



**AAFCS-TEXAS AFFILIATE Board MEETING**  
**Texas A&M University, College Station, TX**  
**Saturday, July 25, 2015**  
**Minutes**

**Call to Order:** Affiliate President, Joyce Armstrong, Called the summer board meeting to order at 9:10 a.m.

**Roll Call:** Sandra Duke, secretary, passed around a sign-in sheet for attendees. She asked that participants check that their AAFCS credentials were correct and if not to correct them.

Members present: President, Joyce Armstrong, CFCS; Executive Director – Janet Rodriguez, CFCS; Secretary – Sandra Duke; Treasurer - Linda L. Mock, CFCS; Finance Committee Chair – Joyce Cavanagh, CPFFE; Vice President of Professional Development Elect – Judy Warren; Vice President of Member Relations – Karen Alexander, CFCS; Vice President of Marketing - Catherine Dutton, CFCS; Co-Vice President of Academic Affairs – Greg Thompson; Vice President of Membership – Frances Hare, CFCS Ret.; Counselor – Nancy Shepherd, CFCS; Northeast District Chair-Elect – Meilana Charles; Southeast District Chair – Angela McCorkle; Nominating Committee Chair – Nancy Granovsky, CFCS.

Members Not Present: President Elect – Joice A. Jeffries; Vice President of Professional Development – Janis White, CFCS; Vice President of Public Policy – Roxie Godfrey; Vice President of Academic Affairs – Jay Yoo; Southwest District Chair – Angelina Bencomo; Student Section Chair - Kaitlynn Scott; Student Section Advisor - Barbara Allison

**Minutes:** Secretary Duke emailed the minutes to board members prior to the meeting. There were some grammatical corrections made. Judy Warren moved to accept the minutes as corrected. Second by Catherine Dutton. The motion carried.

**Review of Agenda:** President Armstrong reviewed the agenda for the day and requested any additions from members. Finance Chair Cavanagh noted that the proposed budget should be presented in new business and was added as the first item under new business. President Armstrong added introduction of board members. With no additional changes the agenda as set forth was used.

**Introduction of board members:** At the request of President Armstrong, each board member present introduced themselves, sharing their Affiliate office and brief details of the professional role and/or personal life.

**Board Reports:** President Armstrong asked that each board member present give a summary of their accomplishments during the past year and reserve a discussion of the goals for the strategic planning session in the afternoon. The full Board reports are included as an addendum to these minutes. Included here are additional information and discussion.

**President** – Joyce Armstrong, elaborated on the work begun last year regarding research and innovation which is continuing with Jay Yoo and Greg Thompson getting the Research Journal back on line and flourishing. This initiative contributes greatly to our strategic plan. [see addendum, p. 2]

**Executive Director** – Janet Rodriguez (Addendum, pp. 3-4). Rodriguez also reported that she is completing the paperwork necessary to be listed as the Affiliate's agent of record with the Secretary of State. This is a step that has to be completed for the unclaimed property distribution for which she has applied on behalf of the Affiliate. Rodriguez also reported

that as a result of making contacts during the national conference, we have access to the AAFCS phone conferencing system and those are set up through February, 2016. In addition, Rodriguez obtained contact information for the Hyatt and Marriott Hotels which may help us get a better rate on future conferences since these are the major hotels used by the National association as well. She has an appointment set to meet with the Hyatt in Fort Worth on August 3<sup>rd</sup> to start investigations for the 2017 state conference.

**President Elect** – Joice Jeffries. President - Elect Joice A. Jeffries. President Armstrong conveyed regrets on behalf of Jeffries that she was not able to attend the Board meeting due to the demise of her late brother, Mr. Larry Anderson of Stuttgart, Arkansas.

**Secretary** – Sandra Duke (Addendum, p. 4). Duke reported that some of the goals presented in the report have been clarified since the executive board meeting on Friday July, 24<sup>th</sup>.

**Treasurer** - Linda L. Mock (Addendum, p. 5-7). Mock highlighted the accomplishment of getting the banking set up so that those who needed to see the records could easily access them and the efforts to work more closely with the Executive Director. In addition, she was able to make contact and acquaintance with Sophy Mott, Director of Affiliate and Member Relations for AAFCS, which will facilitate communication with the national association.

**Finance Committee** – Joyce Cavanagh, Finance chair, reported the good news of having an approved budget for 2015-16. Fiscal year began June 1. The Finance Committee met on Friday, July 24<sup>th</sup> to work on budget plan for 2016-17 and discussed fund-raising ideas to make up deficit due to loss of additional membership dues (\$10.00 per member) which will no longer be collected as part of the national dues. Some challenges moving forward due to this decline of revenue include:

1. How to fund our future support of Pre-PAC which has traditionally been funded through a transfer from the savings account through a board motion and not a part of the budget. This expense is shared with the Family and Consumer Sciences Teachers Association of Texas (FCSTAT).
2. State Affiliate costs associated with hosting responsibilities for the National Conference in Dallas in 2017.
3. Funding for leadership council representatives' travel expenses which will now include two representatives to the two annual leadership council meetings (president and president-elect). The leadership council is replacing senators and the fall leadership meeting at the national level.

