) - Clemson University
- Kay Ledbetter (til June 2017) - Texas A&M
- LaRachelle Smith (til June 2018) - Prairie View A&M
- Steve Miller, ACE President (June 2016-June 2017) University of Wyoming
- Suzanne Steele, President Elect steel.7@osu.edu - Ohio State

Professional Development Grants

Three ACE members were selected to receive \$1,500 Professional Development Fund grants for the following projects:

- **Barbara Chamberlin**, New Mexico State University Learning Games Lab, *Site Visit: Game Development Studios*
- **Dennis Hinkamp**, Utah State University, *Drone Mapping and 3D modeling using DroneDeploy.com, Pixel3D and other emerging software packages*
- **Mike Whitesides**, Utah State University, *Online Behavioral Retargeting to promote Extension Programs and Products*

2016-2017 Professional Development Webinars

Several webinars were provided this year by the ACE Learning Communities and members. We also promoted other webinars available from other sources outside ACE, but that we believe were of interest and benefit to our members.

ACE Sponsored Webinars (17 accounted for so far)

- [Hope is Not a Strategy, a Case Study On Penn State Extension's Engagement to Restore State Funding](#) - Mary Wirth, Aug. 23, 2016
- [ACE Issues Management: Crisis Management](#) - Maggie Lawrence, Oct. 6, 2016

- [ACE Issues Management - When Birds Made us Batty](#) - Beth Stuever, Oct. 19, 2016
- [Extension21 – Support Modernization for Virginia Cooperative Extension](#) - Neal Vines, Nov. 2, 2016
- [Not your father’s Extension! The transformation of an organizational model](#) - Mary Wirth, Nov. 9, 2016
- [The ACE Writing LC presents: Writing for a Wide Awake Web](#) - Ruth Borger, Nov. 21, 2016
- [3D Virtual Reality Infographics Production](#) - Alan Dennis, Dec. 8, 2016
- [Storytelling by Design](#) - Jessa Wilcoxon, December 15, 2016
- [Professional Development Resources for Communicators, Creatives & Content Producers](#) - Victor Villegas, Jan. 30, 2017
- The Art of the Profile: Setting the Scene - Courtney Leeper, Jan. 31, 2017
- Harnessing the Power of Ag Is America - Sponsored by the ACE Leadership and Management Learning Community, Mar. 15, 2017
- [How to Become a Leader and Influencer, No Matter Your Title](#) - Victor Villegas, Mar. 23, 2017
- [VidIQ: Youtube Video Analytics](#) - Victor Villegas, Mar. 28, 2017
- [ACE Writing Webinar: Setting the Scene](#) - Courtney Leeper, April 2017
- ACE LC- Developing a Marketing Plan - Melissa McGinnis, April 25, 2017
- Writing for an agricultural college executive – how to channel a leader at the podium and through the pen - Chris Moran, May 2, 2017
- No Such Thing as an Everyday Project - Nick Van Berkum, May 17, 2016

Other Promoted Webinars (7)

- [Global Thinking, Local Programming: U.S. Cultural Context: Diversity & Inclusion Issue Corps](#) – by Renee Pardello, Mr. 7, 2017
- [Building Your Personal Brand in Social Media: Diversity & Inclusion Issue Corps](#) – by Sandy Adam, Mar. 15, 2017
- [#EdTechLN TweetUp Simulcast: Adobe Spark](#) - eXtension Educational Technology Learning Network, April 6, 2017
- [Want more diversity? Work Out Loud: Diversity & Inclusion Issue Corps](#) - John Stepper, April 5, 2017
- [Instructional Design: Strategies & Best Practices for Online/Blended Learning](#) – by Gwyn Shelle, April 25, 2017
- [Using Story Maps to Engage Your Audience: Diversity & Inclusion Issue Corps](#) - Shane Bradt, May 2, 2017
- [Dealing with Today's Leadership Challenges](#) - Dean Newlund, May 16, 2017

Other Professional Development Offerings

PD Director Victor Villegas made an extra effort to curate and post relevant professional development content and opportunities via the [ACE Facebook page](#).

