

## SRPLN Communications Committee Conference Call

February 17, 2010 — 2:00-2:30 Central Time

Members present: Robin Adams, Debbie Archer, Mark Dearmon, Bob DeMattina, Bernadette Hinkle, Garvin Quinn, Bob Ratliff, Carol Whatley

The group discussed the upcoming joint conference call with the IT committee. We decided to stick with the earlier idea of social media policies or guidelines.

Those on the call gave short bios including their educational backgrounds and how they had arrived at their current positions.

Our Plan of Work has been updated in regard to the item “Develop training materials that we will share in appropriate formats such as issues management and results from the national brand study.” An overview of the brand study was presented as an eXtension session on February 16.

—Submitted by Carol Whatley—

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## SRPLN Communications and Information Technology Joint Conference Call

February 25, 2010 — 1:30-2:30 Central Time

The IT committee requested and hosted the call, with at least 17 people joining the call—nine from Communications and eight from IT:

Members present—Communications: Robin Adams, Debbie Archer, Mark Dearmon, Frankie Gould, Bernadette Hinkle, Gloria Mosby, Garvin Quinn, Bob Ratliff, and Carol Whatley (chair).

Members present—IT: Chris Adcock (Georgia), Anne Adrian (ACES-Auburn), Sam Boyster (Ark), Rhonda Conlon (NC), Karen Craig (chair, Tuskegee) Jonathan Davis (ACES-Auburn), Dwayne Hunter (Okla), and Rich Phelps (Ky).

We discussed our roles in guiding and supporting the use of social media by our colleagues. The agenda is posted on the SRPLN-IT wiki at [http://collaborate.extension.org/wiki/Meeting\\_20100225](http://collaborate.extension.org/wiki/Meeting_20100225) and the resources mentioned are at [http://collaborate.extension.org/wiki/Social\\_Media\\_Guidelines\\_Planning](http://collaborate.extension.org/wiki/Social_Media_Guidelines_Planning) . One resource that the group liked very much was the Texas AgriLife one-pager, available at the second link above.

We were encouraged to add to the wiki resources.

—Submitted by Carol Whatley—

## SRPLN Communications Committee Conference Call

April 14, 2010 — 2:00-2:35 Central Time

Members present: Bob DeMattina, Bernadette Hinkle, Gloria Mosby, Bob Reynolds, Carol Whatley

We have been scheduled for a 30- to 45-minute presentation during lunch at PLN on Wednesday, August 25. The presentation is to include a recap of the national brand value study, its implications for planning, and the role of communications and marketing in helping to carry out those plans. Bob Reynolds said that the PLC agreed to the presentation with the understanding that Frankie Gould and Elizabeth Gregory, as members of the ECOP committee that initiated the brand study and worked closely with the consultant throughout the process, give the presentation. Because Elizabeth's role has changed, she will not be present at the meeting.

Carol suggested that, rather than have Bob and Frankie remain responsible for so much of the committee's work, others of us collaborate with them on developing the presentation. Carol Whatley, Gloria Mosby, and Bernadette Hinkle all agreed to work on the presentation, and a conference call will be set up to do this. The input of the entire committee will be sought after a draft is completed.

—Submitted by Carol Whatley—