**Counselor** – Nancy Shepherd, CFCS (Addendum, p. 7). Reiterated that she would be 4<sup>th</sup> person on the Task Force, collaborate on the second phase of the visioning survey, promote PrePAC to Texas teachers and support the *Say Yes to FCS* initiative on the state and national level.

**Vice President of Professional Development Elect** – Judy Warren, VP-elect, reported that Kip Averitt, former State Representative, will be a Keynote speaker. He is with the Goldwater project – water is gold. The focus will be on water conservation and looking at the individual as well as community level impacts: behaviors, strategies, and policies. They have leads on a couple of other speakers as well. The group had a productive discussion on Friday, July 24<sup>th</sup>. They want to work closely with board members taking proposal requests, looking at tracks that relate to research, practice, and what topics that would attract student members. They are considering the possibility of three track sessions. They are also keeping in mind the multiple target audience, as well as the retired professionals who are in a different phase of life and might want some practical information. The plans for Saturday are to administer the Certification exam and they are looking at some other options for that day. They are working closely with the facility, although the planner was not available to meet on Friday. They have organized who is responsible for what during the conference. Warren will be the onsite detail person.

**Vice President of Member Relations** – Karen Alexander, asked for suggestions for award nominees.

Frances Hare has already provided a list of nominees, some of which Alexander had also considered. Alexander questioned if the award nominations were generally a surprise? Janet Rodriguez responded that since the awardees need to be invited to attend the awards banquet the awards are not generally a surprise, Hare added that some of the awards require a resume. It was generally determined that if the nominating member has access to the needed information that the nomination could be kept a secret, but it is not a requirement.

Alexander is seeking nominees for awards. She mentioned that *Professional of the Year* would be a nice accolade for anyone retiring this year that has made a contribution to the association and profession. A couple of nominees for teacher of the year were mentioned, Delicia Church (per Hare, has not renewed membership, even though she is on the nomination committee) and Angelina Bencomo (currently a student member). Alexander stated that membership among classroom teachers is low overall, diminishing the pool of candidates. Joyce Cavanagh suggested that reading the nomination criteria for eligibility is in order before proceeding. Alexander suggested that either candidate might step up if it meant eligibility for the award. A side conversation ensued to clarify eligibility for student membership. When students get their renewal statement from AAFCS it defaults to the student membership. Therefore they may simply renew with that form even after they have graduated. The only time they need a professor's signature to verify student status is if they join/renew through HUGS.

Alexander also asked if the board would like her to look at a Distinguished Service type of award. President Armstrong asked her to start investigating and exploring what all would be required to make that happen and what it might look like. This award would include monetary donations and fund raising as part of the nomination.

Lastly, Alexander asked for suggestions to send to her for individuals to serve on the awards committee. She pointed out that this would be a great opportunity for some of the younger members to get their feet wet. She asked that those acquainted with the younger members share this opportunity with them. Alexander would like diverse representation on the committee to ensure that the total membership is being considered for awards.

**Vice President of Marketing** - Catherine Dutton (Addendum pp. 10-11). Dutton reported that the website has been down quite a bit recently which relates to her first goal (see New Business for details).

**Vice President of Public Policy** – Roxie Godfrey. President Armstrong conveyed Godfrey's regrets in not being able to attend board meeting.

**Vice President of Academic Affairs** – Jay Yoo and Greg Thompson. Thompson reported that he and Yoo will soon begin a routine of weekly phone calls to stay on top of the journal and other duties related to the office. He reported that he has read his duties and will get the needed information out this fall.

**Vice President of Membership** – Frances Hare (Addendum p. 8-9). Hare highlighted ongoing efforts to make contact with non-renewed members. She pointed out the seriousness of diminishing membership which is down 7% from last year. A discussion ensued about the possible reasons for the attrition and Hare pointed out that 13% of the non-renewed were young professionals with 1-2 years of membership. Shepherd brought up that the executive committee discussed some initiatives to keep young professionals involved such as having a

session at the state conference. Discussion ensued about the need to have sessions with inherent value that are of interest to members.