ACE Leadership Training

ACE used to have a Leadership Institute and we have been looking at providing leadership training again. Craig Woods sent out a survey to previous ACE Leadership Institute participants to ask about their experience and received back positive replies. Craig sent out another survey to our membership to gauge interest in bringing back some type of leadership training. So far, we’ve had 57 responses. Generally speaking, the respondents were mid-career, staff at a university who preferred a 6-month program. The board will be reviewing the final

survey results and will determine what type of leadership training can be provided in the future. The PD Committee will assist as needed.

ACE Conference 2017

The ACE Conference is one of the main sources of professional development opportunities for our members. Attendees to the 2017 ACE Conference in New Orleans will have a great selection of learning sessions and opportunities for networking. Webinars are great, but there is nothing like meeting in person with colleagues to share experiences and learn from each other.

ACE Conference 2018

The 2018 conference will be held in conjunction with the AgMedia Summit in Scottsdale, Arizona. The PD Committee and PD Director Victor Villegas will be working with the ACE 2018 Conference Planning Committee and the AgMedia Summit representatives to provide collaborative PD sessions, as well as ACE specific offerings. Victor Villegas is on the ACE 2018 Conference Planning Committee.

Retiree – Janet Rodeko

I assumed the responsibilities of ACE Retiree Director in June, 2016, after serving a year as director-elect, working with Director Bob Furbee. This past year, my goal was to respond to serve the needs of the retirees, welcome new retirees and present life members for board approval, communicate with retirees through the listserv and newsletters, and respond to requests from the ACE Board of Directors.

Newsletters

I produced newsletters for retirees in July, September, November, January, March and May. My goal was to involve more retirees by asking them to contribute information. They responded with personal information, favorite ACE memories and photos. We welcomed new retirees with brief notes from each one about their plans for retirement. I also asked for responses to the question: *Why did you volunteer to lead and what did you get out of it?* The response was immediate and impressive. ACE retirees remember and value their time in ACE and treasure the friendships and accomplishments made there.

New Retired Members

In the past year, we welcomed new retired members Bob Sams, Robert Casler, Elaine Edwards, Thomas Merrill, Randy Anderson, Gene Hettel, Linda Benedict, Martha Filipic and Dave King. Several also completed payments to qualify for life membership.

Board Actions

The board approved a change in payment structure for retirees that shortens the payment period from five years to three years.

Resource Material

With the help of the Bob Furbee, the previous retiree director, I prepared a handbook for this position, including a yearly calendar, responsibilities and resources. We also put together an ACE Retiree/Life Member Application Form to simplify the process.

Retiree Award of Excellence

The board approved the nomination of Bob Furbee to receive the Retiree Award of Excellence in New Orleans.

Retiree Director-Elect

Linda Benedict agreed to serve as the next Retiree Director. She was elected by the members and begin her term as director-elect in June.

Code of Conduct

President Steve Miller asked me to research and prepare a Code of Conduct for ACE members. It was completed and approved by the board.

Conference Presentation

I proposed a session for retirees at the New Orleans conference that was accepted. The session, called "Life Goes On: Planning for Retirement," will be a panel discussion with retirees offering advice and answering questions about retirement. Panel members include Thomas Merrill, Linda Benedict and Judy Winn. Any other retirees at the conference will be encouraged to add their ideas to the discussion.

Meetings

I took part in monthly conference calls and attended the summer and fall board meetings in Memphis and New Orleans.

Membership – Beth Forbes

ACE Membership numbers

As of August 2016:

238 Active members
73 First year members
67 Life members
7 Retired members
2 Student/Recent Graduate
387 total

As of May 2017:

229 Active members
52 first-year members
74 Life members
4 Retired members
1 Student/Recent Graduate
360 total

For this report, I'd like to focus on membership numbers and challenges. In the May board meeting we were told that membership dues were still coming in and that we had 24 persons pay for membership as part of their conference registration this year. That would bring our membership numbers up to at least 384 by August of 2017. That is good to see.

