



## **January 23, 2017 ACE Board Conference Call, 3-5 p.m. Eastern**

**Please note that there is no consensus agenda – please plan to report at the meeting.**

### **Call to Order – ACE President Steve Miller**

#### **Roll Call**

President Steve Miller, President-elect Suzanne Steel, Past President Brad Beckman, Vice President Elizabeth Gregory North, Membership Director Beth Forbes, Research Director Courtney Meyers, Professional Development Director Victor Villegas, Marketing Director Dennis Thomas, Learning Community Director Mary Wirth, Retirees Director Janet Rodekohr

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

Guests: Robert Casler, Frankie Gould.

#### **Agenda Review - Steve**

#### **Management Report Discussion with Beth Forbes, Frankie Gould, and Robert Casler (1 hour)**

Beth provided a PowerPoint for an overview of the report.

Recommendations from the Ad-hoc Committee: ACE should assemble a comprehensive Request for Proposals (RFP) for the purpose of soliciting management groups/individuals for future management of the organization; ACE should look for an option that provides the best services at a reasonable cost to members; professional management groups vary in types, services, contract lengths, etc. The committee stressed that the RFP ensures “apples to apples” are compared and that the RFP go out to management groups, individuals and land grant colleges/universities interested in applying.

Insights from committee: many groups and individuals may have an interest in managing ACE.

Beth, a member of the committee and Membership director, recommended the formation of a small group to pull together an RFP for review by the board. The RFP the committee worked on is currently about nine pages in length.

Steve – put out a request for volunteers to pull together an RFP.

Past President Robert Casler also cautioned the board that it may not yet know what kind of dollars we’ll be looking at: “I think it’s better to see a number of options rather than make a decision in advance.”

**ACTION:** Elizabeth, Suzanne and Beth volunteered to create the RFP and look to former presidents with questions if need, such as Elaine Edward, or Martha Filipic.

Janet said she also liked the idea of keeping an open mind rather than choose a model.

Past President Frankie Gould also felt the best way to move forward is to send out an RFP to individuals, universities or management associations to help determine the best return for the money, the tasks they can do and the time they can commit to ACE. Don’t put your eggs all in one basket.

Robert also noted that in other ACE RFPs, we have been successful when we've put together scenarios and asked them how they would want to respond.

**ACTION:** The draft RFP will be presented for review at the February ACE board meeting on the 20<sup>th</sup>.

### **Approve December minutes**

Motion to approve, Suzanne, Brad second. Approved.

### **Accept Financial Report - Becky**

Becky sent the board a summary of accounts as of January 19, in checking, money market and endowments. Income has gone up. Holly provided an update on membership. Suzanne moved to approve, second from Mary. Approved.

### **Old business**

#### **Web page preview - Elizabeth**

Elizabeth previewed the front page of a new website for ACE. Courtney, have we dropped all the other descriptors? Dennis, where can we insert visuals on this page? It will be built in Wild Apricot. All of these pieces are modules in the template. Victor asked about coupling of Facebook to the page.

**ACTION:** The board approved the design and asked Elizabeth for a timeline to unveil the new website. Elizabeth will let us know this week.

#### **C&A Update – Suzanne, Holly**

Holly indicated she was awaiting word on one judge to fill two classes in Distance Education. Also still waiting for new/returning judges to RSVP in Submittable. As of 1 p.m. today, we have 12 entries. A notice will be sent out this week reminding members of the deadline. Holly has been checking each entry to ensure the proper entry fee has been paid, that the files open correctly, and those listed are listed correctly as ACE or non-ACE members.

#### **Code of conduct - Janet**

Janet combined values and ethics portion, because they were very similar. The board agreed to place it on the website and as people join, they will be asked to agree to work under these guidelines.

**ACTION:** Elizabeth moved to accept Code of Conduct, second Suzanne. Approved.

### **Officer Reports**

#### **President**

Steve held conversations with Matt Browning, Victor Villegas, Dennis Thomas. He has sent letters to new members, welcoming them. The New Orleans Program Committee may want to honor Bob Ratliff – please email Steve with suggestions.

President-elect – Suzanne indicated the contract has been signed with AMS. She's working on pulling together the committee.

Past President – See below

#### **Director reports**

Learning Communities – next call is January 30.

Membership – nothing further to add.

Marketing – Matt: we want to create video testimonials and put them on the website. Also looking at creating new marketing materials. Donna noted that the Development Committee was also looking at testimonial videos.

Professional Development – FB is going strong, one or two a day. Also was looking at starting a newsletter with links he's already posting to FB. Steve volunteered to be on panel. Jeff Hino retiring next week. Tomorrow he's going to do a live FB interview with him. Suzanne, if it works out, she'd like to do the same with Martha Filipic.

## Research

Courtney – research paper deadline is Friday. Leading the planning for the next AgComm visioning session at SASS. Two motions regarding JAC.