Hare pointed out that some members get upset because they feel they are shorted on their membership year since membership is from original join date not renewal date. The information from national only gives the renewal date, not the original join date, at least not in a convenient place, new members on the list do not include a join date. The point being that the information from national is not easy to use. Hare will send out a list of non-renewed members to board members. Each member was asked to look at the list and follow-up with those they know or work with. Sometimes members have renewed but it is not showing up. Hare noted that not everyone will open an email from someone they do not know. However, sending a letter to each would be cost prohibitive. Nancy Shepherd suggested taking a positive stance when contacting non-renewed members, saying, "I just wanted to make sure that our records are current". Hare added "And telling them about the conference coming up, state and district. Spread that information that the way to get involved is at a local levels". President Armstrong stated that further discussion on membership would take place during the strategic planning portion.

#### **District Reports:**

**Northeast District** –Meilana Charles (Chair-elect) – (Addendum p. 12) Charles reported that she and District Chair, Sandra Fowler had met to discuss meeting location possibilities in the DFW area. They put together a team that included members from the student section, retirees, and the business section. This team met once via teleconference with seven people from each of the specific interests of the membership.

The district meeting is set for September 11 in McKinney, Texas at Ricks Chop House. They are still working on the registration fee, but stated it would not be more than \$35.00. They are also still finalizing topics but want to include a student section poster session to highlight research they are working on. Student section team members will be reaching out to other students in the area. They are reaching out to other speakers and once confirmed they will set the cost.

**Southeast District** – Angela McCorkle (Chair) – McCorkle reported that the Southeast District meeting will be at Prairie View A&M on Oct 16, 2015. They are currently working to line up speakers. McCorkle complimented the Northeast District for getting the students involved in the planning and said she would like to piggyback on that idea. Details will be passed on to Hare so that she can share as she contacts non-renewals as well as to Rodriguez for the newsletter and constant contact bulletins.

**Northwest District** – Karen Alexander (Chair) – (Addendum p. 12) Alexander has volunteered to chair the Northwest District this year with Chair-Elect Cindy Miller. They will draw upon their expertise in connecting workforce data with the profession. The theme for the Northwest District conference is *Say Yes to FCS: Building the Pipeline to Sustaining Family and Consumer Sciences*. They are looking at the current and future workforce data since many of the top job trends are Family and Consumer Sciences related. The goals are to get secondary, extension, and post-secondary FCS educators to the table to start conversations about the shortage of secondary FCS teachers and how that impacts long range employment in all FCS fields, especially FCS education and extension. This is a prime opportunity at the high school level to be recruiting. There is no date set for the conference. Alexander is setting up meetings with Regional extension director, Michael Clausen to make sure he is onboard; preliminary conversations suggest that he will be.

**Southwest District** – Angelina Bencomo (Chair) – Secretary Duke conveyed regrets from Bencomo that she was not able to attend. Duke summarized the written report. Southwest District meeting to be held in conjunction with New Mexico Affiliate’s state conference in Las Cruces, NM. On the University of New Mexico campus, October 16-17. All are invited. The full report can be found in the Addendum (p. 13)

**Student Section** - Barbara Allison. President Armstrong presented Allison’s report as found in the Addendum (p. 14)

## **Committee Reports**

**Nominating Committee** – Nancy Granovsky – President Armstrong conveyed Granovsky’s regrets that she was unable to attend due to a work conflict. Nancy Shepherd asked for an update on the board positions that will rotate off. Janet Rodriguez responded that this year’s ballot will include: President – Elect, Secretary, Treasurer, VP Marketing, VP Membership, and VP Professional Development-Elect (this person will be VP Professional Development for the 2018 Conference). Three members of the Nominating Committee will rotate off and need to be replaced. Three members are replaced each year, serve three-year terms. Frances Hare mentioned that Districts and the Student Section hold their own elections and are not on the ballot. The Student Section Advisor is appointed by the President.

Shepherd suggested that board members send nominees to the nominating committee. Board members are allowed to serve consecutive terms. Secretary Duke was in favor of running for a second term since she was just figuring out how to do the job. Treasurer Mock was interested in serving a third term. The past Treasurer serves as the Finance Chair. Joyce Cavanagh expressed that she is ready for a change. Cavanagh suggested that when we get the quarterly membership list that each board member peruse it for possible nominees since the nominating committee does not know all the membership. She also suggested that when calls are made to potential nominees that they are provided with a job description (available on the website).

