

**Southern Region Program Leaders Network**  
**Communications Committee**  
Conference Call Minutes  
June 23, 2010

**Attending:** Bob DeMattina, University of Kentucky; Elizabeth Mosley, South Carolina State University; Lorna Norwood, University of Tennessee Institute of Agriculture; Garvin Quinn, Oklahoma State University; Bob Ratliff, Mississippi State University; Dee Shore, North Carolina State University; Carol Whatley, Alabama Cooperative Extension.

**Committee Member Status Changes:**

Dee Shore reported that her department has been reorganized and is no longer a department. The production staff will move to the university level as of July 1. Five writers will remain with Agriculture and Life Sciences. The director is Dave Caldwell. Dee will remain on the PLN Communications committee.

Suzanne Deatherage will replace Elizabeth Gregory on the committee representing Texas A&M AgriLife.

Liz Mosely reported that she has been reassigned to a new position as the communications person for the division of research as of July 1. She may not be at the meeting in August and may not be able to assume her role as incoming chair.

**Action Item: If Liz is unable to serve as chair, the Committee will have to replace her at the August meeting. Carol asked for all members to begin thinking of a replacement from an 1890s institution.**

**PLN Communications Committee Meeting Discussion/Sharing Items:**

- What has been the impact of and how are you coping with the economic downturn.
  - Have you offloaded any work that you have traditionally been responsible for and to whom?
  - How do you personally organize your time when there is more to do with less?
- How do you manage social networks and are there any associated administrative concerns?
- Ideas and examples of how you promote Extension.

- Programs or tactics that you are doing very well or that are working exceptionally well.

**Action Item: Please come to the meeting prepared to discuss the above items. Garvin suggested and Carol requested that all reports be kept a reasonable length (maybe 10 minutes per person) so that others may report.**

#### **Other Committee Time:**

Faith Peppers, Georgia, has asked if she could meet with our committee to disseminate information on counteracting advocacy groups that aren't giving the full story on certain issues. She will present at one of our Wednesday morning sessions. She will also be speaking with the Ag group and the directors.

#### **Confirming Attendance at the Conference:**

Carol, Lorna, Garvin, Bob DeMattina, Bob Ratliff, Robin Adams and Frankie Gould, Dee (uncertain because of budget), Liz (uncertain because of her new role).

**Action Item: If a need becomes apparent, Carol will check into making arrangements for a conference call for those who cannot attend.**

#### **Communications Committee Presentation:**

Frankie Gould, Louisiana State University AgCenter, and Robin Adams, North Carolina A&T State University, will present a 30-45 talk at lunch on Wednesday entitled: *The Value of Integrated and Strategic Communications*. The session will focus on the positive impact marketing and communications can have if it is integrated into initial planning. The brand value study will be incorporated into their talk. They are in the process of conducting focus groups in five states. That information will be incorporated into their talk. Frankie suggested that she could ask Paul Coreil give a brief testimonial on the value of Marketing and Communications.

**Action Item: Bob Ratliff, Carol Whatley, Garvin Quinn and Lorna Norwood volunteered to get someone within their organizations to present a brief testimonial of how integrated communications has made their program(s) more impactful. Bob and Garvin will provide theirs on DVD. Lorna will ask Dr. Tim Cross, UT Extension Dean to make a brief testimonial. Carol will confer with Robin and Frankie about that number of testimonials.**

**Cross Committee meetings:**

Wednesday, August 25<sup>th</sup> at 1:30-2:20 the Communications Committee and the Community Resource Development Committee will meet. We will then meet with the Program and Staff Development and Middle Managers from 2:25-3:15

**Old Business:**

**2000 Plan of Action:**

- White paper on Integrated Communications. Information will be taken from Frankie and Robin's presentation and produced as a white paper.
- Prepare a presentation on Integrated Marketing for approval at a lunch session. Frankie and Robin will do.
- Extension and 4-H Branding Initiative.

**Action Item: Carol will get with Frankie and Bob.**

**Other Business:**

Carol recommended that everyone could write their state reports in Word and then copy and paste into the wiki <http://collaborate.extension.org/wiki>

**PLN Committee Officers Webinar: July 13.** Lorna will attend, Carol may attend.

**Action Item: Liz will confirm before then whether she will be able to serve as next year's chair and be able to attend the webinar.**

Respectfully submitted,

Lorna Norwood

Secretary