

PLN Communications Conference Call 3:00 p.m.

February 19, 2014

Attendees:

Maria Bowie, Georgia; Ruth Borger, Florida; Lyndell, OSU; Debbie Archer, Arkansas/Pine Bluff; Lavidia Michael, Alcorn State; Bobbie Hancock, Arkansas at Pine Bluff

R. Borger moved to accept the minutes; Lavidia [Alcorn State]; motion passed

Updates on Plan of Work

- Position paper
 - Elizabeth Gregory is working on; R. Borger will follow up with Elizabeth for a status update
- Social media paper
 - Ruth Borger needs to send to peer reviewer; Maria Bowie will review notes to see who volunteered to review the article.
 - Suzanne Deatheredge 's project: have not heard anything; Maria Bowie will follow up with Suzanne to provide update
 - Maria Bowie's project: Has draft of survey about communications training asking what organizations have in place; see attached DRAFT & provide suggestion by March 20. Planning to launch in southern region then nationally. UGA Foundations of Communications Training as core agent curriculum.
- Social Media Guidelines
 - Need to ask Matt Browning for update for best practices initiative
 - Discussion about need for this initiative and what people need to move forward including who handles social media policy at their institution

Discussion:

UGA: conducts training for 4-H; outlines what to do and not to do

OSU: they do their own social media guidelines; launched "Socially DASNR" a program that two to 3 times a month sends out content that Extension offices/personnel can post; simple twitter and facebook; leverages the centennial hook; Included a video linked back to Instagram. No one person

Perhaps we should send out a simple request asking the following:

- What do you do?
- What staff is involved?

- Are you allowed to host own sites

Alcorn State: no real site for Ag Ext ; they want to start it but UR has strict policy

Centennial Celebrations Discussion

Alcorn: gala at small farms conference

OSU: Biennial state conference ; giant display with monitors at state fairs ; OSU president read a proclamation; Pistol Pete; Lt. Gov was there; 77 big boxes with a celebration in a box; party supplies in every box; for each county to plan their own celebration; working on 1 hour documentary airing on PBS in Oklahoma; Dr. Trapp wants train ride reenactment on April 12 of Extension early days honor the history of Extension showcase relevance of Extension.

UGA: Biennial professional development conference ; info video; new branding info. Have scheduled getting President Carter to do a video interview later this month. April–June – Centennial Exhibit at main campus archive library. Dedication event May 15 on campus with UGA President, other VIPS.

FL: April 17 event; display at state fair; tool kit; social media efforts

National social media blitz: some are participating

Sun Belt Ag Expo: Cake; connect with Alumni event need to discuss offline re: Sun Belt Expo