## **Old Business**

- **Status of the Affiliate Update** - Janet Rodriguez, Executive Director reported on the following items:
  - **National Status Report** - Rodriguez confirmed that Hare’s membership update was the most recent and therefore differs slightly from that given to the executive committee.
  - **2017 National Conference & Expo** -Texas will be hosting the 2017 National AAFCS Conference & Expo in Dallas at the Hyatt Reunion Tower, June 21-24. This was a surprise to Affiliate members attending the national conference in June. National President-Elect, Carolyn Burkhart, will be making contacts and appointing the co-chairs. This process has changed since Houston hosted in 2013. The Affiliate is not in charge of tours or anything else regarding the program, National will take care of all of that. The Affiliate’s main responsibility is the booth at the 2016 National Conference in Bellevue, Washington. The purpose of the booth is to promote Texas with hotel and tourism information. Rodriguez has a tub of materials left from 2013 and shared what the Washington State Affiliate did this year to entice members to the 2016 meeting. She reported that other than the booth, which will need to be manned, the Affiliate will have 5 minutes during the last session to invite the members to Texas. Once appointed, the co-chairs will make the decisions about what to wear in the booth, how to decorate the booth, and how to do the invitation. Nancy Granovsky and Rodriguez have been asked and given recommendations for co-chairs. President Armstrong assured the board members that when the co-chairs and the details of responsibilities are set forth they will be notified.

Rodriguez also noted that the next three years of conferences are included on the event calendar in the packets.

- **Financial Status Report** – Rodriguez reported the financial status as of July 24, 2015:
  - Checking: \$2,765.88
  - Savings: \$68,391.96
  - Total: \$71,157.84

AAFCS deposits the state portion of dues received every three months. Up until September of 2014 the Affiliate received \$10.00 extra on top of state portion of the national dues. Dues received after September 1, 2014 did not include this extra amount. A discussion ensued around the question of the differentiated percentage received from National for each type of membership (professional, emeritus, and student). It was pointed out that along with the dues structure the categories of membership has been simplified to the three listed above. Due to the fact that some of the 2014-2015 statements included the \$10.00 state dues, and others did not, it is difficult to project exactly what the revenue for 2015-2016 will be.

Joyce Cavanagh suggested that the bulk of the money currently in savings needs to be transferred to a higher interest bearing account. She suggested a laddered system of CDs maturing, for example, at 3, 6, and 18 or 24 months in order to take advantage of the best interest rates yet maintain accessibility to the funds. Three CDs at \$20,000.00 each would still leave an emergency fund of around \$8,000.00 in the savings account. Joyce Cavanagh made a motion to research and identify an institution with competitive interest rates to create a laddered system of three, \$20,000.00 CDs for moving our savings into within 90 days. Nancy Shepherd was the second. The motion carried. Executive Director, Rodriguez was charged with this task.

- Rodriguez informed the board of the reimbursement form in the packet. When an approved expense has been made out of pocket by a board member they need to turn in the form to Rodriguez for reimbursement. Also there is an “In Kind” form in the packet. This can be used for tax purposes by board members who do not claim mileage from another source and are not reimbursed for out-of-pocket expenses.
- **State Conference Planning Report** –
  - 2016: Bryan/ College Station Best Western Premier as reported earlier.
  - 2017: Fort Worth. Rodriguez will be talking to Hyatt and Marriott representatives to investigate properties and take advance of discounts through national alliance.
  - 2018: TBA after research complete for location of first conference. Based on the membership survey in 2015, best date for conference is March 29<sup>th</sup> – April 1.
- **Affiliate Communications:**
  - Rodriguez has arranged through Sophy Mott at National to have monthly board conference calls go through their system through February. This will be free to the Affiliate. She noted that the calls for are one hour, at the end of the 60 minutes, the call terminates. Therefore it is very important to keep the time controlled. Frances Hare provided information about an alternative source for conference calls which will be explored after February.
  - Rodriguez is utilizing *Constant Contact* to put together Newsletters and emails to membership. She puts together a general email with all district meetings information together. This will be followed by an email targeted specifically to the district members with information about that district’s upcoming conference. Chairs need to be aware that they will receive an email titled “Dear Janet” this is the test email. Rodriguez asked that each chair, proof the information, check the links and so forth then let her know of concerns and problems for correction before mass delivery.

- Rodriguez reported the deadlines for the upcoming Fall/Winter newsletter with an October 15 mailing date. Articles are needed by Vice Presidents for inclusion in the newsletter. The handbook contains a list of those who should send articles. Rodriguez asked that articles be in Arial font, no larger than 11 point and not too wordy. Judy Warren suggested that where possible, committees collaborate on articles. The newsletter is delivered electronically except to members without an email address, they receive a mailed copy. It was pointed out that last year all members received a hard copy of the newsletter with election ballot. Rodriguez reported that she now has capability of attaching document through *Constant Contact*. *Constant Contact* suggests that Tuesday is the more effective day for email delivery.

Nancy Shepherd suggested that an October delivery date was too late for district meetings. She asked what it would take to get it out earlier, after some discussion it was determined to get articles to Rodriguez by August 15<sup>th</sup> and the newsletter would be delivered on September 5<sup>th</sup>. President Armstrong suggested that the timeline for the newsletters needs to be revisited to ensure that information is given to members in a timely fashion especially regarding District Meetings, Awards, Call of Proposals, and the State Conference. These may need to be updated in the Handbook. The original submission deadlines were set based on ground mail delivery to and from the newsletter editor.