However, earlier this spring, there were 107 individuals who were "overdue" for renewing their ACE membership. After seeing the list of members who had not renewed yet, I asked several state reps to follow up and here's a summary of reasons why folks were not rejoining ACE:

- Changes in departmental leadership, with new leaders either unfamiliar with ACE or having affiliations with other groups and as a result encouraging their staff to join elsewhere (NAADA was one mentioned).
- Budget cuts at a few university departments, meaning less money for professional development.
- Scheduling conflict with NETC which is being held this year the same week as the ACE conference.
- Personal financial setbacks and cutting back on expenses for some families.
- Reduced interaction between the Ag Communication Service groups and the Ag Communication academic faculty, meaning less cooperation and partnering.
- Many folks retiring.

A common comment heard was that if folks cannot attend the annual conference for one reason or another they have less incentive to join ACE.

In order to try to better understand the “climate” for membership across the country, I surveyed state reps to gather information. Below are the questions and answers from the 21 who responded:

At your institution, how are member dues paid?

- Members must pay their own dues 9
- The department/university pays member dues 4
- Combination, some members pay, some departments 8

At your institution, how is conference travel determined?

- You must present to attend a conference 1
- You must be in a leadership role to attend a conference 1
- To attend, you must make a case for prof. development 5
- A combination of the above 10
- Anyone can attend a conference with permission 4

Do ACE members regularly get together at your institution?

- Yes 7
- No 13

Frequency of those who do get together:

- Every week 4
- Every month 5
- Every quarter 4

Do you stay in contact with other ACE members at your institution outside of ACE events?

- Yes 13
- No 7

When I asked for suggestions on how the ACE board could help, the following were responses:

From what I've gathered, interest in ACE hasn't decreased in my state, but funding to support involvement has, which has made some people unable to renew membership or attend the conference. Not sure what the solution would be if university funding support just isn't there, regardless of the organization's value.

I'm still the only ACE member at my institution and in my state. I'm working hard to encourage some others to join/re-join. Then, I do plan on getting together more often with them.

I think ACE needs to reach out to NETC to see if we can co-meet again, at least on an occasional basis. I'd be curious if other states are losing members to the National Agricultural Alumni Development Association (NAADA). As I've shared previously, the new CALS communication head at Idaho is active in NAADA and has steered staff in that direction. Fortunately, several of the CALS comm staff still appear to be more interested in ACE as appropriate "home" for them.

I am struggling with that question myself.

Our staff professional development dollars are limited and our staff choose where they want to go to advance the skill sets they need. Unfortunately, most do not find ACE the best place to do that. We meet with communicators across the University on a regular basis but ACE is not a reason. I think the highest value of ACE is networking. It is difficult for ACE to provide high-level training in skill sets because of the diversity of professionals that attend. Higher ed institutions are not the most innovative when it comes to how we operate.

Focusing on relevant topics/ content, professional speakers, and innovation would be helpful.

An ACE recruitment section of the website that is accessible by anyone would be helpful - we have several new employees who prefer to do their own "research" online who would benefit from an area that shows the benefits they can receive from ACE as well as reasons they should actually travel. Many people are not just in it for themselves, but want to "make a difference".

I think this little survey should be sent to all members, because certainly in my state, one size does not fit all. We have at least 3-4 institutions represented and all could be different.

Our ACE numbers have dwindled. Many don't see the need to join if they don't plan to go to the conference or enter the C&A. Most employees haven't gotten raises but health insurance and parking have gone up. Keep the conference affordable and stress the value of ACE.

Simply based on this survey, it appears that ACE must continue to be sensitive to costs – both of membership and the conference; the quality of our professional development; introducing our organization to new communication leadership and marketing our benefits.

Declining membership numbers is not just an ACE concern, but a problem for most organizations these days. According to Sara Sladek, CEO of XYZ University, nationally 62% of organizations have flat or declining memberships. Sladek presented the data in a webinar last fall focused on attracting Millennials in to organizations.

