

**Southern Region Program Leadership Network
Communications Committee
Wednesday, October 14, 2009**

Attendance: Carol Whatley, Matt Browning, Gloria Mosby, Bob Reynolds, Liz Mosely, Robin Adams, Lorna Norwood, Debbie Archer, Elizabeth Gregory North

2009/2010 Plan of Work Status Reports

Item 1. Conference calls. The first item in the plan is our quarterly committee conference calls. Carol is convening the first today, and the future calls are scheduled for February 17, April 14, June 16, and July 14—all from 2:00 to 3:30 Central time (3:00 to 4:30 Eastern).

Item 2. Training materials. Carol queried the group for more detail on the second item regarding the development of training materials on the brand study and issues management that we would share. Bob and Robin shared their recollections related to sharing a link to the presentation of the brand study results and developing and sharing guidelines for presenting and discussing the results with others in our respective states.

Elizabeth e-mailed the group a link to the APLU web site, where the documents for the ECOP Marketing and Communications Task Force are housed. (Note: This site seems not to have been updated since 2007. Elizabeth will check with the APLU leadership on this issue.) Carol e-mailed the group a copy of the PowerPoint presentation of the brand study results.

Item 3. Position paper on integrated strategic communications. Bob, Frankie, and Elizabeth will develop a draft to share with the rest of the group. It will become the basis for the presentation we requested for the next regional face-to-face meeting in August 2010.

Item 4. Letter explaining action item on linking 4-H and Extension brand initiatives. Elizabeth, Frankie, and Bob developed the letter at the request of the ELC. The letter was sent by e-mail to Ron Brown, for transmission to ECOP, and with Sharon Anderson at National 4-H Council (at Ron's request) on September 3, 2009.

Elizabeth reported that she also followed up that week with Andy Ferrin, Senior Vice President for Marketing at National 4-H Council (who is leading the initiative), to explain the action item and discuss the "cross-pollination" of the two initiatives.

As a result, Elizabeth is representing the Extension initiative as a member of the National 4-H Brand Advisory Board, which met on October 13 at the National 4-H Center. (Elizabeth had to join by phone because of travel problems.) In turn, Andy will join the Extension initiative.

Carol read the letter to the group. She will add this item to the Plan of Work, as it developed after the final POW had been submitted and so was not included in the original version.

Request from IT Committee

Carol reported to the group that she has been in contact with Karen Craig from the IT Committee. They are interested in working with us to host a webinar to promote cross-committee work and to share organizational insights to improve the effectiveness of both groups. Carol asked the committee for suggested topics.

Elizabeth suggested collaborating to create recommendations for Extension Services interested in developing a social media policy. The group identified issues that could be included:

- ◆ who speaks for Extension in the social media space.
- ◆ the differences between personal use of social media and professional use.
- ◆ using video technology appropriately.
- ◆ appropriate production standards for writing, video, and photography in the social media space.
- ◆ guidelines for individuals who wish to establish blogs, Facebook pages, Twitter feeds, etc., as part of their professional effort: what's allowed, what's not allowed.
- ◆ Training people to use social media.

Bob shared an interesting article from the current issue of *PR Week* (US edition) presenting the results of a survey on social media use in corporations. If you're a subscriber or member of PRSA, you can access the article at <http://prweekus.com> If not, Elizabeth recommended checking with your university's library for hard-copy or online access.

Carol asked the group for a proposed time this fall for the webinar. Hearing no suggestions, she said she would check with the IT Committee for their preference and let us know.

Final Items

Gloria reminded Carol about correcting the name of our 1890 advisor on the web site. Carol will send the information to Rachel to correct the posting.

The meeting adjourned at 2:47 Central Time.

Elizabeth Gregory North
Secretary