Rodriguez also reminded the District Chairs that they need to apply online for PDUs, they should contact Gay Nell McGinnis to follow-up.

#### Reports:

- **2016 Annual Conference Planning Committee.** In addition to the information provided in VP reports above, Judy Warren reported the Conference theme would be: *Sustaining Individuals and Families*. She passed around some brochures about the facilities which depict where breakout sessions would be held. A breakfast buffet is served as part of the room fee which Joyce Cavanagh pointed out would help reduce conference registration costs. President Armstrong stayed at the conference facility the previous night and reported that it is a really nice property with refrigerator and microwave oven in the room. Nancy Shepherd asked if the registration cost had been determined. Warren responded that they are still working out the details on the cost of meals and would set the fee once that was determined. Student fee would be enough to at least cover the meals. President Armstrong mentioned that the membership needs to be apprised of the opportunity to donate to the Affiliate and the need for additional income. Warren suggested that a line be added to conference registration form for a donation to the Affiliate. Janet Rodriguez clarified that this would be designated for the *Development Fund*.
- **100<sup>th</sup> State Conference in 2018** – President Armstrong reported that the Executive Committee has suggested a couple of names for the Conference Pre-Planning Committee. This committee would only be in charge of the celebratory events to take place in conjunction with the conference, they would not be responsible for the professional development duties for the conference. Armstrong will take the suggested names and any others provided by the board, under advisement and make the appointments.
- **Vision Survey Response and Strategic Plan** – President Armstrong reported that she, Nancy Shepherd, and Catherine Dutton had been working on this after its initial introduction during the State Conference in Richardson in 2014. At that conference a Round Table event was held triggered by National's discussion and consideration of an academy model. Each table provided thoughts about where the state association would in five years. From this compiled information, five overall themes were created and questions developed into a Qual/Quan instrument. Beginning in March of 2015 the survey was distributed to members

with a big push at the State Conference in San Antonio. Forty-eight (48) surveys were returned and included in the analysis. The feedback is very rich and the team is still analyzing the data with the help of statisticians at Texas Woman's University. The program had to be modified in order to accurately interpret the quantitative data, and analysis of the qualitative piece will continue in order to draw meaning from what members said they want from the association. A preliminary report was presented at the National Meeting in Jacksonville, Florida in June. Dutton gave a brief overview of the results and provided a fact sheet to board members (see Addendum 2)

Shepherd noted that they have commenced with phase 2 of the project. They felt that the information was so rich that they needed to continue to learn more. They are looking at correlations in responses based on job role, years in organization, demographics, and so forth. The fact sheet highlights the top content areas that were mentioned. Dutton noted that Gerontology needs to be added since it was noted often in the "Other" category. Phase one looked at current, active membership. Phase two will focus on university students in Family and Consumer Sciences programs. Phase three will focus on Family and Consumer Sciences teachers as well as Extension and Higher Education faculty.

Board members asked whether the same questions would be asked of the various groups. Dutton explained that that they are working with the statistician to develop compatible questions as some questions would not fit each of the audiences. Members also asked if participants in phases two and three would be asked if they had completed a prior survey. Further discussion ensued relative to the value of being able to track participants for longitudinal purposes. Greg Thompson offered a suggestion of how this might be accomplished by having participants select a code that would be easy for them to remember, yet private, such as the first letter of mother's maiden name and her birth year. Board members were excited about results and anxious to see further results that are being analyzed with the help of a statistician.

- **Web Hosting:** Catherine Dutton, VP Marketing, proposed a change in the website host. She explained that the host provides the servers which keep the website running. All of the content updates and appearance is provided by the webmaster (Dutton). Some hosts do provide a design feature at an extra cost, which the Affiliate used when the website was first established. With the current host, IX Webhosting, all of the support is through India. Assistance may require up to eight hours on the phone. Tickets are resolved within 2-3 weeks, whereas other hosts resolution is within 24-48 hours. Recently, the host has shut down the site due to too much traffic, although the contract is for unlimited access. No notification of a shutdown is provided and it may take up to a week to come back online after resolution. Dutton recommends changing to a different host service. She is acquainted with a website host designer who works for TWU she is familiar with WordPress (which is used on this website). The current host charges \$163.00 every three years (53.33/year). The new host \$50.00 per year plus a one-time migration fee of \$50.00, which Dutton added is a really good deal. The next payment to the current host is due in November 2015. Dutton proposed that this change of hosts be done as soon as possible as this is a good time for the new web host and the migration could be completed well before the November due date. Once the migration is complete, the Affiliate would simply not renew with the current host thus terminating the service. Dutton explained that the move would be seamless for the membership except for possible downtime when the switch is finally made.

