

Minutes
NAAE Board of Directors Conference Call
October 4, 2012

The NAAE Board of Directors conducted a conference call on October 4, 2012. Members of the board who were present for the conference call included: Ken Couture (CT), President; Farrah Johnson (FL), President Elect; Kevin Stacy (OK), Region II Vice President; Terry Rieckman (SD), Region III Vice President; Charlie Sappington (IL), Region IV Vice President; Mike Harrington (MD), Region VI Vice President; and Wm. Jay Jackman (KY), NAAE Executive Director. Alissa Smith (KY), NAAE Associate Executive Director; Julie Fritsch (KY), NAAE Communications/Marketing Coordinator; and Savannah Robin (KY), NAAE Meeting Planner/Advocacy Coordinator also joined the conference call.

The minutes of the conference call are as follows:

1. **Call to Order** – President Ken Couture called the conference call board meeting to order at 6:02 p.m.
2. **NAAE Strategic Plan Draft** – The board discussed the draft strategic plan that Dr. Lori Garkovich developed following our strategic planning session during the July 2012 NAAE Board of Directors meeting. It was agreed that many of the goals that are included in the current NAAE strategic plan are now “standard operating procedure” for NAAE or have become NAAE policy rather than strategic goals. Therefore, many of these types of goals should not be included in the strategic plan. It was agreed that many of the current goals should continue to be a part of the NAAE Program of Activities but they should be removed from the strategic plan.

Further, the board discussed substantial structural challenges that were revealed during this strategic planning process with Dr. Garkovich, as follows:

- a) **Committee Process** – not having continuity of membership over time (three years or so) leads to difficulty for committees to focus on long-term items that need the attention of the committee members. The board agreed that some serious thought needs to be given to NAAE’s committee process to make the committee work more effective and efficient.
- b) **Membership Recruitment and Dues Collection Processes** – Due to the fact that state associations of agricultural educators have different dues structures, it is difficult for NAAE to recruit members. For the most part, NAAE is reliant on the state affiliates to do membership recruitment and dues collection. Most state associations do a terrific job with this. But, we recognize that this puts a strain on the dues remitter in the states ... and, in most states, the dues remitter is a volunteer who is not compensated for his/her time. In most states, the dues remitters donate their time to membership recruitment and dues collection. The board agreed that some serious thought also needs to be given to membership recruitment and dues collection processes.

President Ken Couture asked the NAAE board members to look at the current strategic plan and the new draft plan and consider what goals need to be carried forward from the old plan to the new plan, what goals from the old plan need to be reworded or revised and carried forward to the new plan, what edits are needed in the new plan to make it reflect the board's collective thinking. The board agreed to provide these suggestions to Ken within one week (Friday, October 12).

3. **SAE Renewal Project** – The board reviewed the documents from the National Council for Agricultural Education's SAE Renewal Project. The Council taskforce recommended that NAAE's responsibilities in this project include ensuring that every student has an SAE and providing professional development about SAE for agriculture teachers. It was agreed that the NAAE Professional Growth Committee and the NAAE Policy and Bylaws Committee would discuss the recommendations of the Council's SAE taskforce during the upcoming NAAE convention in Atlanta.
4. **Adjournment** – With no further business to be transacted during this conference call, President Ken Couture adjourned the call at 7:38 p.m.