



Committee Officers and Key Contacts
September 1, 2009 – August 31, 2010
(See submission instructions at end of document)

Committee Name	Communications Committee (COM)	Submission Contact Name:	Elizabeth Mosely
Chair	Carol Whatley	Submission Contact E-mail	emosely@scsu.edu
Vice-Chair	Elizabeth Mosely	Submission Contact Phone	(803) 536-8464
Secretary	Lorna Norwood	Date of Submission	Revised August 26, 2009
PLC Representative 1862	Bob Reynolds	PLC Representative 1890	Debbie Archer
1862 Advisor	Bernadette Hinkle	1890 Advisor	L. Washington Lyons

Annual Plan of Work
September 1, 2009 – August 31, 2010

Cross Committee Issue Addressed, if applicable*	Item to Accomplish	Responsibility (Names of people assigned to item)	Key Contact (Person who will serve as a key contact for item)	Goal Date (Anticipated completion date)	Completion Date (to be filled in when completed)
	Convene quarterly Communications Committee conference calls.	Carol Whatley	Carol Whatley	Oct. 14, Feb. 17, April 14, June 16, July 14	Oct. 14 Feb. 17 April 14 June 23 July 14
Organizational Relevance and Benchmarking Impacts	Develop training materials that we will share in appropriate formats such as issues management and results from the national brand study.	All committee members	Elizabeth Gregory North	Aug. 2010	Feb. 16

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Organizational Relevance and Benchmarking Impacts	Develop a position paper on the value and impact of integrated strategic communications.	All committee members	Frankie Gould, Robin Adams & Bob Reynolds	Sept. 2010	In progress
Organizational Relevance and Benchmarking Impacts	Prepare a general session on communications for presentation at the next PLN meeting, if approved.	All committee members	Frankie Gould and Robin Adams	Aug. 2010	August 25, 2010
Organizational Relevance and Benchmarking Impacts	Work toward integrating Extension and 4-H branding initiatives.	Elizabeth Gregory North and Frankie Gould	Elizabeth Gregory North	October 2009 and ongoing	In progress

*Cross Committee Issues:

INTERNAL: 1. Human Capital, 2. Organizational Relevance, 3. Physical Resources, 4. Technology

EXTERNAL: 5. Wholesome & Safe Food Supply, 6. Benchmarking Impacts, 7. Energy, 8. Health Education, 9. Leadership Development, 10. Natural Resource Base