

# AGRICULTURAL COMMUNICATORS OF TOMORROW



National ACT Professional Development Conference  
Friday, September 30 at 9 AM | SDSU Brookings, South Dakota

## Business Meeting Minutes

### I. Welcome

Meeting was called to order at 9:30 AM CDT by President Michelle Stangler.

#### A. Roll Call

- South Dakota State University: 31 Students and 1 Adviser
- University of Arkansas: 7 Students and 1 Adviser
- Kansas State University: 2 Students and 1 Adviser
- Texas A&M University: 2 Students
- University of Wisconsin-River Falls: 1 Student
- Utah State University: 1 Adviser

#### B. Recognize National ACT sponsors

- Platinum: CCI Marketing, NAFB
- Gold: Kansas State, William Sullins Award Fund

#### C. Approval of AMS 2022 Business Meeting Minutes

- Haley Henry from South Dakota State University moved to approve meeting minutes.
- Molly Bigs from Kansas State University seconded.
- Motion passed.

### II. Officer Reports

#### A. Communications Coordinator, Olivia Larson

##### a. Website update

1. Critique & Contest winning entries posted on the website.
2. Critique & Contest results and certificates posted on the website.

##### b. Monthly electronic newsletter- 411 subscribers

1. Members can contact Olivia with information about what their ACT chapter is doing for inclusion in the newsletter.

##### c. Social media

1. The forms for the Chapter of the Month and ACT Member of the Week have returned and are posted on the Students page of the website.

2. Everyone is also highly encouraged to follow all of the National ACT Social Media accounts.

B. Membership Relations Coordinator, Noralee Townsend

- a. Will reach out to chapters that have not paid dues by Oct. 31 & to agricultural communication programs to establish ACT chapters.
- b. Chapters will get ACT stickers once they are renewed.
- c. Every chapter is encouraged to get in contact with the national team if their chapter is doing anything particularly special.
- d. Arthur Leal Study Abroad Scholarship information is on the website, and applications are due Jan. 31, 2023.
- e. Champion Petfoods Professional Development Opportunity available to National ACT members.

C. Secretary/Treasurer, JD Taylor

- a. Membership and dues (388 student members & 29 associate members; 417 total members)
- b. No online payment method is available currently to pay membership dues.
- c. Every adviser needs to send their chapter's constitution to the secretary/treasurer.
- d. Current financial status
  1. National ACT's finances are in good shape. In 2021-22, we spent about \$15,000 on programming for members and travel for national officers. This was about \$5,000 more than funds the organization brought in.
  2. Current operating balance for National ACT is \$4,312.
  3. Arthur Leal fund has \$84 remaining, but the account will be replenished this fall with funds from the family's memorial trust. Two Leal scholarships were awarded this year. Only Arthur Leal Scholarship will be awarded from now on.
  4. Jim Evans fund has \$15,000. Two Jim Evans grants were awarded this year and were paid out of the interest from this account.

D. Vice President, Jace Wilkey

- a. Critique & Contest feedback from judges has been sent to chapter advisers.
- b. Chapter advisers will receive an invoice for outstanding payment for contest entries.
- c. Critique and Contest received over 550 entries this year. Most entered divisions were Photography (258 entries) and Design and Layout (118 entries). Least entered categories were Blog, Newsletter, Radio and Video Advertisements, and Social Media Campaign. We would like to see more submissions in these less entered categories in 2023.

E. President, Michelle Stangler

- a. Welcome Packets

1. Currently working with partner organizations like NAFB and ACE to pull all information together for the welcome packet.

F. Executive Adviser, Dr. Hall

- a. Dr Hall is sending emails to advisors to help keep them informed about everything going on with National ACT, but it is important that all of our members subscribe to the National ACT newsletter because that is the best way to keep them informed. We use the email addresses from the membership forms.
- b. Membership is very important because of all the networking and professional development opportunities that the National ACT provides.

### III. New Business

- A. We are looking for ways to reduce expenses incurred from hosting Critique and Contest and will be hosting meetings to find ways to do this in November and December.
- B. We publish the social media handles for chapters, and they can be updated using the form on the website.
- C. National ACT stickers will be sent to advisers for chapter members to receive this fall.
- D. PDC is usually held in the spring semester, and we will resume PDC in spring 2024. We will select a host school at the Ag Media Summit.
- E. 2023 Ag Media Summit will be held July 29-Aug. 2, 2023 in Palm Springs, California.
  - i. National ACT's Professional Development Session is Sunday, July 30 from 1 PM to 4 PM
  - ii. Awards Ceremony and business meeting is Tuesday, Aug. 1 from 3 PM to 5 PM

### IV. Feedback

- A. An SDSU member asked about why they were not receiving the newsletter. Dr Hall suggested that the newsletter may have ended up in their spam but the member did not think that was the case. Dr Hall asked the member to meet with her after the meeting.
- B. A Kansas State member wanted advice on how to increase membership. This was followed by pretty much every other university mentioning that they are also having trouble with membership.
- C. Members from the University of Arkansas Chapter spoke about how they bring in members by taking fall pictures, since they can sell that their members gain new skills outside of class. It was also mentioned that free food will always bring in new members.
- D. Members from the SDSU chapter mentioned that they do not plan out every meeting, instead they let their members decide. Michele mentioned how the National ACT website has ideas about how to get more member involvement.
- E. Arkansas mentioned how they are willing to do an online meeting with other chapters to hopefully increase the spread of ideas between different chapters.

## **V. Adjourn**

Lauren from South Dakota State University moved to adjourn.

Whitney Ten Napel from South Dakota State University seconded.

The motion passed, and the meeting was adjourned at 10:15 am

## **Dates to Know:**

1. Oct. 31 | Membership Dues for chapters to be in good standing and have voting privileges during annual business meetings
2. Nov. 16-18 | NAFB Convention in Kansas City, MO
3. Jan. 31 | Deadline for Arthur Leal Study Abroad Scholarship application