

## **SOUTHERN REGION PROGRAM LEADERSHIP NETWORK COMMUNICATIONS COMMITTEE**

### **CONFERENCE CALL MINUTES OCTOBER 19, 2011 - 3:00 P.M. (EST)**

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**MEMBERS PRESENT:** Robin Adams, Debbie Archer, Matt Browning, Suzanne Deatherage, Frankie Gould, Gloria Mosby, Lorna Norwood, Garvin Quinn, Bob Ratliff, Dee Shore

#### **Old Business**

- **Nomination of a Vice Chair to replace Dr. Freda Lawrence:** The committee nominated Ayanna McPhail, Publications Writer/Editor, College of Agriculture, Family Sciences & Technology, Fort Valley State University, Fort Valley, Georgia.

*Robin Adams volunteered to ask Ayanna to serve as vice chair and notified the committee October 25, 2011 that Ayanna had accepted.*

- **Strategic Communications White Paper:** Lorna Norwood will contact Bob Reynolds for an update on the status.
- **Sharing Taglines:**
  - Education for Life.
  - Empowering People. Providing Solutions.
  - Meeting Needs. Changing Lives.
  - Innovate, Educate, Improve Lives.
  - Meeting Needs, Changing Lives.
  - Improving Lives, Improving Texas.
  - County Extension Programs: Making a Difference
  - Finding, Preparing, Implementing Solutions

#### **New Business**

- **Social Media Best Practices:** Bob Ratliff reported that the Southern Region Development Center (SRDC) will set up and host a site where contributions to the effort can be made by the IT Committee or others. Suzanne Deatherage reported that Texas AgriLife has just hired a Social Media Director, Amy Wells, and suggested that she could be added to the Social Media subcommittee.

Robin Adams and Frankie Gould agreed to contact Terrence Wolfork, chair of the IT Committee to coordinate efforts on a Social Media Best Practices Document. Frankie said she would talk with Fred Piazza LSU AgCenter CIO about institutional links (Frankie, I don't remember details here, can you fill in what we discussed?)

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*Since our conference call, the Communications Committee has also been contacted Della Baker with the Program and Staff Development Committee, which also has in its plan of work "Development of Social Media Strategies and Best Practices for Extension."*

- **PLC and ECOP:** Robin Adams reported that...(Robin, I can't remember what you reported here, but I wrote something down about PLC's focus, and ECOP discussing budget cuts. Can you add anything here?)
  
- **The People's Department: 150 Years of USDA:** Lorna Norwood reported that she had been contacted by a group working on a book for the USDA's 150<sup>th</sup> anniversary, and they were trying to sell advertising in it. No one in the group had been contacted, but there was no enthusiasm for committing to such a project, given there was no USDA involvement or that it isn't USDA sanctioned.

The next Quarterly Conference Call is February 15, 2012, 3 p.m. (EST)

Respectfully submitted,  
Lorna Norwood, Chair