

Minutes
NAAE Board of Directors Meeting
March 3-4, 2012

The NAAE Board of Directors conducted a board meeting on March 3 and 4, 2012 at the ACTE Building in Alexandria, Virginia. Board members in attendance included: Ken Couture (CT), President; Farrah Johnson (FL), President Elect; Erica Whitmore (WA), Region I Vice President; Kevin Stacy (OK), Region II Vice President; Terry Rieckman (SD), Region III Vice President; Charlie Sappington (IL), Region IV Vice President; Daryl Behel (AL), Region V Vice President; and Mike Harrington (MD), Region VI Vice President; and Wm. Jay Jackman (KY), NAAE Executive Director. NAAE staff members Alissa Smith and Julie Fritsch were also present.

The minutes of the meeting are as follows:

Saturday, March 3, 2012

- 1. Call to Order** – President Ken Couture called the board meeting to order at 8:18 a.m.
- 2. Reflections and Pledge to the Flag** – Farrah Johnson presented reflections and led the group in the Pledge to the United States Flag.
- 3. Approval of the Agenda** – Kevin Stacy moved, Mike Harrington seconded, to approve the agenda with flexibility. The motion carried.
- 4. Approval of Minutes** – Charlie Sappington moved, Daryl Behel seconded, to approve the minutes from the January 5, 2012 NAAE Board Conference Call. The motion carried.
- 5. Board and Staff Reports** – Ken Couture asked each board and staff member to present a brief report of their NAAE activities since the 2011 NAAE Convention in St. Louis.
- 6. Board Training** – Jay Jackman led the board through one hour of board training to clarify the roles and responsibilities of the NAAE board of directors and the NAAE staff.
- 7. Strategic Planning Committee Meeting** – Farrah Johnson, Board Strategic Planning Committee Chair, conducted the Strategic Planning Committee meeting. John Busekist, New York, Full Strategic Planning Committee Chair, joined the meeting via conference call. (Refer to the committee report for the details of the committee meeting.)
- 8. Policy and Bylaws Committee Meeting** – Kevin Stacy, Board Policy and Bylaws Committee Chair, conducted the Policy and Bylaws Committee meeting. Frank Yesalavich, New Jersey, Full Policy and Bylaws Committee Chair, joined the meeting via conference call. (Refer to the committee report for the details of the committee meeting.)
- 9. Marketing Committee Meeting** – Mike Harrington, Board Marketing Committee Chair, conducted the Marketing Committee meeting. SaraBeth Fulton, Pennsylvania, Full Marketing Committee Chair, joined the meeting via conference call. (Refer to the committee report for the details of the committee meeting.)

President Ken Couture recessed the board meeting from 11:30 a.m. - 12:45 p.m. for a lunch break.

- 10. Remarks from Dr. Steve Brown** – Dr. Steve Brown, U.S. Department of Education, met with the board and presented brief remarks.
- 11. Member Services Committee Meeting** – Daryl Behel, Board Member Services Committee Chair, conducted the Member Services Committee meeting. Perry Byars, Florida, Full Member Services Committee Chair, joined the meeting via conference call. (Refer to the committee report for the details of the committee meeting.)
- 12. Professional Growth Committee Meeting** – Erica Whitmore, Board Professional Growth Committee Chair, conducted the Professional Growth Committee meeting. Sherisa Nailor, Pennsylvania, Full Professional Growth Committee Chair, joined the meeting via conference call. (Refer to the committee report for the details of the committee meeting.)
- 13. Public Policy Committee Meeting** – Terry Rieckman, Board Public Policy Committee Chair, conducted the Public Policy Committee meeting. Aaron Geiman, Maryland, Full Public Policy Committee Chair, joined the meeting via conference call. (Refer to the committee report for the details of the committee meeting.)
- 14. Finance Committee Meeting** – Charlie Sappington, Board Finance Committee Chair, conducted the Finance Committee meeting. Jeffrey Bash, Illinois, Full Finance Committee Chair, joined the meeting via conference call. (Refer to the committee report for the details of the committee meeting.)

President Ken Couture recessed the board meeting for the day at 3:45 p.m. The early recess allowed time for board committee chairs to prepare committee reports to be delivered the following day.

Sunday, March 4, 2012

President Ken Couture called the board meeting back to order at 8:30 a.m.

- 15. Membership Update** – Alissa Smith presented the membership update.
- 16. Communications/Marketing Update** – Julie Fritsch presented the communications/marketing update, which included a report on the upgrade of the Communities of Practice software and the NAAE annual report.
- 17. National Teach Ag Campaign Update** – Ellen Thompson presented the update on the National Teach Ag Campaign, including information on activities planned for the third annual National Teach Ag Day, March 15, 2012.
- 18. Curriculum for Agricultural Science Education (CASE) Update** – Jay Jackman presented the CASE report, which included an announcement that Miranda Chaplin will be moving to 75 percent CASE, effective very soon, and that NAAE will advertise to fill the open position of meeting planner; in addition, some advocacy duties may be added to the meeting planner position description.

