



ACE Board Agenda August 4-5, 2018 Scottsdale, Arizona

**Saturday, August 4
8:15 a.m.**

Call to Order – President Suzanne Steel

Roll Call

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

Nonvoting: Executive Director Holly Young, Treasurer Becky Koch, Membership director-elect Tobie Blanchard, Learning Community director-elect Lori Greiner, Retiree director-elect Linda Benedict, Professional Development director-elect Craig Woods, Research director-elect Lulu Rodriguez, Marketing director-elect Matt Browning, Vice President-elect Jennifer Alexander

Professional Development Director Victor Villegas, Research Director Lauri Baker, Development Officer Donna Sheffield arrived later during the meeting. Jennifer Alexander joined as possible by video-conference. Also in attendance was Marlene Byrne, via Zoom, from Celtic.

Introductions and Welcome – Suzanne

Suzanne opened the meeting at 8:20 am. Suzanne gifted us each with an ACE mug. Because of flight difficulties, some reports were changed until the second day of the board meeting. Suzanne added an agenda item under new business on the make-up of the nominating committee. Becky would also like to discuss The Communicator's Handbook.

Review of Agenda & Approval of July Meeting Minutes

Holly will send minutes to Suzanne.

2018 Conference Update – Lori Greiner & Martha Filipic, co-chairs

Martha – Ag Media summit people have been very responsive. They put together a flier for ACE members and will have them available at the registration desk. There will be an ACE person at the registration desk on Sunday.

The Monday breakfast is a joint breakfast with all. All organization presidents will be able to speak. On Tuesday, it will be an ACE-only breakfast. Linda has changed the Joe Marks Fun Run for it to work better than the hotel route chosen.

Director Reports (30 minutes)

Marketing – Dennis Thomas/Matt Browning

Dennis has been working on visuals to enhance ACE's visibility. Matt has focused on the print side. There is a videographer who will be doing short takes from ACE members again at this conference. Matt – last year we tried to get photos and folks talking about their success with ACE, not as successful an effort as we have wished for. We do have new rack cards and cell phone wallets. The Social Media Learning Community discussed doing a social media effort for ACE, and it will be discussed this week. The marketing sub-committee started out fairly strong and then dwindled; Matt feels he needs new members to participate.

Mary had a question about a marketing plan. We have really strong "historic" members, and those who are no longer members. What messaging do we need? The biggest effort would be on those who are no longer members and get them to return.

The question would be "what is the marketing plan we should put together focused on former members."

Marlene suggested a short survey asking former members why they left.

A discussion centered on who would be best positioned to help reorganize the website so members can more easily find the information they are seeking, as an example, professional development. Marlene suggested waiting off until Celtic immerses itself a little more into the website.

Elizabeth, in her report, summarizes some of the work her staff has been doing with the web task force. The current template is not the full template; the stumbling block has been reassigning the 300 plus web pages to the new navigation. There is also not enough images of our members to have a slide set on the front page.

Member Services – Beth Forbes

Beth reported that with limited budgets, limited travel, part of what we need to better understand is the landscape we now operate in, she thinks about Purdue and Ohio State no longer among the largest supporters of ACE. Beth thinks that ACE could be a home for individuals for those who might not be professional communicators but are tied to land grant institutions and in their role, need this type of support.

The role of the state representatives is another issue. Many don't really know what they're supposed to do. We need to look more specifically at this role and has it already served its purpose? She will discuss that question with the state representatives at their meeting tomorrow.

Elizabeth noted we'd discussed Extension agents as a potential audience before, and membership has changed and she's glad this has come up again as a topic. She doesn't think there's a lot of professional development going on regarding communications in those organizations and we could fill that gap.

Beth noted that when communication directors aren't a member of ACE, it's a challenge. She thinks that they sometimes (and used a personal example) don't understand its value.

Craig suggested the possibility of making a director an honorary ACE member, and Elizabeth said it should be on an introductory basis because they should make the commitment. There used to be a communication directors' breakfast at ACE; that's gone away. We need to show them the value of ACE again.

Suzanne didn't want to lose that thread of how to get communication directors back into ACE. Doug noted that when he was talking with his Chancellor, he told Doug – send me a letter, not an email.