Joyce Cavanagh made a motion to authorize Catherine Dutton to move the web hosting services and appropriate the necessary funds. Frances Hare seconded. The motion carried.

## New Business:

- **Finance:** Joyce Cavanagh, Finance Chair, provided the proposed budget (see attached). The left side is the proposed budget for 2016-17, next is the current year (2014-16), far right are the actual income and expenses from 2013-14 and 2014-15 which just ended in May. There are two columns used for 2013-14 due to a refinement and clarification of categories in ensuing years. This was done to increase transparency for membership and make clear what each category covered. The actual income and expenses for 2014-15 are slightly different from those reported at the State Business meeting in March since at that time the year was not complete.
- **2014-15 Budget Highlights:**
  - Revenue from the 2015 Annual Conference covered expenses with \$150.00 profit. This was good but there is room for improvement. However, the desire is not to make the conference a fundraiser as this would make costs prohibitive for members and thus decrease attendance.
  - Actual membership dues collected for 2014-15 was less than budgeted due in part to the change of dues structure by National that took effect in September of 2014. This restructuring eliminated the possibility for states to charge or collect the additional \$10.00 which had been done in the past and was reflected in the budget. The budget was approved by the membership in March while National changes were announced in the following June.
  - The Silent Auction brought in nearly the amount budgeted.
- **2015-16 Budget Highlights:**
  - All of the expenses related to the Executive Director are now grouped together. This allows the board to see the actual expenses related to this position. This could pose a potential long-term problem in maintaining a paid Executive Director position. This is a conversation that has not been welcome, since without a paid director, more will be required of officers and more volunteers will be needed to carry out the work of the association.
- **Proposed 2016-17 Budget Highlights:**
  - **Income**
    - The estimated income from dues was reduced. Additional members and sources of income will be important as discussed earlier in the meeting. Other questions for reflection included: How to maintain support for the student members, what can be done to make that happen.
    - **Advertising Income.** The Affiliate receives royalties from EBSCO – journal indexing service – when anyone accesses the journal through EBSCO. Since there was no journal last year, there was no income. It was noted that university programs should encourage students to access these through EBSCO from their university library. The VPs of Academic Affairs have been working hard to get a journal published this year. It was also noted that general advertising efforts need to be improved. Ideas included selling ads in annual meeting program. These efforts are needed for the current year as well to make up for the shortfall for this year.
    - **Silent Auction & Other Fund Raisers.** Cavanagh broadened this category to include ad hoc fund raising initiatives.
    - **HUGS.** This is a separate account; therefore the money that comes into this account cannot be used for anything else. The Executive Director keeps track of any checks that are written for HUGS expenses. An increase in revenue for this account would allow more students to be supported or student support at a higher rate.
    - **District Meetings.** District meetings are not fundraiser. Typically the expenses balance with the income. Directors are told that what they bring in is what they have to spend any short fall cannot be funded by the association.
    - **Journal Fees.** These fees would be from purchases and author publication fees.
  - Expense side

- **Annual Meeting.** A small profit was built in.
- **Awards.** There will be some expenses associated with the awards.
- **Communications.** The current use level for *Constant Contact* is not at this rate, but this could increase. As previously discussed the web hosting will be much less than the \$1000.00 budgeted. Web hosting – is currently at a 1000.00 which is much higher than anticipated. Additional website related expenses is \$99.00 every five years for the domain name, this has just been paid. This number will be adjusted to a more realistic number when finals are provided after the migration to the new host. Frances Hare suggested making a footnote on due dates for webhosting and domain name for future reference.
- **Operations funds.** These funds used for maintaining and replacing equipment. Since the newsletter is only electronic that expense was eliminated. A small postage budget was left in place for periodic items that need to be mailed.
- **Student.** Allotment of \$1000.00 plus a \$500.00 scholarship, no travel is allotted for any students.
- **Officer Expenses.** In past years, \$25.00 per officer was allocated, however since no one ever used it, this expense was eliminated. Fifty dollars was left in a general “Officers” line item to cover any incidentals that might arise. The exception is the VP of Membership who has \$150.00 for additional expenses related to recruitment and maintenance of members.
- **Officer Travel.** With the change from senators to the Leadership Council which requires both President and President-Elect to attend both meetings (One in the fall, one at National Conference). Funds are allocated to be split between the two officers: \$700.00 for the Fall Leadership Council and \$500.00 for Annual Conference in June since this council is held a day before the conference starts and would require officers to stay an extra night.
- **Journal Expenses.** Since there was not a journal last year, there was no indication of what the expenses would be, therefore \$ 500.00 was allocated. Note that this is also the amount included as the income from the journal. It was the hope of the finance committee that this number is high.
- **Net Income.** This budget shows a net income of \$248.00. Since this budget is for 2016-17 which will begin on June 1, 2016, it will cover the booth for National Conference in Bellevue, Washington. Therefore \$248.00 is budgeted for shipping, materials, decorations, and so forth for the booth.
- Hare pointed out that there was a HUGS income category, but no HUGS expenses. Cavanagh thanked her and made some adjustments to the Web Hosting line, and Journal Expense line to make up the needed difference.
- Rodriguez asked where the \$500.00 donation she received at the board meeting should go. She commented that there is a category for fundraiser income, but no expense account for the same. Cavanagh commented that a fundraiser expense category would need to be created.
- The final budget will reflect the adjustments noted above. This budget will be presented to the membership at the business meeting during the Annual State Conference in February.
- President Armstrong questioned why the Silent Auction line item was zero for the 2013-14 budget. Cavanagh explained that until the 2014-15 budget the Silent Auction funds were included in with the general Conference revenues and it was difficult to separate it out. Cavanagh has been encouraging the Executive Director to record expenses that are incurred for the annual meeting under annual meeting expenses. For example, printing that is done for the annual meeting would go under Annual Meeting expenses, not under printing expenses in the Operations line item. This will help us to have a clearer picture of actual expenses. Hare suggested that board reports be posted on website or emailed prior to board meetings so that board members can print off their own copies and thus reduce expenses for the association. Rodriguez pointed out that sometimes