In an ironic twist, Millennials (born 1981-97) are now the nation's largest living generation according to the Census Bureau. However, most of the leadership of today's organizations are Baby Boomers. Sladek indicated that young professionals have different expectations of organizations than did older Baby Boomers. Among the expectations of the Millennial generation:

- Raised by helicopter parents, so they now desire adventure
- Rewarded for participation, as "Trophy kids" they want recognition
- Networked more than previous generations, value being connected
- Raised during recession, want good ROI
- Value causes and support them and organizations that do as well
- Dislike hierarchy, like lateral structure
- Want to be invited and feel like they belong

ACE does have attributes that are valued by Millennials and could attract young professionals through a variety of efforts:

- Leadership opportunities for early career members
- C & A awards, that provide them with recognition
- Learning communities with lateral leadership and connections to members across the nation
- Professional development and travel to annual meetings

The following recruitment ideas were presented during the ACE 2016 fall board meeting and to state reps:

- Invite current and new members to sign up
- Host an event, meeting or webinar on behalf of ACE
- Use resources, brochures, push cards

The Marketing committee is working on a campaign and resources. As the Membership committee had been very active in marketing efforts previously, the committee this year has been transitioning the focus to member concerns. The data on membership numbers has been a topic for the committee and those on the committee also have experienced similar situations to those reported in the survey.

As ACE looks to a new management model in the future, it seems appropriate to also consider new models of operation and funding for the organization. Of course any possible changes should be analyzed carefully and vetted through members and a strategic planning process. If we can use the Membership committee effectively throughout either the management selection process and/or in the future strategic planning process I think that would be great.

This year three members of the committee are stepping down: Charles Denny, Keri Lewis and Lori Greiner. We are actively recruiting new members and hope to solidify those slots during the annual conference. At least 16 states have no state rep and some current state reps listed are either retiring, and/or no longer active. I would like to make a push for new state reps during the ACE conference.

Learning Community – Mary Wirth

Activities for the year:

- Condensed Learning Community Handbook for easier use
- Worked to get the LC Leaders listserv updated and accurate
- Implemented a process for marketing and web posting of professional development offerings*
- Provide monthly list to LC leaders of new members*
- Provided agendas and minutes for monthly LC conference calls*
- Provided regular reminders of upcoming deadlines*
- Created an online form for Learning Community Reports
- Finalized process for Learning Community professional development funding – form is online
- Consolidation of Learning Communities from 12 to 9
- Moved towards centralization of social media strategy for Learning Communities
- Participated on web redesign committee
- Participated on RFP committee
- Scheduled a dinner for LC leaders to meet at the conference

Recommendations/information from Learning Community Year End Reports:

- Create a newsletter template for LCs to use for communications with drop and drag options for graphics
- Expand officer options entries for LC leadership in the online template for reports
- Consider adding checkbox on membership form for 1. Interested in leadership opportunities and 2. Interested in presenting a webinar
- Reasons given for members not taking on leadership roles:
 - Position has changed to align more closely with NETC
 - Administration no longer supports ACE membership
 - Administration no longer supports ACE leadership or time spent in ACE activities
 - Job change

- Personal/family time commitments

Director Comments

I have enjoyed working with the Learning Communities this past year. I feel strongly that we, as a board, should do everything we can to minimize the administrative workload on Learning Community leaders. I have concerns as young leaders take on leadership roles that they will not have the connections to identify judges for the award categories. Anything we can do to assist them in this area would be appreciated. It is clear some of the LCs are struggling to find folks willing to take on leadership roles.

