

SOUTHERN REGION PROGRAM LEADERSHIP NETWORK COMMUNICATIONS COMMITTEE

CONFERENCE CALL MINUTES FEBRUARY 20, 2013 – 2:00 P.M. (CST), 3:00 P.M. (EST)

Attending: Debbie Archer, Ruth Borger, Maria Bowie, Matthew Browning, Bobbie Crockett, Suzanne Deatherage, Doug Edlund, Frankie Gould, Elizabeth Gregory North, Lori Greiner, Ed Jones, Ayanna McPhail, Jason Polk, Bob Reynolds, Dee Shore, Lyndall Stout

Ayanna McPhail, presiding.

Minutes of October 10, 2012, meetings: Approved with no additions. Frankie moved. Second Maria.

Old Business (Plan of Work):

- Strategic Communication White Paper: Frankie and Ruth have reviewed the white paper and made suggestions. Frankie has shared it with other leaders not associated with this group for feedback. Awaiting response. Should have updated draft back out to group during the first week of March. Ayanna suggested putting it into Google Docs to make it a live document.
- Social Media Best Practices Initiative: Frankie has received information from the PSD committee on this issue. Nothing from IT committee yet. Will double-check with committee rep again. Suggestion is to use Google Docs to make a folder for Best Practices as well.
- Research for white paper on strategic communications role of extension administrators: Ruth, Maria and Suzanne discussed the current report on the project, which was shared via e-mail to the group for review and feedback. This project is also suggested for distribution via Google Docs. *Communication Skills in Extension Education* is the new proposed title/direction. The plan is to have a draft of the white paper ready for peer review by the August meeting. [Maria mentioned that she submitted a proposal to ACE to have a session that encourages dialogue about the topic and perhaps provides information that can be used as research for the paper; awaiting response from ACE.](#) Next steps include survey development to determine current training and testing practices. Will provide progress report during next conference call in April.
- Update from PLC Representatives Frankie Gould and Ayanna McPhail, who attended the 2013 Planning Meeting in Atlanta, Dec. 5-6: Next PLN meeting will be held in Nashville Aug. 19-23. Theme is “Connecting with Communities: Preparing for the Next 100 Years.” Frankie and Mr. Bill Woodrum, associate dean for Extension at WVSU, will present on the Smith-Lever anniversary at the meeting. Cross-committee sessions are being replaced by 90-minute topical sessions. Committee is asking that we submit action and information items prior to arrival of the meeting instead of at the end of the meeting. Frankie is working on keynote speaker options.

Comment [m1]: Is this what she kinda mentioned? This was my understanding. I guess if it's not right she can mention before minutes are approved.

New Business:

- PLN Presentation: Proposals are still needed for the topics of Advancing Social Media & Embracing New Technologies and Reaching New Audiences (with an emphasis on urban

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audiences). A proposal on impact writing training is in to PLN conference planners. Awaiting acceptance.

- Coordinated Press Release Plan: Refer to listserv e-mail from Frankie sent on Tuesday, Feb. 19, which includes information about a study titled “Impact & Innovation: Agbioscience in the Southern United States.” A press release is being created, along with templates for state distribution. The 1890s did not participate in the study, but will be receiving regular press release templates available for distribution on a local level.

Other Business:

- Extension Centennial: Frankie and Bill Woodrum of WVSU are co-chairing the national Smith-Lever centennial effort along with a committee of others. A toolkit (including PowerPoint template, messaging information, graphic identity, etc.) is being created and released in phases. Pieces will be available online upon release. The Extension Committee on Organization and Policy (ECOP) branding slogan, “Extending Knowledge, Changing Lives,” is being utilized. *Journal of Extension* has agreed to run stories about this initiative. A social media campaign is also being planned. Frankie will distribute links when information is available (around April).
- Facebook Group: There is a Facebook group for the SR-PLN Communications Team. New members must be added to the group by current members. If you are not already friends with anyone on the team, send a friend request to Matt Browning at www.facebook.com/mabrowning.
- Call for PLN proposals: Deadline has been extended until March 4 for the following categories: Advancing Social Media & Embracing New Technologies and Reaching New Audiences (with an emphasis on urban audiences).
- Lorna Norwood: Donations on behalf of the group have been made to the Young-Williams Animal Center in honor of Lorna Norwood.
- Contact Information: Any changes in contact information, please send to Matt Browning at mbrowning1@wvstateu.edu.
- Google Docs: Please send your g-mail account address to the listserv to gain access to the documents to be shared there.
- Announcements: Ruth Borger will have some positions open in her department at the University of Florida. She will share on the Facebook page.

Next Meeting: Wednesday, April 17, at 2 p.m. Central, 3 p.m. Eastern