Tobie likes the idea of defining some goals we wish to accomplish this coming year. We still need a little better definition of what is marketing, what is membership?

Learning Communities – Mary Wirth

Mary noted there is a lot LC leadership is asked to do, and that the forms they work with might need to be reworked. Lori added we need a clear direction on what is the process for LCs to request funding. The board needs to figure out where the money comes from and establish a clearer process if we continue funding LCs.

Professional Development – Victor Villegas (Sunday)

Retiree – Janet Rodekoer

The retiree newsletter is most important. The last newsletter was based on membership milestones. Janet suggested if the marketing group had a chance to look at those and then talk to them, they can talk about the value of ACE and why they are still involved.

Linda added that you don't realize until you get older, a real benefit to ACE is that you have a great group of people that are there for you. They remain interested in communications as well. Janet also encouraged folks to contribute to the silent auction as a way to provide to development.

Research – Lauri Baker

Lulu suggested making the connection between JAC and ACE more clear. They are working on coming up with ethical standards by which we work, specifically to JAC. The challenge to JAC now is to promote it more to non-academic communities.

Lauri Baker and Donna Sheffield arrived at 10:50 in time to join us for this discussion.

Lauri noted that her current department chair is not really invested in ACE. We're not exactly sure how to address it.

Lauri feels we've made progress within the board within ACE and JAC. JAC has appreciated their ability to hire an executive director, and moving to New Prairies Press has helped as well. The JAC board decided not to charge non-members to become members. It was unclear how much money it would generate.

Metrics are now available through New Prairie Press, which is important for those to report within their tenure packets. Review process is a bit different in New Prairie Press, where there is no rubrics. So on the back end, the JAC board has come up with a rubric to send to reviewers. Promoting the

articles in the newsletter would be an official role for the new managing editor. They are struggling with getting reviewers.

The JAC board voted to adopt an ethics policy. Quisto Settle is the next chair of the JAC board.

Treasurer's Report – Becky Koch (15 minutes)

Becky noted that the FY18 was not as rosy as she had hoped. Categories are listed as approved by the board. FY19 also will be a challenge because of the switch to Celtic and having two conferences in one fiscal year. Due also were down in FY18. ACE-only sponsorship money raised was \$3,000.

Marlene added that the board is taking a little more than \$24,000 from the investment account to balance the FY19 budget. Celtic wants to work on getting that \$24,000 down to zero by next year. We don't want to use investment monies to run the organization. We will be talking a lot of about revenue and doing some strategic planning to ensure a good value to membership. One of the first goals will be to work on the database and to ensure that all is up to date. It will be a good opportunity to get communication directors engaged. The ability to hand out promotional material is also great at this conference.

A question was raised as to whether Celtic had yet been paid, since it started June 1, 2018. Becky noted Celtic felt it was a cleaner transition of money to wait until August. Steve, will that month vary month to month? It is a monthly fee, and will stay the same.

Officer Reports – (20 minutes)

President – Suzanne Steel

Suzanne noted the two main focuses of her year were the transition and partnering with AgMedia Summit. She looks forward to the evaluations following this conference to determine if this is something ACE would like to continue in the future. Numbers remain fuzzy on how many are actually ACE members. We did some plans of work in the fall, but it probably should be completed sooner this coming year. Having a strategic goal for yourself based on ACE should help us focus. Something to look at, moving forward. We also need to continue refining the descriptions for board members.

Suzanne is hopeful that we will be talking about strategic planning in the fall to help us become more sustainable. Nowhere else to go than to find new resources to sustain us.

President-elect – Elizabeth Gregory North

Her report attach.

Vice President – Doug Edlund

See attached. He added that ACE should continue efforts to be a welcoming and inclusive organization, as well as focusing on millenials, who want to be a part of something bigger than themselves.

Past President – Steve Miller

See attached report.

Development Officer Report – Donna Sheffield (15 minutes)

We need to focus a better presence of the development fund and its opportunities for members on the website. We did provide two grants, and had some presentations, including here at this conference. Donna is also going to encourage them to do some webinars for those who can't get to a conference. Donna also wants to recruit more members for the committee. As part of the application, have them

include a profile photo. Hope for good participation in the auction. A new strategic plan will help provide future focus.