*Recommendations made to the board at the June 2016 board session with Learning Community Leaders

Research – Courtney Meyers

One of the on-going aspects of the Research Director is to promote ACE to faculty members and graduate students as a viable outlet and supporter of scholarly work. To accomplish this goal, I helped organize the 3rd Ag Comm visioning meeting. Twenty-five faculty members and graduate students attended the meeting in Mobile, AL, on Feb. 4, 2017, and discussed the broad topics of Research, Teaching, and Organization. The Research group made progress in updating the scope and aims of the *Journal of Applied Communications* along with identifying other issues for the JAC Editorial Board to discuss. The Organization Group posed several questions that might impact ACE and how it is viewed as an outlet for research. ACE is well-poised to address many of the concerns raised, particularly as it seeks to partner with similar organizations such as Ag Media Summit to help reduce costs and travel demands. Ricky Telg, University of Florida, is continuing to lead a task force to further explore the topics raised at this visioning session.

20 research papers were submitted for presentation at the 2016 ACE Conference and 11 were accepted for presentation (55% acceptance rate). This is higher than 2016 when 15 papers were submitted and 8 were accepted. Seventeen posters were submitted and 9 were accepted (53% acceptance rate). Again, these numbers are higher than 2016 when 6 posters were submitted and 5 were accepted. Authors of the accepted paper submissions were invited to submit their manuscripts to the conference issue of the *Journal of Applied Communications* (JAC). The expedited review process for those papers will be completed mid-October and accepted manuscripts will be published in the December issue.

As the Research Director, I have worked to better promote JAC to the membership. I now provide summaries of each article for inclusion in the ACE Update e-newsletter and to be used on ACE social media outlets.

The JAC transition to New Prairie Press (located at Kansas State) is going well. This publishing platform is free and provides additional indexing and promotional opportunities. Additional updates to JAC are provided in the subsequent JAC report.

2016-2017 Report: *Journal of Applied Communications* Editorial Board

Members: Jason Ellis (chair), Katie Abrams, Karen Cannon, Erica Irlbeck, Joy Rumble, Quisto Settle

Ex-officio members: Leslie Edgar, executive editor; Courtney Meyers, ACE Research Director

Board Members' Terms: One new member will be added to the JAC Editorial Board during the 2017 ACE Conference. The following list provides the names of the members and when their terms expire:

- Jason Ellis, Kansas State, chair, 2017
- Katie Abrams, Colorado State, 2018

- Karen Cannon, University of Nebraska–Lincoln, 2018
- Erica Irlbeck, Texas Tech, 2017
- Joy Rumble, University of Florida, 2019
- Quisto Settle, Mississippi State University, 2019

Ex-officio members:

- Leslie Edgar, University of Arkansas, executive editor, June 2017
- Courtney Meyers, Texas Tech, ACE Research director, 2017

Regular Publication Schedule: JAC will publish four issues in 2017 - March, June, September, December.

New Executive Editor: Leslie Edgar resigned as executive editor effective June 1, 2017 and David Doerfert, Texas Tech University, took on the role as interim executive editor June 1, 2017. He will serve as interim until December 31, 2018.

Manuscript Submissions: At any given time, there are usually more than 20 articles in review, mainly research articles and book reviews. For the time period of June 1, 2016, to May 31, 2017, 89 articles were submitted to JAC for consideration. Currently, JAC has a 38% acceptance rate. The JAC Board would like to encourage ACE members to consider writing more professional development articles for the journal. Thirty one (31) articles were published in 2016 (Volume 100).

New Member: The ACE Board approved Lulu Rodriguez, University of Illinois, to serve a three-year term. Erica Irlbeck of Texas Tech University will continue for a second, three-year term and Jason Ellis of Kansas State University will leave the board.

New Chair: Katie Abrams of Colorado State University will serve as the new JAC Board Chair.

Article of the Year: One article received “Article of the Year” recognition and another received “Article of the Year Runner-up” recognition.” The articles were from Volume 100 (2016):

- Influence of Source Credibility on Agricultural Water Use Communication, Authored by Alexa J. Lamm, Courtney T. Owens, Ricky W. Telg, and Kevan W. Lamm
- *Runner-up:* Assessing the Content of Online Agricultural Awareness Campaigns, Authored by Joy N. Rumble, Quisto Settle, and TracyIrani

Archiving: All issues dating back to 1969 have been scanned and “cleaned up” for consistent page size, etc. PDF files of articles and issues assembled dating back to the 1980s are being posted online with the transition to the New Prairie Press journal management system.

