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**ACE Board
December 11, 2018
Meeting Minutes**

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

Nonvoting: Donna Sheffield

Celtic: Deb Ryan, Marlene Byrne, Denise Illing

Director-Elects: Craig Woods, Lulu Rodriguez, Matt Browning

Absent: Jennifer Alexander, Dennis Thomas, Tobie Blanchard, Lauri Baker

Call to Order – Elizabeth Gregory North at 2:02 pm CT on Tuesday, December 11, 2018.

A motion to approve November Meeting Minutes with changes was made by Linda. Doug seconded the motion. All approved, and the motion carried.

Discussion of Strategic Plan – Elizabeth Gregory North & Marlene Byrne

Marlene reviewed the changes to the plan that were made based on the feedback from the Board members. These revisions included removing agriculture from the logo and adding Linda's retiree comments. Linda noted the correct name of the Communicator's Handbook. Suzanne noted to add the Media Relations Made Easy curriculum as another publication. Before Elizabeth asked for a motion to vote, she thanked the Board for their thoughtful consideration of the plan. Suzanne made a motion to approve the strategic plan as presented today. Lori Greiner seconded the motion and the motion carried. Elizabeth commented that a next step is to share this plan with members in January.

Officer Reports

President – Elizabeth Gregory North

No report other than to review and vote on strategic plan.

President-elect – Doug Edlund

Refer to written report. His additional comment was for the Board to consider good candidates for the 2020 Conference committee and get back to him by the next meeting.

Vice President – Jennifer Alexander

No discussion.

Past President – Suzanne Steel



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Refer to written report.

Treasurer's Report – Becky Koch

Refer to the year-to-date budget ending November 30 and bank and Vanguard account balances. She withdrew the decision/action regarding switching from Wells Fargo/Authorize.net to Wild Apricot processor.

There was a discussion about providing development fund grants based on money raised rather than the traditional \$4,500. Elizabeth asked the group to consider this and it will be on the January agenda. There was also a discussion about charging nonmembers to post job openings on the website. Becky will do additional research on what other similar groups charge and draft a policy for review at the January meeting.

Celtic Update

Deb reported that Celtic is busy with working with the conference committee and promoting the call for research papers and posters, topic and workshop submissions. She shared the sponsorship draft with the committee. In addition, the January membership renewal notices went out, and renewals are coming in.

Annual Conference

2019

Celtic shared the new conference logo. There was a discussion about extending the calls for submissions past 12.15.18. Deb will be sure to have Donna invited to the next meeting to discuss sponsorships. Deb reminded Victor that the next call is moved up to Tuesday, December 18, due to the holidays. Celtic is also updating information on the website.

Director Reports

Marketing – Matt Browning on behalf of Dennis Thomas

Refer to written report. Matt asked about adding a form for member profiles and testimonials. Celtic will look into adding additional fields on a member's profile and how to submit testimonials and meet with committee.

Member Services – Tobie Blanchard

Refer to written report. Elizabeth noted that info for the December ACE Edge can be sent to Blair. Deb reported that the open rate for the first ACE Edge in November was 50%, and the office received some positive feedback from members.

Learning Communities – Lori Greiner

Refer to written report. Celtic provided lists to each LC with exception of Media Relations/Writing, which is pending. Deb will send upon receipt. Lori is going to reach out to less active LCs to ramp things up in January.



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Professional Development – Victor Villegas

Victor submitted a topic proposal. He reached out to the producers of a virtual reality production at the Alamo and asked the question if nonmember presenters can attend sessions at the conference for free. Various Board members commented that there appeared to be different policies over the years. It was agreed the committee should verify the policy by the next meeting. Victor also broached the subject of offering online courses for credit. Elizabeth noted this was a large undertaking but one to consider for the future. Victor also requested Facebook posts once a week that are newsworthy yet compatible with the typical posts, including pictures and less content.

Retiree – Linda Benedict

Refer to written report

Research – Lulu Rodriguez on behalf of Lauri Baker

No written report. Lulu noted that the JAC Board discussed some ongoing ethics and plagiarism issues, but that there was not a quorum to vote on a response to these issues. The next issue of JAC will focus on sessions from the Scottsdale conference and include the first ACE President's letter. The editors also find that their comments are not always addressed by authors and want to establish a process for ensuring editorial revisions are made prior to publication.

Development Officer Report – Donna Sheffield

Donna asked to clarify the language about what constitutes restricted and unrestricted funds. Marlene made the clarification – the auction is restricted and other sponsorships are unrestricted. There was also a discussion about adding a donate button on the website or make donations possible with dues renewals. Celtic will look into what is possible.

New Business

There was no new business.

Deb will add the strategic planning goals to each Board report template and forward on to all members.

The group wished each other happy holidays. Elizabeth thanked all for their hard work and careful consideration.

Elizabeth called the meeting adjourned at 3pm CT.



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President-Elect Report

December 2018
Doug Edlund

Accomplishments since last report

- Set deadline of December 14th for Learning Communities to identify judges for 2019 C&As.
- Reviewed award submission and judges' instructions, as well as announcement for the 2019 C&As.
- Identified potential list of members to serve on the Chicago Conference Planning Committee.