Executive Director Report – Holly Young

See report. Holly asked that she be able to wrap up the executive director work on August 31, instead of August 15 to give her more time to provide the information to Celtic.

Old Business:

ECOP/ESCOP/ACE Update & Recommendations – Faith Peppers, past ACE President

Faith reported on the national impact database. Doing some updates on the database, and there will be some regional trainings. Two representatives from each region were able to participate this year. Faith noted they've continued to work on involving more people so there is more ownership in the system.

Regarding the ECOP/ESCOP Committee, she said it started out trying to do more overt pushes with the Farm Bill and new budget. Now it's planning to support SNAP education funding under Extension's funding. It gives us a much needed infusion of money and send a signal that CE is still a relevant source of delivering grassroots information. We have really let our CE image slide in DC over the last years, and this is one way to show how well we can do something. Everything is posted on the Ag is America blog. It's a new way to open the conversation. This position on the committee was set up when Faith was president of ACE. It's set up with ACE has a representative serve a three-year term, and two consecutive terms. The committee would like to see Brian Meyer as her replacement. Brian has agreed and if selected, would serve. They are watching the membership of the committees and want to ensure there isn't a duplication of region.

Over the next year, they will be issuing an RFP either to renew or replace K-Global. This is a wonderful opportunity for us, it gets us in the conversation. The more we're in the room, the more we can help. Sarah Lupis represents the national impact database on the committee. Faith will share a list of committee members to the board.

Faith's term ends in February. She challenged ACE to keep somebody good in this role, who will be strategic in how they work with this committee and push information to them to give them those gentle reminders that it's the communicators who will spread their message the best.

MOTION: Janet moved to approve Brian Meyer's nomination, second from Lauri. Approved. She also asked to let the record show a thank you to Faith for representing us for six years. Approved.

The board reviewed an updated agenda for the summer business meeting.

Curator Report & JOE – Joanne Littlefield

Joanne is waiting for more direction from the board. What do we want to have available to student researchers from ACE. Joanne is chair of the marketing committee for JOE. She is in the middle of a three-year term and is working with the University of Georgia for the innovation issue that comes out later this year. JOE board is working on accountability.

ACDC in Illinois is another possibility to archive ACE documents, as well as the archives in Beltsville. Joanne digitized a few items from Beltsville, and what is available in Dropbox are digital versions.

The task is now to find a place to find where the digital copies available, but there is a cost associated if it goes to the special collections at Beltsville. The challenge is the question of what does ACE want digitized. There is a cost also at ACDC. The base at Beltsville is \$2,000 and up. There are grants available.

Not all JAC issues are digitized. Do we know which place would be more affordable, ACDC or Beltsville and when the grant funding cycle to help would be available. Joanne will follow up. Joanne noted it is incumbent upon the board as to what should be archived.

MOTION: On a motion from Elizabeth, and second from Lauri, the board approved the formation of a sub-committee to investigate the best place for ACE archives, with Joanne, Lulu and Donna serving on it. Wherever our items are placed, we need to ensure there is open access.

A discussion centered on how to broaden the membership of the nominating committee, with the board agreeing that one-pagers should be developed for all job descriptions.

MOTION: Elizabeth moved to strike the phrase in the by-laws regarding the make-up of the nominating committee, removing three to five past presidents and replacing it as appointed by the president. Mary second. Approved.

Communicator's Handbook: Becky noted it was outdated but still on Amazon. This was Tabled until the next meeting. Who owns it? And the possibilities on getting it pulled. And is there someone within ACE to have the managing skills to address a revision. Lauri also noted it could be repositioned for faculty who might really need to have this "in-hand." Holly will contact Cengage, which sends ACE royalties from sales.

Bringing up the ECOP/ESCOP joint committee, Elizabeth told the board she would like to respectfully request more than one communicator on this committee.

Mary feels it's an opportunity for ACE to own it, and thinks they're open to that right now. Not sure they will continue with K-Global. We don't have a strategic role other than that one person.