Future editor arrangements: The JAC Editorial Board would like to recommend that ACE revise the editor structure to increase consistency from editor to editor and to better facilitate finding new editors to serve the JAC.

Currently, an executive editor is hired into the role for three years with no assistance to manage the journal, article submissions, the review process or issue publishing. This arrangement, along with hiring a graphic designer to do a page layout version for each issue, costs ACE \$4,500 per year: \$1,500 for CyberSense, \$2,000 for editor stipend, and \$1,000 for graphic design. The CyberSense cost will end after 2017 for JAC.

The Editorial Board recommends a two-editor structure on a three-year progressive term: Managing editor, Executive editor, Past editor. This would allow the Managing editor to learn the operations of all processes

related to the New Prairie Press system and policies related to article acceptance, etc., before moving to the Executive editor role in year 2. The Past editor would serve in a consulting role to the two active editors and would recruit the next Managing editor. These terms would be on a January 1-December 31 basis to align with the JAC volume.

In addition, the Editorial Board recommends a stipend structure of \$1,000 per year for each of the Managing and Executive editors, paid to the editors, and a \$500 per year ACE Conference travel stipend for each of the Managing and Executive editors. Combined, this is a \$3,000 per year investment by ACE. Once the contract with the designer has expired in December 2018, the \$1,500 expenditure will be open to review to determine appropriate use by the JAC and ACE Board. The rationale is that, by then, we will know more about the efficiency of this new administrative system and resources that could improve it (e.g., increase stipend for editor positions).



May 22, 2017 ACE Board Conference Call, 3-5 p.m. Eastern

Call to Order – ACE President Steve Miller

Roll Call

President Steve Miller, President-elect Suzanne Steel, Membership Director Beth Forbes, Research Director Courtney Meyers, Professional Development Director Victor Villegas, Learning Community Director Mary Wirth

Non-voting: Executive Director Holly Young, Treasurer Becky Koch, Development Officer Donna Sheffield, Research Director-elect Lauri Baker, Marketing Director-elect Matt Browning, Professional Development

Director-elect Craig Woods, Learning Community Director-elect Lori Greiner, Membership Director-elect Tobie Blanchard, Vice President-elect Doug Edlund

Absent: Vice President Elizabeth Gregory North, Marketing Director Dennis Thomas, Past President Brad Beckman, Retirees Director Janet Rodekohr

Agenda Review - Steve

Approve April, 2017 minutes

Suzanne motioned to approve, Beth second, approved.

Approve Financial Reports/Budget Update

	April 14, '17	May 17, '17
WF Checking	18,153.62	12,788.35
WF Money Market	15,051.31	15,051.89
Vanguard Investment	71,826.92	72,720.44
Vanguard Hermance	22,776.21	23,047.53
Vanguard Development Fund	57,418.77	53,591.65
Total	185,226.83	177,199.86

Becky reported on the meeting of the finance committee. Holly and Becky will build an FY18 budget for review by the committee before it's presented to the board. It appears that ACE will finish the year strongly in the positive.

Officer Reports

President (See below)

President-elect: Suzanne reported that the management committee has narrowed the field from 20 to seven. Committee members are now delving into the remaining seven more thoroughly, and should be able to present fewer than seven at the summer board meeting. The timeline would be that interviews would take place over the summer, with a decision at the fall board meeting. There also will be a site visit. Suzanne indicated it should take about an hour to discuss at the summer board meeting.

ACE 2018 Conference – Lori Greiner and Martha Filipic will serve as co-chairs of the program committee.

Suzanne would like to continue the board conference calls on the 3rd Monday of the month, 3 pm Eastern.

The board meeting is October 9-12 in Phoenix.

Director reports

Marketing: Matt reported Dennis will have videos to showcase at the June meeting. He is working on backdrops to use at the conference as well.

