

Draft Minutes
Joint Evaluation Advisory Committee
Sheraton Hotel
Denver, Colorado
July 16, 2008

Members Present

Ken Stielow, Chairman
Alan Albright, Vice Chairman
Homer Buell, Vice Chairman
Scott George
Jon Kirkbride
Laurie Lickley

Charles Miller
Andrew Murphy
Sid Sumner
Helen Wiese
Myron Williams

Members Absent

Terry Detrick

Guests

Dave Bateman
Dan Dierschke
Preston Wright
Sherry Jennings
Bob Baker
Don Stewart
Ann Bruntz
Daryl Berlier Owen
Judy Prosser
Kenneth Payne

Jeff Clausen
Craig Uden
Dave Lamb
John Schafer
Wayne Buck
O.D. Cope
Robert Fountain Jr.
Virginia Davis
Chris Molinaro

Staff

Steve Barratt
Rick Husted
Rick McCarty
Tom Ramey
Diane Henderson
Bo Reagan
Kim Essex
John Lundeen
Mandy Carr

Rich Otley
Lynn Heinze
Michele Murray
Betty Anne Redson
Doug Evans
Julie Sodano
Martin Roth
Mary Young

Call to Order

Chairman Stielow called the meeting to order at 1:35 p.m. and asked for introductions.

Approval of Agenda

Vice Chairman Homer Buell indicated he had a policy report to give the committee and asked that it be added to the agenda. Laurie Lickley moved and Andrew Murphy seconded a motion to approve the agenda with the addition suggested by Vice Chairman Buell. Motion passed.

Approval of the Minutes of the April 17, 2008 Meeting

Myron Williams moved and Charles Miller seconded a motion to approve the minutes of the last meeting. Motion passed.

Report on Policy Evaluation Issue – Vice Chairman Buell

Vice Chairman Homer Buell reported on conversations with NCBA's policy officers regarding evaluation. He indicated that:

1. The officers did not feel that now is the appropriate time to do a project evaluation audit on the policy division of NCBA.
2. Staff needs to continue to monitor and ensure that the firewall is in place with regards to the work of joint committees.

Presentation on the Consumer Index – John Lundeen

John updated the committee on the last tracking done on the Index in February 2008. Due to the negative publicity surrounding the Humane Society/Westland issue, the Index took a slight dip in February. Mr. Lundeen expected it to rebound in the research being done this summer. He explained the benefits of the Index as:

1. An index based upon consumer perception
2. It is a broad look at how consumers feel about our product
3. It is a tactical tool
4. The strategy behind future Index research is to use the tool to see what "triggers" might positively change consumer perceptions about beef.

Report on the Project Evaluation Audit of the FY 2007 World Cancer Research Fund Report – Sherry Jennings

There appeared to be no negative impact on consumer's beef consumption as a result of the report. The overarching themes of the audit were:

1. The interdisciplinary or cross-functional team worked well because senior management made participation a priority
2. Management of the World Cancer Research Fund/American Institute of Cancer Research Report issue produced both short-term and long-term payoffs
3. Cancer is a complex, ongoing issue
4. All responses must be science-based

The audit recommendations were:

1. Use the cancer team model to develop a set of best practices for future checkoff-funded, NCBA-managed interdisciplinary teams
2. Further educate producers about issues management
3. Carefully evaluate effort to educate channels in future issues management scenarios.

Mary Young offered a management response to the audit.

Andrew Murphy moved and Charles Miller seconded a motion to accept the audit report. Motion passed.

Report on the Project Evaluation Audit of the FY 2007 Youth Education Authorization Request (AR) – Bob Baker

Mr. Baker said that while producers continually rank youth education as an important priority, they also continue to reduce the funding for the program. In addition, there is not much measurement associated with the program. Which raises two questions:

1. Are we trying to do too much with too little in this area?
2. How do you measure success?

Following a discussion, Vice Chairman Buell moved and Scott George seconded a motion that staff (Rick Husted, Rick McCarty, John Lundeen and Rich Otley) look at 4 or 5 programs and see: 1) What has been spent on measurement in the past? What needs to be spent on more specific measurement and report back to the committee at the November meeting. Motion passed.

Mary Young offered a management response to the audit.

Helen Wiese moved and Andrew Murphy seconded a motion to accept the audit report. Motion passed.

Report on the Project Evaluation Audit of 21 Web Sites and the Extranet – Rich Otley

Mr. Otley discussed with the committee the investigation of the 21 checkoff-funded web sites and the Extranet. He had printed 95% of all the pages on these sites, (filling 14 ring binders), detailing all changes and corrections that need to be made.

Rick Husted offered a management response and said that NCBA was already working on the corrections.

Myron Williams moved and Sid Sumner seconded a motion to accept the audit report. Motion passed.

Other Business

Rich Otley reported that the mid-year evaluation reports indicated that all programs were on-track for completion by their scheduled finish dates. He also distributed to committee members a copy of all 48 project evaluation audits that have been done since the program first began.

Adjourn

Chairman Stielow adjourned the meeting at 5:00 p.m.