Courtney moved the ACE Board approve David Doerfert of Texas Tech University as interim editor for the Journal of Applied Communications beginning June 15, 2017 (Volume 101, no 3), through December 31, 2018 (Volume 102, no 4), with a paid stipend of \$1,000 to be paid at the conclusion of Volume 101 (December 2017) and \$2,000 to be paid at the conclusion of Volume 102 (December 2018).” Second from Janet. Approved.

Courtney moved the ACE Board terminate its agreement with Leslie Edgar of the University of Arkansas as editor for the Journal of Applied Communications effective June 15, 2017, per her notice provided to the JAC Editorial Board December 15, 2016. Second from Victor. Approved.

Retiree – send out latest retiree newsletter.

Development Officer – Development Fund recommendations

Steve asked about the possibility of requiring recipients to present sessions at appropriate conference.

**ACTION:** Motion to approve the three, \$1,500 Development grants from Janet, second Courtney. Approved.

## Executive Director Report – Holly

Already discussed in various parts of the meeting and below.

### Membership Update

119 new active renewals

16 new members

This does not include the 28 who signed up as part of the conference registration

### ACE Update

The January Update went out at 9:08 am Eastern this morning; by 12:30, there were 150 “opens” out of the 397 sent. The December update, sent to 384, was opened by 212.

### Submittable/C&A

Awaiting word on one judge to fill two classes in Distance Education. Also still waiting for new/returning judges to RSVP in Submittable. As of 1 p.m. today, we have 12 entries. A notice will be sent out this week reminding members of the deadline. I have been checking each one to ensure the proper entry fee has been paid, that the files open correctly, and those listed are listed correctly as ACE or non-ACE members.

## New Business

Approval of slate of candidates – Brad made the motion to approve with a second from Janet.

Brad noted the 2017 nominating committee is pleased to share this list of candidates for upcoming ACE elections. He also provided an explanation as to why there was only one vice president candidate, and that the other candidate had unexpectedly dropped out at the last minute.

**ACTION:** The board approved the slate of officers with Brad, Beth, Courtney, Victor, Janet voting in the affirmative, and Suzanne voting no.

### Vice President

Doug Edlund, University of Tennessee

Jason Ellis (nomination withdrawn), Kansas State University

### Learning Community Director-elect

Lori Greiner, Virginia Tech

Gloria Holcombe, Kansas State University

Membership Director-elect

Tobie Blanchard, LSU AgCenter

Kay Ledbetter, Texas A & M Agrilife Research

Retiree Director-elect

Linda Benedict

Membership anytime – Steve

Should be able to join at any time.

**Other**

Meeting adjourned at 5:10 pm Est.

**ACE Development Committee professional development grant recommendations**

The committee reviewed four professional development grant applications. We recommend the following projects receive \$1,500 each, for a total of \$4,500:

**Drone Mapping and 3D modeling using DroneDeploy.com, Pixel3D and other emerging software packages,** Dennis Hinkamp, Utah State University.

I would like to purchase and test 3D modeling software. I just completed a 1-year grant with eXtension promoting education of drone use in agriculture. I already have the drones and three years of experience flying and have done some initial testing of this software. This will save members time and expense of testing this software on their own.

Anticipated outcomes: Quick analysis of small and urban farms, VR tours of facilities sample <https://skfb.ly/NqYV>

**Site Visit: Game Development Studios,** Barbara Chamberlin, New Mexico State University Learning Games Lab.

As part of my collaborative work on a new book about the development of educational games, I have discovered the need to fully investigate the **models used by other developers of transformational games**. How do they move from established need to game design? How do they integrate design research into their needs assessment? How do they work with clients and content experts? How do they integrate planned assessment with their game models? I wish to **visit four game design studios during a 6-month period**, to review their design models, and document their studio management practices. With funding from ACE, I request support for one of the four visits.

Anticipated outcomes: I will write short case studies of each of the design studios, which include overviews of their management approach and design framework. I will draft two articles for journal submission: one on design approach, and one on what developers Extension can learn from professional studios. The emphasis on the second article will be to identify relevant strategies from professional studios to smaller studios in Extension who develop apps and other learning tools.

**Online Behavioral Retargeting,** Mike Whitesides, Utah State University

Online retargeting is the ability to market to people online based on their past Internet actions on websites and social media. Utah State University (USU) Extension has one of the top Extension Facebook pages in the

nation. We have been wanting to try behavioral retargeting to interact with our Facebook followers and promote Extension programs and products through online retargeting. Funding from this proposal would cover training costs and a budget to try online retargeting for USU Extension and College of Agriculture and Applied Sciences programs.

Anticipated outcomes: Increased engagement and knowledge of Extension programs, increased product sales based on a successful online retargeting campaign.

If the board approves, the Development Fund Committee will notify these members of our support next week.

In response to the low number of applications, we are surveying members to find out why more of them don't apply. We've asked members for feedback on activities they would support to raise money for the grants. This information will be considered in planning an alternative to the live auction.