

SOUTHERN REGION PROGRAM LEADERSHIP NETWORK COMMUNICATIONS COMMITTEE

CONFERENCE CALL MINUTES OCTOBER 10, 2012 - 3:00 P.M. (EST)

Attending: Debbie Archer, Ruth Borger, Maria Bowie, Matthew Browning, Bobbie Crockett, Suzanne Deatherage, Frankie Gould, Lori Greiner, Ed Jones, Ayanna McPhail, Lyvetta Mickell, Gloria Mosby, Jason Polk, Bob Ratliff, Bob Reynolds, Lyndall Stout, Dennis Thomas, Carol Whatley

Ayanna McPhail, presiding.

Minutes of July 18 and August 21-23, 2012, meetings: Approved with no additions.

Old Business (Plan of Work):

- Strategic Communication White Paper: The paper is being finalized by Frankie, Bob and Ruth. Frankie will distribute it to the committee by Monday, Dec. 3, for review. Feedback from members is due to Frankie by Dec. 17. Deadline for completion of the project is Feb. 20, 2013.
- Social Media Best Practices Initiative: Frankie will contact the appropriate members of the IT and PSD committees to see what initiatives they are currently working on regarding social media to ensure we aren't duplicating efforts. Policies, procedures and best practices from various institutions have been compiled and are under review.
- Research for white paper on strategic communications role of extension administrators: Discussion of the research structure took place, as well as the appropriate scope of the paper (targeting educators, administrators, both?) Ruth will meet with Maria and Suzanne to plan the next step in researching the white paper. Suggestion is to spend the fall semester researching the situation, forming hypotheses and research methodology and share the research structure with the committee; actual conducting of research would be done in the spring. The goal is to have the project outlined, a formal statement of the hypothesis and a definitive recommendation for how to proceed ready by February. The team will have something for the committee to review a week prior to the February meeting.

New Business:

- Frankie and Ayanna will attend the PLC meeting in Atlanta Dec 5-6 to begin planning the 2013 PLN conference in Nashville. Suggested topics include: revisiting social media and how what we've learned since the 2012 meeting has been implemented; celebration planning for the centennial anniversary of the Smith-Lever Act in 2014 (a survey will be coming from ECOP soon); better contact management initiatives; the new/next wave of leadership in the Extension system and the challenges that brings; the continued relevance of the current leadership structure in the changing system; a panel discussion about the future of Extension with panelists from eXtension, ECOP, and someone from outside the higher education arena. Send any additional suggestions for the 2013 conference to Frankie and Ayanna.

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Other Business

- Some committee members were at the eXtension conference in Oklahoma City. Gloria noted that the use of mobile devices as educational communication tools is becoming more commonplace.
- The issue of sequestration was discussed. We're basically "holding our breath" and waiting at this point. There is some information about it posted on the group's Facebook page.
- The PLN Communications Team's Facebook page is operational. You must be invited by a current member of the group. If you aren't already friends with anyone on the team who can add you, send a friend request to Matt Browning at <http://www.facebook.com/mabrowning> to be added.
- Ayanna discussed the LEAD21 program, which "develops leaders in land-grant institutions and their strategic partners who link research, academics and extension in order to lead more effectively in an increasingly complex environment." Applications are being accepted until Nov. 30, and the next session begins in June. Information is available online at <http://www.lead-21.org/program.html>.
- Maria mentioned an open Public Relations Coordinator position at the University of Georgia.
- Carol is retiring. This is her last conference call.

Next Meeting: Wednesday, Feb. 20, at 2 p.m. Central, 3 p.m. Eastern