

SOUTHERN REGION PROGRAM LEADERSHIP NETWORK COMMUNICATIONS COMMITTEE

CONFERENCE CALL MINUTES FEBRUARY 15, 2012 - 3:00 P.M. (EST)

MEMBERS PRESENT: Betty Davis, Alcorn State; Sharon Dowdy, University of Georgia; Frankie Gould, LSU AgCenter; Ed Jones, Virginia Tech (administrative advisor); Ayanna McPhail, Fort Valley State University; Lorna Norwood, University of Tennessee Institute of Agriculture; and Bob Reynolds, University of Arkansas.

Old Business:

Previous Minutes - Approval of the minutes from the previous meeting was deferred until all members can receive a copy for review. Lorna will move for approval of minutes via email.

Strategic Communications White Paper – Bob Reynolds provided an update saying the paper includes some but not all citations. He encouraged committee members to make changes to the document that will be forwarded after a review by Lorna, Frankie and Robin Adams.

Social Media Best Practices Initiative - The Program and Staff Development Committee and the Information Technology committee are also working on social media best practices and would like to work with us. Lorna Norwood reported that Bob Ratliff had spoken to the Southern Region Development Center, and they have agreed to host a sharing or blogging site for group development of the best practices. This area could be used for getting contributions from other groups. Frankie or Robin Adams will contact Rachel Welborn to set this up and will check with Terrance Wolford (IT Committee) and Della Baker (PSD) to see what their goals are and if we can coordinate efforts with them.

New Business:

Vice-Chair - Ayanna McPhail has agreed to serve as vice chair as Freda Lawrence was unable to do so.

2012 State Reports – The committee discussed when the state reports should be posted to the website. After discussion, the group agreed that the reports should be presented in person and a repository of the reports placed on the website for those who cannot attend PLN. The repository will be available by the June 20 committee meeting.

Committee Minutes – How minutes were recorded and filed in the past was discussed. The secretary should send final, approved minutes to Rachel Welborn at the Southern Region Development Center for posting on the website.

August Conference – The theme will be #CES Value: Advancing Cooperative Extension's Mission. The conference will include cross group panels like last year's conference. Innovative ideas will be shared during the general session, again as at last year's conference. The meeting will be held in Orlando, Florida, August 20-24, 2012. Early-bird registration is due by July 15.

<http://srpln.msstate.edu/conferences/12pln/info.html>

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Next Meeting:

Wednesday, April 18, 2012, 2 p.m. Central, 3 p.m. Eastern. Ayanna McPhail will lead the meeting as Lorna Norwood has a previous commitment.

Respectfully submitted,
Sharon Dowdy