

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

### **CONFERENCE CALL MINUTES**

**July 17, 2013 – 2:00 P.M. (CST), 3:00 P.M. (EST)**

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Attending: Ruth Borger, Maria Bowie, Matt Browning, Suzanne Deatherage, Doug Edlund, Elizabeth Gregory North, Lori Greiner, Ed Jones, Freda Lawrence, Ayanna McPhail, Lyvetta Mickell, Jason Polk, Dee Shore, Lyndall Stout

Ayanna McPhail, presiding.

Minutes of June 19, 2013, meeting approved. Maria moved to approve. Lyndall seconded.

Old Business (Plan of Work):

- Strategic Communication White Paper: Final changes are being made by Bob. Ayanna will upload into Google Docs for review shortly (should have it by next week). Send your gmail address to Ayanna to ensure access.
- Social Media Best Practices Initiative: The question was posed, do we need to continue to develop guidelines for PLN since so many guidelines and best practices already exist? The suggestion was made to aggregate the policies that each university already has into one location as a reference database. Matt will begin to compile existing policies and find an accessible location for group access.
- Communication Skills in Extension Education white paper: The paper will address pre-employment assessment of communication skills among extension educators, an evaluation instrument for potential employees and an annotated bibliography on existing literature on the topic. Suzanne will send instructions on accessing an existing assessment test for the committee to review. The subcommittee plans to have a draft for review before the PLN conference to be discussed at the meeting.

Other Business:

- Upcoming PLN Meeting: Schedule and registration is online. Newcomer orientation at 5:00pm on the first day of the conference. Larry with eXtension will meet with the communications group at 4:00pm on Tuesday to talk about that organization. We will need to elect an 1862 representative to serve as secretary, as well as an 1890 representative on the PLC committee (acting as a liaison between the communications team and the larger PLN leadership). Bring items from your institutions for State Reports and be prepared to discuss our Plan of Work and goals for next year. There will be some communications-related presentations during the conference; see the agenda for details.
- Announcements: None.

Next Meeting: Nashville, Tenn., Aug. 19-22