19. **National Council for Agricultural Education Update** – Ken Couture and Jay Jackman presented a report from The Council.
20. **FFA “Vision 2020” Update** – Farrah Johnson and Ken Couture presented a report from FFA regarding “Vision 2020.”

President Ken Couture recessed the board meeting from 11:45 a.m. - 1:10 p.m. for a lunch break.

21. **2012 NAAE Convention Planning** – Alissa Smith led the board discussion of the evaluation of the 2011 NAAE Convention in St. Louis and the planning for the 2012 NAAE Convention in Atlanta. For 2012, it was agreed that: 1) the closing session will be moved to 8:00 – 10:00 a.m. on Saturday; 2) the board will have lunch served in the board room on Tuesday; and 3) the state photos will be moved to the second regional meeting time slot. The board began to discuss the possibilities of a registration fee increase for 2012; this discussion will be continued when more information is available from ACTE.
22. **Executive Session** – The board went into executive session for the executive director’s performance evaluation.
23. **2012 NAAE Regional Meetings** – The board/staff participation for the 2012 NAAE Regional Meetings will be as follows:

Ken Couture – Regions I, III, and IV
Farrah Johnson – Regions II and VI
Jay Jackman and/or staff – Region V
24. **Summer Board Meeting** – The summer NAAE board meeting will be held in Lexington, Kentucky at the NAAE office, July 17-20, 2012. July 17 will be a travel day; board members may arrive anytime on July 17. The board will meet all day July 18, all day July 19, and a half day July 20. Departing flights may be booked no earlier than 1:00 p.m. on July 20.
25. **2012 NAAE Awards Update** – Alissa Smith discussed the importance and seriousness of the NAAE awards review process, presented a sample packet of what the regional vice presidents will receive regarding the awards review process, and advised the regional vice presidents to not question the eligibility of awards applicants (if staff forwards the applications to the vice presidents, vice presidents should consider them to be eligible). The National Agriscience Teacher of the Year award is new to NAAE this year; this application is quite different from other NAAE awards applications; regional vice presidents need to learn the intricacies of this application. To have a fair application review process, it is critical that regional vice presidents ensure that the reviewers in their regions follow the scoring rubrics very carefully.
26. **Finance Committee Report** – Charlie Sappington presented the Finance Committee report. Charlie Sappington moved, Kevin Stacy seconded, to adopt the Finance committee report. The motion carried.

- 27. Strategic Planning Committee Report** – Farrah Johnson presented the Strategic Planning Committee report. Farrah Johnson moved, Erica Whitmore seconded, to adopt the Strategic Planning committee report. The motion carried.
- 28. Professional Growth Committee Report** – Erica Whitmore presented the Professional Growth Committee report. Erica Whitmore moved, Farrah Johnson seconded, to adopt the Professional Growth committee report. The motion carried.
- 29. Public Policy Committee Report** – Terry Rieckman presented the Public Policy Committee report. Terry Rieckman moved, Daryl Behel seconded, to adopt the Public Policy committee report. The motion carried.
- 30. Marketing Committee Report** – Mike Harrington presented the Marketing Committee report. Mike Harrington moved, Kevin Stacy seconded, to adopt the Marketing committee report. The motion carried.
- 31. Member Services Committee Report** – Daryl Behel presented the Member Services Committee report. Daryl Behel moved, Mike Harrington seconded, to adopt the Member Services committee report. The motion carried.
- 32. Policy and Bylaws Committee Report** – Kevin Stacy presented the Policy and Bylaws Committee report. Kevin Stacy moved, Farrah Johnson seconded, to adopt the Policy and Bylaws committee report. The motion carried.
- 33. NATAA Update** – Alissa Smith presented the update on the 2012 National Agriscience Teacher Ambassador Academy.
- 34. ACTE NPS Update** – Jay Jackman updated the board on the Ag Ed Strand of the ACTE National Policy Seminar, which follows the NAAE board meeting.
- 35. Executive Director Contract Renewal** – The board offered to renew Jay Jackman’s employment contract for an additional year. Jay Jackman accepted.

The board encouraged Jay Jackman to increase staff salaries for 2012-13 by a minimum of three percent.
- 36. Closing Remarks** – Farrah Johnson and Ken Couture encouraged the board members to be thinking strategically of ways that NAAE and the ag ed profession can help to influence education policy at the national level.
- 37. Adjournment** – With no further business to be transacted at this NAAE Board of Directors meeting, Mike Harrington moved, Farrah Johnson seconded, to adjourn. The motion carried. Ken Couture declared the meeting adjourned at 5:25 p.m.