

# Indicators of Social Change in the Marketplace: Producers, Retailers, and Consumers

NCCC065 Minutes

For annual meeting held October 9<sup>th</sup>-10<sup>th</sup>, 2015

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Respectfully Submitted by Jana M. Hawley, Secretary, December 1, 2015

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## NCCC065 - Annual Meeting Minutes

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*Kansas City, MO, Hampton Inn and Suites, Kansas City-Country Club Plaza*

Friday, October 9<sup>th</sup> 9AM to 5PM

Saturday, October 10<sup>th</sup>, 9A to 1PM

In attendance:

Elizabeth (Missy) Bye, Project Advisor, Attended via SkypeTen

JuanJuan Wu, University of Minnesota

Sonali Diddi, Colorado State University

Mary Lynn Damhorst, Iowa State University

Brenda Sternquist, Michigan State University

Leslie Stoel, Miami of Ohio University

Melody LeHew, Kansas State University

Scarlett Wesley, University of Kentucky

Jana Hawley, University of Missouri

Joan Ellis, Washington State University

Welcome and Introductions

Meeting called in session at 9:00am by Chair Leslie Stoel. All attendees introduced themselves.

Approval of 2014 meeting minutes

Joan Ellis moved to approve the minutes. JuanJuan Wu seconded. Minutes were approved as submitted.

## Announcements

Leslie Stoel has taken a position at the Miami of Ohio University. Leslie will be stepping down from the NCCC065 group effective December 31<sup>st</sup> because the focus at Miami of Ohio is different than her previous university of The Ohio State University.

Meeting registration cost was announced and individual payment schedule calculated (room rental divided by number of members attending). Vice-Chair Joan Ellis made arrangements for paying the room rental fee. The Conference fee is \$45.00 per attending member. Receipts were disbursed.

Joan Ellis moved that only those schools who are AES funded will split-pay the registration fee. JuanJuan Wu seconded. Motion carried.

## Leadership

Melody LeHew moved to have leadership term match the federal fiscal year which is October 1<sup>st</sup>. Joan Ellis seconded. Motion carried.

Jana moved that each annual meeting be held the October 1<sup>st</sup> annual federal date. Scarlett Wesley seconded. Motion passed.

Secretary position was open this year. Melody LeHew nominated Scarlett Wesley to serve as secretary in fiscal year 2016-2017 and to be removed from the role of information manager. Joan Ellis Seconded. Motion carried. No other nominations were submitted. After unanimous vote, Scarlett Wesley will begin service as secretary in the 2016-2017 term. She will be released of information manager duties. Based on NCCC guidelines, this is a six-year leadership commitment including two years as secretary, two-years as Vice Chair, and 2 years as chair.

Joan Ellis nominated Sonali Diddi for a one-year appointment as information officer. Leslie Stoel seconded. After unanimous vote, Sonali Diddi will serve as the information office for 2016-2017 term. The role of the information manager is to manage a variety of ongoing digital projects. This role will be responsible for building and managing a website, uploading videos and digital documents, and managing social media. Information Manager is not an executive leadership role.

Leadership for the next three years includes:

2016-2017: Executive leadership: Chair - Joan Ellis; Vice-Chair - Jana Hawley; Secretary - Scarlett Wesley. Other: Information manager Sonali Diddi

2017-2018: Chair - Executive leadership: Joan Ellis; Vice-Chair, Jana Hawley; Secretary Scarlett Wesley; information manager TBD.

2018-2019: Executive leadership: Chair—Jana Hawley; Vice-Chair, Scarlett Wesley; Secretary (TBD—must elect a new secretary). Other: information manager TBD

The next election will be held at the 2017 annual meeting to elect a new secretary. A new information manager must be identified at the 2016 meeting.

## Old Business - Reports/Issues

Updates were provided regarding NCCC065 sponsored initiatives for 2015-2016. The renewal proposal is due December 1<sup>st</sup>. The Executive Leadership will write and submit the document.

Members discussed how different universities value undergraduate research and how they get undergraduates involved in research. For example, Colorado State handles UG research through the Honors Program. University of Arizona provides small grants to faculty who oversee undergraduate research.

The team from Colorado State University who submitted the non-funded USDA conference grant is seeking other granting agencies to submit the proposal.

MaryLynn Damhorst and Molly Eckman attended a Grantsmanship workshop in Washington DC.

No research was presented at the 2015 ITAA meeting.

Members submitted research methods links to be uploaded on the LinkedIn space.

## New Business - Reports/Issues/Plans

Two abstracts will be submitted for the 2016 ACRA meeting.

JuanJuan Wu and Brenda Sternquist will submit an abstract that meets Objective #1. Title: *Best Practices for Involving Undergraduates in Research*. This meets Objective #3.

Jana Hawley, Melody LeHew and Joan Ellis will submit an abstract that meets Objective #. Title: *Building Research Networks around Global Challenges Impacting the Retail Industry*.

