



National ACT 2021 Professional Development Conference Business Meeting
March 18, 2021 | Virtual

Call the Meeting to Order

Layne Mustian called the meeting to order at 3:04 PM Central time.

Roll Call Using Zoom Chat Feature

A total of 62 registered students and 6 advisors

- University of Arkansas
- Texas Tech University
- University of Illinois
- Utah State University
- Texas A&M University
- University of Minnesota - Twin Cities
- West Texas A&M University

Approval of July 29 Virtual Meeting Minutes

Moved by: Charlie, University of Illinois

Seconded by: Lauren, University of Illinois

Motion Passes

Officer Reports

Communications Coordinator, Callie McClay

- Update about social media and newsletter
 - Announced social media channels
- Social media contest
 - The social media contest will be an evaluation of current chapters' social media content and engagement on Facebook. Chapters will submit three posts, including the engagement metrics for each post and the number of followers or likes on their page
- PDC update (attendance numbers)

Member Relations Coordinator, Zach Andrews

- Award applications are posted under the Applications webpage of the National ACT website
- Will host a webinar on April 15 at 7 p.m. Central time via Zoom to share information about the awards

Secretary/Treasurer, Lauryn Luttrull

- 14 current dues-paying chapters
 - New chapter: New Mexico State University
- Announce current sponsors

- NAFB
- Current Financial Status
 - Jim Evans Development Fund Grant Program
 - Arthur Leal Study Abroad Scholarship Fund
 - Operating Funds

Vice President, Rachel McGreal

- Critique & Contest
 - Last year's results were sent out to each chapter's adviser to forward to their members
 - The newsletter and e-newsletter categories will be combined
 - The due date for 2021 Critique & Contest is May 15, 2021

President, Layne Mustian

- Published virtual welcome packet on National ACT website
- Partnership with professional agricultural communication organizations
 - i. NAFB
 - ii. ARC
- Opportunities for students under the student tab

Old Business

New Business

- Members provided ideas for email newsletter and website content
 - Highlight alumni or professionals with a picture and/or quote
 - Call for chapters to highlight graduating seniors, publishing senior spotlights in the monthly e-newsletter
 - List of agricultural communication organizations on website and welcome packet
 - Past business meeting minutes under Events page on website
 - List of active chapters with their social media
- Will hold off selecting a host school for PDC in 2021/2022
 - Post call for schools to host in e-newsletter and faculty adviser listserv
 - i. Laurny of West Texas A&M University shared experience of hosting PDC in conjunction with the NAFB Convention in Kansas City, MO
 - ii. Heather Miller of University of Illinois shared experience of hosting PDC virtually
 - Upcoming professional development opportunities
 - i. National ACT will host 2nd business meeting at 2021 Ag Media Summit (July 31 - August 4, 2021 in Kansas City, MO)
 - ii. NAFB Convention (Nov. 17-19, 2021 in Kansas City, MO)

Adjourn

Moved by: Maddie, University of Illinois

Seconded by: Charles, University of Illinois

Meeting was adjourned at 3:40 pm Central time