



Communications Committee Conference Call
Wednesday, Oct. 9, 2013
2 p.m. Central; 3:00 p.m. Eastern

Agenda

I. Roll call

Maria Bowie [Georgia], Ruth Borger [Florida], Hayley Pierce [Kentucky],

II. Approval of minutes from August meeting in Nashville

Hayley motioned to accept minutes; Ruth Borger seconded.
Minutes approved.

III. Old Business (Plan of Work):

- Strategic Communications White Paper: Review and finalize a position paper on the value and impact of integrated strategic communications. Submit for publishing and explore other methods of distribution. Key Contact: Elizabeth Gregory North, Bob Reynolds. Deadline: Feb. 20, 2014

Elizabeth Gregory North will be contacted to provide an update.

Maria will ask Elizabeth for an update.

- Social Media Best Practices Initiative: Collect Social Media guidelines and success stories for the Southern Region. Develop Best Management Practices summary and post on PLN website and Brand Value COP, and request that it be emailed to PLN members and explore other methods of distribution. By **Oct. 16** submit success stories (using uniform impact reporting format, one per institution – *what format is this?*) and guidelines to Matt. Key Contact: Matt Browning. Deadline: Dec. 2013

What did we discuss; what format should we use?

All should send in an example of what worked

Ruth Borger will ask Matt for format and send out reminder email about this for next week.

- Research for white paper on strategic communications role of extension educators:

- Complete research draft for white paper on the communications skills of extension educators. Key Contact: Ruth Borger. Deadline: Oct. 16, 2013.

Change deadline date to mid November. Ruth will send to reviewers within the week.

- Complete research for pre-employment skill evaluation portion of white paper on the strategic communications role of extension educators. Contact: Suzanne Deatherage. Deadline: Dec. 2013

RHB will email Suzanne for an update.

- Assess current communications training offerings at land grants in the Souther Region and nationwide. Use findings to draft recommended BMPs. Contact: Maria Bowie. Deadline: Dec. 2013

Maria Bowie will contact her professional development coordinator to work on the survey; get it reviewed and move forward.

- Institutions plan their own celebrations of the 100th anniversary of the creation of the Cooperative Extension system. Contact: Frankie Gould. Deadline: Dec. 2014

Update on what is happening. National conference scheduled for May 7-9; May 8th is the actual convocation
RHBorger will send out link to our toolkit; and a reminder to send things to Frankie.

Georgia is planning a spring event; interactive website.
Florida is planning something for April 17 to raise awareness and visibility.
Kentucky is broadcasting what will happen in D.C.

IV. New Business:

- National 100th anniversary celebration plans update-
- Plans at our respective institutions for the 100-year Morrill Act – everyone

V. Other Business

- Reminders about upcoming conferences:
 - PLN (being held in Ft. Worth, TX, Aug. 18-22, 2014)
 - <http://srpln.msstate.edu/conferences/proceedings.htm>
 - ACE (being held in Portland, OR, June 24-27,2014)
 - <https://www.aceweb.org/2014-conference.htm>
- Southern Association of Agricultural Scientists conference will take place in Dallas Feb 1-4 <http://www.saasinc.org/> .
- PLN Communications Committee webpage (being updated):
 - <http://srpln.msstate.edu/com/index.html>

VI. Next Meeting: February 19, 2014, at 2 p.m. Central (3 p.m. Eastern)

All calls are set for
2:00 p.m. Central Time
3:00 p.m. Eastern Time

Please call 712-451-6125 and
enter participant code 237957#

- October 9, 2013 – Please note new date due to most of our involvement with Sunbelt Ag Expo being held during our normal call time.
- February 19, 2014
- April 16, 2014
- June 18, 2014
- July 16, 2014

Miscellaneous

Georgia is adding a position
We are all BUSY!