

SOUTHERN REGION PROGRAM LEADERSHIP NETWORK COMMUNICATIONS COMMITTEE

CONFERENCE CALL MINUTES OCTOBER 28, 2010 - 3:00 P.M. (CST)

MEMBERS PRESENT: Elizabeth Mosely, Chair; Carol Whatley, Debbie Archer, Bob DeMattina, Frankie Gould, Dee Shore, Suzanne Deatherage, Gloria Mosby, and Freda M. Lawrence, Secretary.

The Southern Region Program Leadership Network Communications Committee held a conference call meeting on October 28, 2010 at 3:00 p.m. (CST).

AGENDA ITEMS:

- **Position paper on the value and impact of integrated strategic communications:**
Bob has all documents for the white paper. No report is available at this time.
- **CRD Committee on their identity and awareness issues:** In the meeting in August when we had our cross committee meetings, CRD expressed some concerns about their identity and their awareness. Suzanne reported that the CRD Committee met yesterday. They said they need help with their elevator talks and a marketing piece. The committee said they would discuss other issues and follow-up with me. Suzanne mentioned the possibility of a sub-committee to learn more about CRD's needs. It was mentioned that the communications committee administer a survey to better understand the CRD's needs. Suzanne will ensure that our listserv is included on the e-mail list. The survey can be forwarded to others. Our goal is to guide CRD and give them direction on how to move forward. In addition, we want to make sure that CRD's identity falls in line with the national brand effort that is underway.
- **PLN Issues Management eXtension Work Space:** Frankie reported that the issues management work space is not set up as a separate work space. It already exists under the issues management wiki on eXtension. An eXtension ID is required to use the work space. Frankie will send the link to the issues management community of practice on professional development. There is a workspace for things developed and to change ideas and information. They have received funding from academic deans to move forward and research has been done on examples of issues that happened and how they were addressed through the land grant system. There will be a toolbox on the wiki that can be used to educate yourself, a train-the-trainer concept, so you can become the issues management expert and trainer at your institution.

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Also, they are planning a national issues management symposium in the spring or late summer next year. In addition, they will develop a series of training workshops across the country very similar to “*media relations made easy*” but with issues management as the focal point. There will be a special issue in the *Journal of Applied Communications (JAC)* that will be the topic of all articles on issues management. They are working with Dwayne Cartmell who is the executive editor of the *JAC* to get that accomplished. The abstract from the symposium will also feed into that effort.

Question: How will others be made aware that this information is on the wiki? It will be promoted through PLN, ACE, and through the issues management working group, the north central extension/research activities project that is approved by NIFA. We have federal approval for this activity and we will be meeting prior to the Southern Association of Ag Science Convention in early February 2011 in Corpus Christi. The communications portion will be a day and half prior to event. Frankie will send out the exact dates and other information regarding the meeting.

- **National Impact Database:** Frankie reported that at this time she is trying to get money to get the national impact database off the ground. They will be taking information that is already available and putting it into a repository or a place where people can access the data. It will not be a duplication of work. It is going to be an aggregation of what is already out there and will have a submission process just in case you want to add things to the database. The database is not replacing the needs of organizational development. The committee will be updated as information regarding the national impact database becomes available.

OTHER BUSINESS: The dates for the 2011 Quarterly Conference Call meetings are as follows:

- February 16, 2011
- April 20, 2011
- June 15, 2011
- July 20, 2011

The meeting time will be 2:00 -3:30 p.m. Central/3:00-4:30 p.m. Eastern.

Respectfully submitted,
Freda M. Lawrence, Secretary