Lauri likes the idea of broader representation. Beth, what can we really expect these committees to do at a national level, with all these institutions with their own priorities. Elizabeth said we're talking about a messaging structure we hope you can build into your own system.

Suzanne noted Mary's dean is looking for change at that level. Would it be the best approach? Mary would be happy to discuss with her dean. She suggests the ACE board make a proposal to this group on how it could be better structured. She didn't get anything from K-Global. She thinks they want us involved. Becky would love to call Chuck. Suzanne said she could put a bug in his ear as an individual.

Action: Mary to report back what she hears back from her dean, and Becky, same. Faith and Brian need to be involved, Janet noted.

Victor reported on professional development accomplishments this past year.

Learning Community Chairs

Leilana McKindra – Diversity: She really appreciates the leadership the board has shown around diversity the past few years and the efforts we are trying to accomplish surrounding it. They also changed the mission statement of the LC.

It was suggested during this conversation to place upcoming LC meetings on the ACE Update. Adding a calendar to the website also would be helpful.

Beth Steuver, outgoing chair of Leadership LC, shared that LaRachelle Smith is the incoming chair. One of the weaknesses of the LC is that fact that it's comprised of those who've been around for a while and in leadership roles. They want to work on getting newer members involved. The listserv is so valuable.

Melea Licht indicated it had been challenge finding new leadership for publishing and graphic design. It is usually a three-person team. Biggest effort was trying to obtain feedback. Some of the top performers she learned had left ACE. Finding it hard to connect with current ACE members who might want to take on a leadership role. Maybe an incentive, like a \$100 stipend to attend the conference as an LC chair. The \$500 really isn't enough to bring in an outside speaker. Another idea from Melea is to offer a \$1,000 grant to LCs as a possibility.

Janet asked about LCs updating the communicator's handbook. Adding a chapter on Diversity. Would there be an interest in helping with that?

Holly thanked the board for the opportunity to be the ACE executive director.

MOTION: The board approved a motion thanking Holly for her "selfless service and love for ACE , for being the face and heart of ACE," provided by Elizabeth and Doug seconded.

MOTION: Elizabeth also motioned the board thank Suzanne for her thoughtful leadership and vision as president, with a second from Lauri. Unanimously approved.

Meeting adjourned at 11:31.

Respectfully submitted,
Holly Young, ACE 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.

ACE Marketing Report - July 2018
 Dennis Thomas, Marketing Director
 Matt Browning, Marketing Director-Elect

- **Marketing Materials:** Some additional marketing materials have been created to supplement the existing ones. Matt Browning solicited new, action-oriented photos and quotes from members. Submissions were few and are still being accepted. A new push card and pull-up banners were created for use at the 2018 conference, and some branded promo items were also purchased.
- **Video Testimonials:** Dennis Thomas continues to work on video testimonials with ACE members. A few were shot during the 2017 conference and some additional at KSU. Completed videos have been shared on social media. Additional ones will be shot during the 2018 conference.
- **Social Media Strategic Plan:** The Social Media Learning Community wants to create a strategic plan for ACE social media to be presented to the board upon completion. Matt has touched base with LC Chair Suzanne Street for any updates. Awaiting response.
- **Marketing Subcommittee Membership:** We currently have five members on our subcommittee, including Dennis and Matt, but participation dwindled and the group has not reconvened this year. Having such a group can still be valuable, but a more active membership roster would likely be necessary.

ACE Finances Summary FY18 (July 1, 2017 – June 30, 2018)

	Income	Expense	Notes
Board	0	2,614.31	Fall board meeting, flowers
Critique & Awards	16,251.15	5,631.32	Entries, submission software, judges, plaques
Development Fund	2,623.98	4,637.98	\$2,240.98 donations transferred to Vanguard, \$2,397 “income” from Vanguard transfer for \$2,397 in grants
Dues	32,500.00	360.00	3 X \$120 error refunds