Jana Hawley will submit a special topic session proposal for the 2016 ITAA meeting. Title: *What the Feds Want: An Insider's Perspective on Getting a Federal Grant*. A former USDA director will be invited to be the keynote.

JuanJuan Wu and MaryLynn Damhorst will write a newsletter article to be submitted to the ITAA Newsletter.

Jane Hegland will resubmit the special topic session on leadership for the 2016 ITAA meeting. In 2015, the proposal was accepted but attendance registration did not meet the minimum.

**LinkedIn social networking site.** This initiative meets Objective #1.

The LinkedIn space is called: *NCCC065: Indicators of social change in the Marketplace*. Site needs to become more active or delete. Still only 18 people in the group. Joan Ellis read the list of members. There has been no activity on the linked in space for several years. The LinkedIn discussion will continue.

## Administrator Report:

Project Advisor, Missy Bye gave the NCRA Administrator's report via SKYPE. She reminded everyone of the annual report due date, where to upload the report (NISS.org REEport), and to meet the renewal proposal deadlines. Missy reported that there is a national impact writer that could attend our meeting so that we can write better reports. Jana will invite her to attend the 2016 meeting. She reported that NIFA has a new website: <http://nifa.usda.gov/> that is more user friendly. Other NCCC groups are listed on the site.

The executive leadership, led by Leslie Stoel, wrote and submitted the renewal proposal. Updated objectives include:

**Objective 1.** Provide opportunities for scholars to identify emerging issues, develop mutual research interests, build collaborative cross-disciplinary research partnerships, and share and critique research ideas on Social Change in the Marketplace.

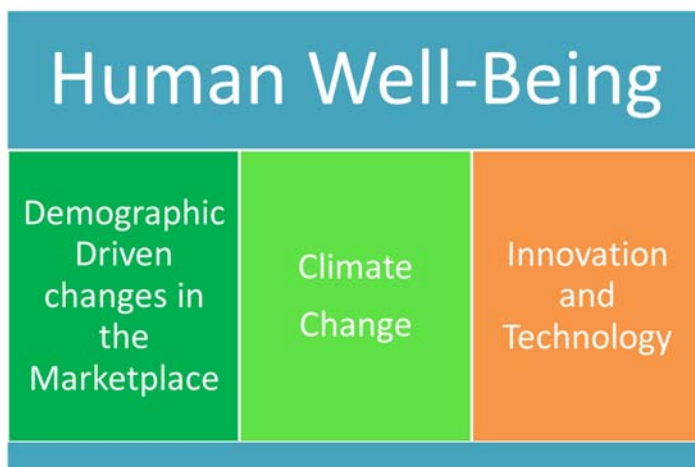
**Objective 2.** Identify funding opportunities and strengthen grantsmanship and extramural writing skills of researchers studying Social Change in the Marketplace.

**Objective 3.** Identify strategies to increase the rigor of research methods and analysis techniques and to improve the quality of publications on Social Change in the Marketplace.

**Objective 4.** Develop infrastructure to develop and recruit future researchers who will conduct research on social change in the marketplace.

To explore whether or not the objectives should be modified, a Visioning session was held using the World Café method. The group brainstormed on new trends that need research attention. Results included one overarching central theme of Well-Being with three grand challenges that need research attention. They are:

Climate Change  
Demographic-Driven Marketplace Change  
Innovation and Technology Change



2015 Annual NCCC065 meeting will be held October 9-10<sup>th</sup> in Kansas City. This will be a working meeting to finalize proposal.

## Other New Business

The 2016 meeting will be held in Milwaukee, WI. Meeting dates are October 7-8, 2016. JJana Hawley, Vice Chair, will make arrangements. The meeting will focus on the new objectives and how to implement. We seek a trip to Fair Indigo to learn more about the mission of this organization as it meets our overall objective of social change in the marketplace. Jana will contact Rob Beneke to make arrangements.

## Action Items

- JuanJuan Wu and Brenda Sternquist will submit an abstract to ACRA. Due date is October 20<sup>th</sup>, 2015.
- Jana Hawley, Melody Lehew and Joan Ellis will submit an abstract to ACRA. Due date is October 20<sup>th</sup>, 2015.
- Jana Hawley will submit an abstract to ITAA for a special topic. Due date is Feb 1<sup>st</sup>.
- JuanJuan Wu and MaryLynn Damhorst will write a newsletter article for the ITAA newsletter.
- Sonali Diddi will manage social media for the group.
- Jana Hawley will make arrangements for 2016 meeting in Milwaukee.
- Jane Hegland will resubmit the special topic proposal on leadership for the 2016 ITAA meeting. Due date is Feb 1<sup>st</sup>. Additional marketing of the sessions is strongly encouraged.
- Executive team will prepare renewal of NCCC065. Due date December 1.

Business meeting was adjourned at 11:00 a.m. on Saturday, October 10<sup>th</sup>.