Professional Development: Victor looking at doing a promotional video for the June conference about Facebook to see if we can get more members viewing it.

Research: The JAC board has requested some time during the summer business meeting to overview the new JAC platform and encourage members to submit articles.

Development Officer: Donna talked about the website and auction.

Executive Director: Holly discussed wrapping up year-end reports, C&A, auction.

Learning Communities: Working on year-end reports.

Old business

Leadership training update – Craig Woods

Craig reported on the survey results to date. He will prepare a report once he feels everything is in. Steve felt based on the responses, it appeared membership would like some sort of leadership training. The question is always about the cost.

Those who responded to the survey said they would consider an investment of \$250-500. Beth wondered about doing a mini-conference where leadership topics would be featured. Sixty-one percent said they would be provided travel. Suzanne wondered if ACE could explore a partnership to help with costs. Beth noted there are many in ACE who have been leaders; we have some experience among our own group to share with those “coming up.”

Craig thought it could first be approached with a series of webinars. Steve wants to see how the professional development committee reacts. Craig is still holding a gathering at the conference. Craig noted it's going to take time and resources. Mary noted the LCs did a review a few years ago, and it was the cost and who was going to run it that stopped it. Those are the stumbling blocks, but the surveys at the time were really mixed on how much members were willing to pay. Craig, if we don't do it, who else will? What other organization has this cross-section of people? Mary also noted it could be a conference track.

New Business

Courtney motioned and Mary provided a second to approve JAC board three-year terms for Erica Irlbeck and Lulu Rodriguez. Approved.

Summer board & business meeting – Steve Miller

Steve wants to keep the business meeting brief.

The meeting adjourned at 4:15 ET.

Respectfully submitted,

Holly Young, Executive Director

Learning Community Reports

ACE Research and Academic Programs Learning Community
End of Year Report
May 22, 2017

Mission statement: To provide professional development and resources in advancement of agricultural communication research and academic program endeavors

Current Officers

Chair: Katie Abrams

Vice Chair: Kelsey Hall

Research Director: Courtney Gibson

Professional Development Director: Lisa Lundy

Secretary: Jessica Holt

Division of Leadership Responsibilities

Chair: Coordinates the leadership team, represents LC on general ACE-related meetings and communication, completes and files ACE reports, and supports Professional Development Officer tasks. Conducts academic programs survey for sharing at annual conference.

Vice Chair: Leads dissertation, thesis, and graduate student research proposal submission and review process; fills in for Head as-needed. Supports planning and execution of paper and poster presentations.

Research Officer: Leads poster and paper submission and review process. Plans and executes paper and poster presentations.

Professional Development Officer: Leads professional development planning and execution.

Secretary: Supports Research Officer in handling poster and paper submissions and reviews. Manages administration of all LC awards, including Award of Excellence. Takes meeting notes. Leads efforts to maintain good communication with LC membership.

Nominee for secretary to be determined.

Goals for the Year and Progress

1. Provide better resources on the history, status, and future of the ag comm academic community for graduate students and new faculty
 - a. Published 6 ACES Scholars Podcast episodes: <https://acescholars.podbean.com/>
2. Identify, synthesize, and publish/host core competencies for ag comm undergraduate and graduate degree programs
 - a. Committee is making progress on white paper on undergraduate outcomes with plans to submit it to JAC this summer or fall. Will be foundation for graduate program outcomes paper.
3. Increase visibility and reach of research in ACE Conference
 - a. Fully integrated research presentations into the conference so they will be listed in the program individually rather than having them slotted during pre-conference. We hope this will draw in more of the non-academics.
 - b. Posters were integrated again this year and voting will include a “people’s choice award” to encourage interaction with presenters.

Member Communication

Using the LC listserv on an as-needed basis.

Comments for ACE Board

The PDF template for the reports needs to be more open-ended for listing the officer team since our LC has a different structure and 5 leaders. We greatly appreciate the conference planning committee’s work to help us better incorporate research presentations into the conference this year. We are anxious to see how that goes and will glean feedback from our membership at the business meeting.