Insurance	0	1,750.00	Board and officers, liability
JAC	0	1,000.00	Executive editor 1 payment
Management	0	53,732.26	\$1,671.05 travel, \$52,061.21 35% salary & benefits July 1, 2017 – Aug. 15, 2018
Meetings/Conferences	33,732.15	23,033.78	\$23,000 to AMS from Iowa State, Florida & Ohio State; \$2,500 ACE-only at AMS from Fort Valley State, Purdue & Oregon State; \$8,232.15 NOLA reimbursement & profit; \$2,533.78 retiree stipends (NOLA travel & Scottsdale registration)
Office	70.00	1,501.13	\$1,449.44 credit card fees, but \$70 reimbursed
Professional	160.20	554.00	\$500 tax prep; \$133.20 royalties
Web	0	1,863.90	\$756 Wild Apricot; \$168 Rackspace email; \$149.90 Zoom; \$790 support
Totals	85,337.48	96,678.68	

Totals don't include:

\$23,000 donations for AMS transferred to savings account then back out

\$18,720 transfer into checking from Vanguard investment for operating

\$164.81 in reimbursed errors

Notes:

Fall board meeting over budget

Income from NOLA silent auction in FY17 transferred to Vanguard Development Fund as "expense" in FY18

JAC editor expenses incomplete in FY18

Extra \$\$\$ paid to UNH in FY18 for Holly's work July 1 - Aug. 15, 2018, in FY19

Executive Director – Holly Young

My work this past year focused on several areas: critique and awards, recruiting and working with judges, member support, collaborating with Treasurer Becky Koch on the financial aspects of the organization, and serving as secretary for the board meetings.

The other main effort has been to pull together years of ACE information for Celtic. This will continue after the summer board meeting to ensure that Celtic has all the information it needs to continue serving ACE. Files go back to 2011. I also am sharing with them how Submittable, our online C&A system, works and how Wild Apricot newsletters are done.

New Critique and Awards judges have usually been recruited by the learning communities, but this year, I took on a greater part of this task. The challenge remains that about half the judges just aren't great at providing the critique portion of the review. I pulled together a review of this year's judges and forwarded it to the Learning Community leadership. Getting good judges, along with some expected revamps to some of the classes, should be the focus of this coming year's C&A program. Other issues with the judges are on getting them to respond in a timely fashion and agreeing to be an OPS judge. Please remember that when working with the judges, they often review the entries on weekends and need immediate answers.

The wording for ACE members entering the contest also needs to be corrected so it is clearer as to what they need to pay for an entry. I think Submittable continues to be a good web tool for this program.

There are several transfers to Celtic that need to take place, from banking accounts to the Zoom, as well as the website domain, listservs (now at NC State) and Wild Apricot. I ask the board that I remain (with no payment expected!) on these lists until August 31, as I continue to work with Celtic. Trustwave information also will be transferred, as well as VanGuard, and access to authorize.net.

Providing support to our membership remained key to my work. Everything from posting webinars for learning communities to helping them navigate Wild Apricot, to following up on membership queries, are among the many ways I help support our members. With Becky's help, we reviewed membership lists more than once.

Membership Standings

As of July 31, ACE had the following membership totals:

Active: 217

Active with Renewal Overdue: 101

Active lapsed: 92

First-year: 36

First-year renewal overdue: 2 (invoices sent)

Life paid: 70

Student/Recent Graduate: 4

Total: 330 Active (if everyone whose renewal is overdue or membership has lapsed paid, we would have 458 members)

I took over putting together the ACE Update. There needs to be a more structured calendar for the Update, with expected information coming in at a certain date to ensure it is delivered to members on a monthly basis.

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. Martha Filipic and Lori Greiner, this year's conference co-chairs, shared the list of attendees to the conference so I could cross-check their membership in ACE. It appears, at last count, that we have about 160-170 members at the conference.

I provided input and was part of the Development Committee with Donna Sheffield and Janet Rodekoher, and provided help to individual board members.

It has been an honor to serve as your ACE Executive Director and I thank you. I listened, shared, and learned. It was fun, challenging, exciting, and sometimes stressful. There was always something new to discover, and old friendships to renew. I know our members are the heart of this organization, and I don't think all organizations can say that. And at the end of the day, this organization is at its best because of its membership.

Respectfully submitted,

Holly Young