Informational items

Potential members for the Chicago committee include: Brian Meyer (chair), Bruce Sundeen, Stacey Stearns, Dennis Thomas, Joanne Littlefield, LaRochelle Smith, Faith Peppers, Maggie Lawrence, Charles Denney, Scott Swanson, Lulu Rodriguez.

Next steps

- Documents need to be sent to judges before the end of December.
- Begin to call Conference Planning Committee prospects.

Items for Board decision/action

Would like to have feedback/suggestions from the Board regarding Planning Committee members no later than January 31st.



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Past President Report

December 2018
Suzanne Steel

Accomplishments since last report

- Held first meeting with nominating committee. Six of seven members attended.
- Reviewed open positions and established process and rough timeline for committee.
- Submitted questions from committee to Elizabeth North and Celtic, and provided answers to committee.
- Interviewed new member for Member Spotlight story.

Informational items

Committee members will submit their suggestions for nominees before the next meeting. During the meeting, the committee will discuss nominations, offer additional ideas, and then place the names in order – who should be approached first, second, etc. Committee members will help with some of the asks.

Next steps

Second meeting of the nominating committee will be Dec. 12.

Items for Board decision/action

Nothing.



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Marketing Director Report

December 2018

Dennis Thomas, Director
Matt Browning, Director-Elect

Accomplishments since last report

- Dennis is continuing to work on the video testimonials that were shot during the summer meeting. He is awaiting submissions of b-roll footage from those he interviewed in Arizona before the videos can be finalized.
- Reached out to Membership Director, re: member profiles, to ensure collaboration on efforts. See below.

Information items

- The proposed Strategic Plan points to using Facebook for “ACE culture & people” and the website for “member photos & quotes.” This idea somewhat mirrors a campaign Matt is currently working on at West Virginia State University called “It Starts at State.” The campaign tells the story of students, alums, faculty, staff, stakeholders and extension program participants and how some aspect of their personal journey started at WVSU. The stories are shared on a landing page on the university website, wvstateu.edu/ItStartsatState. Current stories are told in written form, with video versions forthcoming. Print ads and social media graphics are also part of the marketing toolkit.

Next steps

- Work with Tobie to finalize member profile platform, place on website as fillable form, and begin gathering stories. In order to launch the platform for members to submit profiles/testimonials, we will need to finalize the questions, build the form on the website, and determine to whom submissions will go.

Items for Board decision/action

- Can we add a form onto the website for gathering member profiles? (Who builds the form if Matt provides questions? Matt is willing to receive the submissions.)



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Retiree Director Report

(revised)
Dec. 7, 2018
Linda Benedict

Accomplishments since last report

Have written the ACE Retiree Update; waiting to send until after the vote on the new strategic plan.
Have begun pouring over the ACE retiree mailing to see what names I can cull.
Have started collecting comments about the retiree portion of the ACE website so I can begin making the revisions.
Have begun soliciting comments and stories from ACE retirees for the next newsletter.

Information items

Next steps

Finish updating the mailing list.
Look for more retirees.
Send ACE Retiree Update to retirees and board (Dec. 12).
Begin making changes to the ACE retiree portion of the website.

Items for Board decision/action



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Learning Community Report

December 11, 2018
Lori Greiner

Accomplishments since last report:

- **Held a Learning Community Committee Call Dec. 6, 2018.**
 - Representatives from Electronic Media and Photography, Publishing and Graphic Design, and Social Media LCs were present.
 - Items covered on the call:
 - Encouraged LC leaders to remind their members of the conference proposal deadline on Dec. 15
 - Encouraged them to be thinking about C&A entries – Portal will open Jan. 1 and deadline is Feb. 2
 - Encouraged LC leaders to begin thinking of award nominees. Challenged leaders to each submit Award of Excellence nominee for their LC.
 - Encouraged LCs to submit social media items to Victor.
 - LC updates
 - Social Media will be rescheduling their crisis communications webinar, Cassie Wandersee will be hosting a webinar in Jan. (topic TBD), and the LC would like to work with the photography and electronic media LC to establish an Instagram page.
 - Publishing and Graphic Design LC is working to line-up a speaker on accessibility.
 - Other items
 - Celtic sent membership lists to LC leaders (except for media and writing as they are working on the list). LCs are to encourage members to login and review and update their profiles.

Next steps

- I'll be reaching out to the LCs individually, especially the less active to see what we can do to help them.
- Working on updating the LC Handbook.

Items for Board decision/action

- No items at this time.



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Membership Services

December 2018

Accomplishments since last report

- Sent out November Newsletter – ACE Edge
- Sent out a renewal appeal to membership
 - Got positive feedback from several members
- Working on template for member profiles

Informational items

Next steps

- Setting up meeting with Blair, Lori and Victor to discuss content calendar for 2019.
- Solicit Communication pro-tips
- December newsletter
- Devise plan for local share resources

Items for Board decision/action

- Please send items for December newsletter



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