

Southern Region Program Leaders Network
Communications Committee
Conference Call Minutes
July 14, 2010

Robin Adams, North Carolina A&T State University; **Debbie Archer**, University of Arkansas at Pine Bluff; **Maria Bowie**, University of Georgia; **Susanne Deatherage**, Texas AgriLife Extension Service; **Gloria Mosby**, Prairieview, TX; **Elizabeth Mosley**, South Carolina State University; **Lorna Norwood**, University of Tennessee Institute of Agriculture; **Garvin Quinn**, Oklahoma State University; **Bob Ratliff**, Mississippi State University; **Carol Whatley**, Alabama Cooperative Extension, Auburn University.

Carol Whatley reported that Liz Mosley will be able to serve as Chair for 2011. Carol will conduct the PLN Communications Committee Meeting, and then will turn over the reins to Liz.

PLN Agenda Review: <http://srpln.msstate.edu/conferences/10pln/files/10agenda.pdf>
Carol asked that officers bring laptops for filing reports, especially Lorna for projecting documentation through the LCD. Carol noted that she doesn't want to spend all of our time at PLN completing reports, but would instead like for us to complete them as quickly as possible in order to spend more time on networking and discussing important issues facing us all.

Monday, August 23

1:30-4:30 p.m. Urban Task Force Meeting (Lorna and Susanne attending)
5 p.m. Newcomer Orientation (Carol asked that if you're new to the committee that you attend the orientation)
6 p.m. PLC with Committee Chairs and Vice Chairs (Carol and Liz must attend)
Dinner on our own

Tuesday, August 24

8-9:45 a.m. General Sessions
10:15 Program Committee Meetings with Administrative Advisors
1:30-5:00 Program Committee Meetings with Administrative Advisors
State Night Out (If Communications members aren't going with their states, can go out with other Committee members this night too.)

Wednesday, August 25

8 –Noon Program Committee Meetings without Administrative Advisors

Faith Peppers coming to speak with the Committee about counteracting advocacy groups that aren't giving the full story on certain issues

1:30 Cross Committee Program Meetings without Academic Advisors

1:30-2:20 Communications Committee and the Community Resource Development Committee

2:25-3:15 Communications Committee and the Program and Staff Development and Middle Managers

3:30 Program Committee Meetings without Administrative Advisors

Complete Plan of Work and all other reports due on Thursday (Continue state reports and idea sharing.)

6 p.m. Program Committee Night Out

Carol advised everyone that if they don't already have an eXtension ID, they need to get one at <https://www.extension.org/people/login> in order to access the collaboration wiki to **complete State Reports before coming to PLN**. The template can be accessed at http://collaborate.extension.org/wiki/SRPLN_2010_Comm_State_Report

We plan to limit oral sharing during the meeting to 10 minutes each so we can focus on big issues that affect everyone. In that vein, feel free to **add discussion items**: http://collaborate.extension.org/wiki/SRPLN_2010_Comm_Discussion_Board

Old Business:

Frankie Gould, Louisiana State University AgCenter, and Robin Adams, North Carolina A&T State University are still working on their presentation. Robin thinks incorporating examples of successful projects where Communications was involved on the front end would add value to the presentation. By **July 30, please send Robin radams@ncat.edu and Frankie fgould@agcenter.lsu.edu one or more brief case studies (perhaps 100 words each) of how involving Communications throughout a project brought value and favorable outcomes to that project. Include quotes from clients who have recognized the value of your unit's involvement.** Frankie and Robin's presentation, *The Value of Integrated and Strategic Communications*, is scheduled for lunch on Wednesday. The session will focus on the positive impact marketing and communications can have if it is integrated into initial planning.

Respectfully submitted,

Lorna Norwood

Secretary