the reports are not available soon enough in advance for those members who are traveling to the Conference. Judy Warren added that when you get to hotel and find you need to print materials the cost is very high. Cavanagh added that transferring all the expense to the board members might discourage or prevent some people from being able to serve as a board member.

- As Chair of the Finance committee, Joyce Cavanagh moved that the proposed 2016-17 budget as adjusted be presented to the membership in February. Coming from committee, it needed no second. The motion carried.

#### **Appointments** – Joyce Armstrong

**Committee Representation on Board of Directors.** Armstrong reported that according to the bylaws, two slots are available for board members one to represent professional communities and one to represent subject matter communities. Neither of these slots are currently filled. The North Texas Business Section (NTBS) and San Antonio Home and Community (SAHC) group are currently the only two active communities in the state. AAFCS membership is a requirement for NTBS. It is currently unknown if AAFCS membership is required of SAHC. Based on the executive committee recommendation and in an effort to be inclusive, President Armstrong will reach out to these two organizations to see if they would like to appoint a collective representative to serve on the board.

A point of history for new board members as requested by Nancy Shepherd and provided by Joyce Cavanagh. In the former national and state structure, subject matter sections were organized to address specific concerns and interests of members. When the structure changed to communities, two of the Texas sections remained intact and continued to function these were the North Texas Business Section and the San Antonio Home and Community section.

Additionally, Judy Warren suggested that rather than adding more state level positions on the board, efforts should be directed toward district involvement, since it is often hard to get people to serve in the district positions. It was mentioned that a by-laws change may be in order to eliminate the language based on the results of Armstrong's inquiry. Janet Rodriguez pointed out that a by-law change is a three-year process.

**Say Yes to FCS.** Karen Alexander addressed the *Say Yes to FCS* initiative. A summit was held in conjunction with the 2015 National Conference. Alexander, Armstrong, Dutton, and Shepherd were in attendance. The initial conversation which led to the summit evolved from the teacher educators in FCS at the Association for Career and Technical Education in November of 2014. The focus of the summit was limited to FCS education at all levels – secondary, extension, and post-secondary. The morning was used to talk through the current programs and their status as well as looking at issues (i.e., reporting and misreporting shortages). The afternoon focused on direction for the future and ended with participants signing a commitment form stating what they were willing to do to move this forward. The summit organizing group is still meeting via phone conference with Gay Nell McGinnis at national taking on the leadership role. In Texas, Sharon Pierce, State FCCLA director, has taken the lead and will be facilitating a mini-summit on Friday of the upcoming FCSTAT summer conference. The format for that meeting is: 15-20 minutes foundational info, table-based discussions of strategies, followed by commitment forms distributed and collected.

Alexander shared plans at Texas Tech to create t-shirts *I said Yes to FCS* for student AAFCS members to promote the initiative. Joyce Cavanagh asked if T-shirts were already done. Alexander responded that she did not have enough money this year but will pursue with 2015-16 recruitment money. Cavanagh asked if this would be something we could look at as a fund raiser for the association. Alexander confirmed that was what she had in mind.

