



AAEA Extension Section 2017 Business Meeting
Chicago Ballroom B (5th Floor), Marriott Downtown
Chicago, IL
July 30, 2017
3:30PM CDT

Meeting Minutes

Present: R. Betz, J. Biermacher, C. Bir, M. Diersen, D. Doye, W. Edwards, S. Ernst, S. Funk, J. Hadrich, S. Halbrook, J. Hilker, L. Hoffman, G. Hoyner, G. Ibendahl, K. Jacobs, K. Klair, S. Klose, W. Lazarus, Y. Liu, B. Lubben, C. Mahnken, J. Maples, M. Marshall, S. Neibergs, F. Olson, R. Pruitt, R. Rainey, J. Richard, J. Richardson, J. Riley, D. Ripplinger, J. Robb, P. Rosson, L. Russell, S. Swinton, M. Taylor, H. Tejada, M. Waller, J. Warner, N. Widmar, T. Woods

Meeting called to order 15:33 CDT

I. Welcome and Introductions

Riley opened the meeting with announcing and introducing the incoming executive team. The information will be updated on the AAEA Extension Section website. The leadership team is thankful for the ongoing support of our sponsors, which this year include Center for Farm Financial Management (CFFM), Farm Foundation, National Crop Insurance Services (NCIS), Southern Risk Management Education Center (SRMEC – University of Arkansas), and Western Center for Risk Management Education (WCRME – Washington State University).

II. Report from AAEA Liaison

Sam Funk, incoming Chair, and Scott Swinton, AAEA President-Elect, reported on the AAEA Leadership meeting earlier that day. Swinton identified the board's preferences for each section to maintain assets less than \$20k; the EXT section is approximately \$15k and within the guidelines.

Swinton reported that the AAEA is in talks with a publishing consultant to consider opportunities for a new online journal. The AJAE will remain the association's flagship publication, but the AAEA is seeking input on adding an online journal with a greater empirical orientation, recognizing that its members engage in multiple channels of scholarship, including teaching and learning, extension, and even "beer." The AAEA is asking members and sections to put forth ideas of how the breadth of our work can be featured in an AJAE journal.

III. 2016 Business Meeting Minutes

Discussion of last year's business meeting minutes was called. Craven asked that the minutes be amended to acknowledge CFFM as historically sponsoring the EXT section. It has been added.

A motion and second to accept the minutes as amended was offered, no additional discussion. The 2016 Annual Business Meeting minutes are approved as amended.

IV. Financial Report

Jacobs provided an update on the section's budget and current financials. Net assets as of December 31, 2016 were \$12,456.87 and reflect all prior-year revenues and expenses. The approved budget includes revenue expectations based on declining member dues (\$1,340, down from \$1,390 and \$1,630 in 2016 and 2015, respectively), significant sponsorship (\$2,700, steady since 2016 and up from \$1,200 in 2015), and revenue from the luncheon (\$2,000) and annual agricultural tour following the meetings (\$3,200). Expenses are expected to be inline with previous years: \$1,800 for the Graduate Student Extension Competition, \$3,500 for the section's luncheon, \$3,200 for the agricultural tour, and \$2,000 for the meeting reception. In all, the section budgeted for a deficit of \$1,260 by significantly reducing the cost to members of the luncheon at this year's meeting (\$30 for members) while improving the quality of the meal and reception.

Section's financials through May 31, 2017 reflect member dues even with expectations and partial receipt of luncheon purchases and sponsorship. Meeting-related expenses will be reflected in the next financial report from the AAEA, expected in September or October.

V. Membership Report

Jacobs provided an update on membership. As of July 11, 2017, the section has 228 members, an increase of 56 members over 2016. A majority of the increase is from new graduate-student members who do not pay membership fees to the section. The section's membership breakdown was given: 9 Early Career Professional members, 1 Lifetime member, 121 Regular members, 10 Senior members, and 86 Student members. A summary of Student members by institution was presented. Riley noted that the section is generating momentum in membership and initiatives to capitalize on this should be considered.

VI. Section Events at the AAEA Annual Meeting

- a. Track Session Overview Track sessions start Monday. Members are encouraged to attend to support the section. Allocation of next year's track sessions are determined by attendance at this year's sessions.
- b. Luncheon We return to a section-only luncheon this year with reduced costs and more value to our members. Our luncheon speaker is Scott Irwin. Irwin plans to talk about FarmDoc and the changes he sees in extension efforts.
- c. Extension Tour Tour registrations are down this year from past years, but overall meeting attendance is also down.

VII. Old Business

The leadership team this year worked to address the challenges put forth by the membership at last year's annual meeting.

- a. Engaging with graduate students Challenge: Graduate student membership is growing, but with zero revenue. How can we grow meaningful engagements with graduate students? Response: In addition to collaborating with the the GSS section on the GS Extension Competition, we are also jointly hosting a session on 'toolkits' for early career professionals that the section hopes will extend our engagement with and impact on graduate student members.
- b. Cost of luncheon for members Challenge: The luncheon meal costs in San Francisco and Boston were high, and many felt the joint luncheon and meal did not justify the cost. Response: The section leadership appropriated sponsorship funds to partially offset the luncheon costs, resulting in a section-only luncheon with a dedicated speaker, a better menu for the luncheon, and at a reduced cost to member attendees.

- c. Extension Media Award – Challenge: This award was not offered last year, but has been a long-standing section award that provides visibility to members. Response: The media award was reinstated this year and received applications. The leadership and members hope this is something that will continue.

VIII. New Business

- a. Executive Committee and Board Composition / Size The 2016 – 2017 board devoted significant time during its meetings considering merits of changes to the section's board size and structure. The board struggles to find members to stand for election perennially, and the current board structure stems from crop regions that at the time made sense but may not now reflect our membership and needs. Discussions focused on distinguishing between inclusion and board size, and desires that both be addressed. The common discussion themes were:
- On the issue of inclusion, we want new members and those with extension appointments feel welcome. Perhaps we can employ an initiative to reach out to department heads/chairs to ask for their help in identifying new members. Included in this can be those with extension appointments but who are not PhD or tenure track, such as extension specialists and field specialists.
 - How do you reach new extension professionals, even before they decide to join the association?
 - How can the section reach out better to those who do general extension rather than focused on ag and resource extension? Can we get on the radar of extension specialists nationally that they know of the AAEEA and what we do here in the EXT section?
 - Board opportunities are important for assistant professors to show interaction, engagement, and impact.
 - Filling positions is challenging, but can we communicate more effectively so those who want to run know the process.
 - Would a job description and expectations be useful for board positions and the committees?

A motion was offered that outgoing officers write a job description statement to increase transparency of the expectations of board members, providing useful information for those considering running for the board. A vote was called for, but tabled after further discussion. The expectations of board members and officers exist in operating policies. seconded.

A motion was offered to create an ad hoc committee to deal with membership; seconded. After some discussion, no vote was taken.

The new leadership team will consider these issues and needs as they move forward.

- b. New Chair of GS Extension Competition Maria Marshall is stepping down as the GS Extension Competition. Marshall has served in that role since 2013, and has been on the committee since 2009. Kate Fuller (Montana State) agreed to Chair the committee and will work with Marshall to transition.

Meeting adjourned at 16:35

Keri Jacobs, Secretary