

## **SOUTHERN REGION PROGRAM LEADERSHIP NETWORK COMMUNICATIONS COMMITTEE**

### **CONFERENCE CALL MINUTES**

**June 19, 2013 – 2:00 P.M. (CST), 3:00 P.M. (EST)**

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Attending: Debbie Archer, Bobbie Handcock, Ayanna McPhail, Lyndall Stout, Suzanne Deatherage, Lyvetta Mickell, Lori Greiner and Suzanne Street.

Ayanna McPhail, presiding.

Minutes of April 17, 2013, meeting approved. Debbie Archer moved to approve. Suzanne Deatherage seconded.

Old Business (Plan of Work):

- Strategic Communication White Paper: Bob Reynolds was not able to attend the meeting. However, Ayanna reported that he has been working on citations for the white paper and he will prepare an update soon. Once she receives the paper, Ayanna will upload it to Google Docs for the group to review and provide feedback. *[Please share a gmail account address with Ayanna so you can gain access to the document; please create one if you don't already have one.]*
- Social Media Best Practices Initiative: No one who is working on this initiative was on the call so there was no update.
- Communication Skills in Extension Education white paper: Suzanne Deatherage has been getting information from assessment companies regarding pre-employment assessment tests. She stated that she is prepared to send logon credentials to our listserve for a preview period that runs through June 28. Members of the group could review a batch of tests that she has narrowed down as being most beneficial to the group. She said the group could review an Excel spreadsheet of test questions and vote on which ones they want on a customized test.
- Communications Representative(s) for CRD subcommittee: Lori Greiner said that she will try to meet with the subcommittee during the PLN Meeting in August.

Other Business:

- Upcoming PLN Meeting, Aug. 19-23: Ayanna stated that Frankie Gould was not able to attend the call but she emailed some information about presentations: The keynote speaker for PLN is Amy Lynch. Her presentation is entitled "Extension through the Generations." The session will take a bird's eye view of the generations and generational cycles and explore the fundamental messages that appeal to each generation. An interactive roundtable discussion will follow.

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- Frankie and Bill Woodrum will present at lunch on the Tuesday about the Smith-Lever Extension Centennial. Communications will be involved in the following breakout sessions on Tuesday: Building Issues Management Capacity in Extension from the Field Up (morning,). The presenters will be Virginia Morgan, Frankie Gould, Faith Peppers and Ruth Borger. “Building a Toolbox: Tools for Communicating Impact” (afternoon). Debra Davis, Frankie Gould and Faith Peppers will present. Frankie said that she would like some volunteer participants from the committee.  
Ayanna mentioned earlier that registration is available online for the PLN Meeting and rooms at the conference hotel, Sheraton Nashville Downtown, and at the nearby Marriott are going fast. She advised those who are planning to attend to reserve a room as soon as possible.

#### Other Business:

- eXtension: Ayanna stated that she had received an email from Larry Lippke, of the eXtension Initiative. During the PLN Meeting, he said he would love to come by committee meetings and chat about opportunities available at eXtension. Ayanna asked if anyone had anything in particular in mind that they would want him to address. Suzanne suggested the learn function and the search function.
- Announcements: A reminder about the PLN Communications Team Facebook group was made. Send a personal friend request to Matt Browning at fb.com/mabrowning to be added.

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