Cavanagh donated \$500.00 to get it started. This got everyone's attention and generated enthusiastic conversation. Joyce Armstrong then matched Cavanagh's \$500.00. Alexander clarified that she would like to ensure that the student members get a free t-shirt, and that the advising office would have a set of shirts to give to students who change their major to FCSE. A discussion ensued about how to create the shirts to pre-order or order on demand. Alexander and Dutton agreed to work together to create a logo that does not infringe on National logo. Dutton said she would figure out how to get an order form on the website. A discussion then ensued of how to use the money, and how to use the t-shirt as a fund raiser. Ideas included having them available at state meeting or even district meetings and having them at National meeting in Washington in June. Greg Thompson suggested earmarking these donations for this initiative. Cavanagh commented that she would like to have her donation thought of as seed money for raising money for the association. Linda Mock, made a motion to use the \$1000.00 seed money for *I said Yes to FCS* t-shirt development. The motion was seconded by Nancy Shepherd and approved by board. Alexander continued that she is excited about the possibilities, she has already purchased the domain name "Say Yes to FCS". She commented that due to the summit they have identified 105 teacher education programs, but that since June 2015 two have closed or restructured and eliminated the education component. After creating the z-map with the original locations, other programs identified themselves. The z-map makes an effective recruiting piece because students can see programs near them. It is also eye-opening to see the areas that do not have any FCS programs. The post-secondary programs don't seem to realize the importance they play in the FCS secondary teacher shortage and the opportunity that provides them since we bring both a degree and a credential to the table which is important in today's economy. Alexander noted that an area for research would be the impact of STEM as used in FCS classes (i.e., "kitchen math").

#### **Pre-PAC Push to Teachers Initiative – Nancy Shepherd**

As an association we contribute along with FCSTAT to the Pre-PAC consortium which provides the Pre-PAC tests to Texas schools at a discounted price. Janet Rodriguez reported that according to GayNell McGinnis local teachers don't know about it or they don't understand it.

The Pre-Professional Assessments and Certifications (Pre-PAC) is a series of assessments available as end of program tests. They are very rigorous, and result in a credential for students who pass. Perkins money can be used to purchase the exams, and they can be used for Perkins accountability report filed at district for certification and licensures that are made available to students as well as performance acknowledgement pieces required by the Foundations High School program (2013 HB5). Administrators are or will be asking teachers for the credentials they offer in their area. Therefore, it is important that teachers fully understand that this is available and that we can support them in this. It is a wonderful way to promote our programs and keep us active and visible in school districts. The tests were developed by a panel of industry professionals in each field.

Alexander reported using the Pre-PAC tests to help college students prepare for the FCS Content test. She reported that the students did well on the broad test in that it helped them prepare for online tests and served as a practice test for the content test.

Some challenges with the Pre-PAC promotion is that the teachers don't understand the value therefore they do not promote to their administrators. Suggestions that surfaced were to get CTE directors and administrators knowledgeable about the benefits of using the Pre-PACs. This could be accomplished through presentations at their various professional conferences. Alexander added: two things are problematic: 1) we haven't had a broad adoption of pre-PAC by industry as they have with ServeSafe. Some admin interpret Perkins and HB5 very strictly and say because there is no industry that recognizes it or uses it as an entry point. However this is an end of program assessment which is different. 2)

Administrators don't realize that under HB5 it doesn't have to be an industry-recognized it; it can be recognized by a professional organization – and this is presented by a national professional association. It is on the list of exams and certification to be used with Perkins funds.

Shepherd added that the more we can talk about it and help the stakeholders understand, the faster this will be move forward. Shepherd asked if this is something we want to take on as an Affiliate since we are supporting it monetarily. Cavanagh noted that if they don't understand Pre-PAC then they don't understand AAFCS from a marketing the association standpoint. Linda Mock suggested that we need to educate the superintendents since we need buy in from higher up. Shepherd suggested a team effort in reaching the multiple stakeholders. Alexander suggested that at our conference to learn how the teachers who are using pre-PAC how they use and how their students benefit. Use the list and contact them and ask them to submit proposals for sessions. Cavanagh suggested organizing a panel discussion with member teachers to help inform other teachers. Various alternatives were discussed to get more teachers coming to the AAFCS-TX conference such as making a Saturday session, workshop style that would be conducive to teachers.

- **Strategic Planning (Strategic Direction)** – President Armstrong introduced the three pillars of the national strategic direction, Advocacy and Collaboration, Education and Recognition, and Research and Innovation. She commented on all that we had been discussing in our meetings thus far fit well into these pillars. She asked that each member take sticky notes and bullet their own goals as reviewed earlier, on the posters of each pillar. She will then take this and craft our state strategic direction for the report due in September. We will then have a plan that we can work toward as we individually and collectively work to accomplish our goals.

**Adjourn.** Linda Mock moved to adjourn the meeting at approximately 4:00 p.m., Nancy Shepherd seconded. Motion carried.

**Respectfully Submitted,**

**Sandra Duke, Secretary**