

Draft Minutes
Joint Evaluation Committee Meeting
Monday, July 27, 2020
Virtual/Zoom Meeting Platform
Denver, CO

Members Present

Jackie Means, Chair	Ryan Moorhouse, Vice Chair
Cheryl DeVuyst	Barb Downey
Jeff Isenmann	Becky Walth
Randall Debler	Jeff Rudolph
Rich Brown	Joe Horstman
Turk Stovall	Katie Brenny

Committee staff

Beka Wall	Greg Hanes
Courtney Kalous	Cyndi Heimerich
Sara Arp	

Call to order

Jackie called the meeting to order at 1:30 PM. Cyndi Heimerich facilitated roll call and asked committee members to introduce themselves.

Approval of Agenda

Jackie asked if there were any additions or corrections to the agenda. Randall Debler moved to approve the agenda as presented. Turk Stovall seconded. Motion passed.

Review Meeting Minutes

Ryan reviewed the minutes taken during the April 29th webinar. He reminded the committee that no action was needed as the minutes were distributed via email and approved in April following the webinar.

Evaluation Committee Roles & Responsibilities Review

Jackie welcomed Greg and Sara to share the organization's Roles & Responsibility document review. CBB is reviewing its governing documents and Greg and Sara and provided the committee with an outline of the process. An update will be provided at the Annual Convention once the joint committee coordination agreement has been completed for the next fiscal year.

U.S. Beef Demand & Plant-based Protein Impact Study

Ryan introduced Dr. Glynn Tonsor, Professor at Kansas State University, to share an update on the study. Dr. Tonsor outlined a couple of options on how the Evaluation Committee could proceed with data collection. There was various discussion. Barb Downey moved that the study be conducted as originally intended with new data collection starting in mid-August and concluding in mid-September of this year. Jeff Isenmann seconded. Motion passed.

FY2020 3rd Quarter Checkoff Programs Report

Jackie reported that quarterly reports from all contractors were received on time and the majority of program tactics are on track. Due to the pandemic, Jackie shared that contractors had found alternate ways to deliver materials to their target audience when in-person events had to be cancelled. To reflect this shift in measurable objectives, yet still capture the program work being accomplished, the committee discussed how to report these changes. Jeff Isenmann moved that in the Annual Evaluation Report the measurable objective be marked as "unachieved" and denoted with an asterisk to clearly state that the original measurable objective was not

achieved due to unforeseeable/uncontrollable circumstances created by the COVID-19 pandemic and further detail on worked completed is available in the full report found in the digital appendix. Randall Debler seconded. Motion passed.

Evaluation Process Input & Feedback

New Reporting Concepts

Jackie asked Beka Wall, CBB staff, and Courtney Kalous, Rockland Dutton Research & Consulting, to present new reporting concepts for the program evaluation information gathered each quarter. Beka and Courtney shared the new reporting concepts and there was various discussion. The committee agreed via consensus to move forward with the two new reporting concepts, and directed Beka to share the concepts with, and gather feedback from, the Beef Promotion Operating Committee at their next meeting on July 30, 2020.

Future of Evaluation

Jackie asked Courtney to share information on measurement and evaluation programs used by other commodity boards. Courtney shared examples from other commodity boards compared to the current program used by CBB. Greg Hanes, CBB CEO, also shared the importance of evaluation to illustrate the outcomes achieved by checkoff-funded programs. There was various discussion.

Other Business

Ryan called for other business. No other business came before the committee.

Adjourn

The meeting of the Joint Evaluation Committee adjourned at 3:00 PM.