

**SRPLN Communications Committee**  
**Conference Call—July 16, 2014,**  
 3 p.m. EDT

**Five participants:** Maria Bowie, UGA; Suzanne Deatherage, Texas A&M AgriLife Extension; Frankie Gould, LSU Ag Center; Lori Greiner, VA Tech; and Natalie Hampton, NC State

**Discussion Notes** —prepared by S. Deatherage:

Potential communications committee agenda topics for PLN meeting, August 18-21, in Fort Worth:

- Social media strategy and metrics (Suzanne to identify a speaker)
- Demographic Trends
- Update on ECOP/ESCOP land-grant impact databases
- State reports (one page or less)

National Association of Counties (NACO) Annual Meeting was held in New Orleans, where Extension was represented by Bobby Fletcher of LSU and others. Centennial banners and video displays, as well as door prizes, were set up. Social media posts made on Instagram, Facebook and Twitter were tracked on [www.Extension100Years.net](http://www.Extension100Years.net).

Plan of Work updates needed by Matt Browning, [mbrowning1@wvstateu.edu](mailto:mbrowning1@wvstateu.edu)

Item to Accomplish	Responsibility  (Names of people assigned to item)	Key Contact  (Person who will serve as a key contact for item)	Goal Date  (Anticipated completion date)	Completion Date  (to be filled in when completed)
Collect Social Media guidelines and success stories for the Southern Region. Develop Best Management Practices summary and post on PLN website and Brand Value COP, and request that it be emailed to PLN members and explore other methods of distribution.	Frankie Gould, Matt Browning and Elizabeth Gregory North	Matt Browning	Oct. 16 submit success stories (using uniform impact reporting format, one per institution) and guidelines to Matt  Dec. 2014 – Project Completed	
Review and finalize a position paper on the value and impact of integrated strategic	Elizabeth Gregory North, Bob Reynolds, Frankie Gould	Elizabeth Gregory North, Bob Reynolds	Feb. 2014	

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communications. Submit for publishing and explore other methods of distribution.				
Complete research draft for white paper on the communications skills of extension educators.	Ruth Borger, Bobbie Hancock, Lori Greiner	Ruth Borger	Oct. 16, 2013	
Complete research for pre-employment skill evaluation portion of the white paper on the strategic communications role of extension educators.	Ruth Borger, Maria Bowie, Suzanne Deatherage	Suzanne Deatherage	Project to be completed Dec. 2013	
Assess current communications training offerings at land grants in the Southern Region and nationwide. Use findings to draft recommended BMPs	Maria Bowie, Karen Gehrt	Maria Bowie	Dec. 2013	
Institutions will plan their own celebrations of the 100 <sup>th</sup> anniversary of the creation of the Cooperative Extension system.	All Committee Members	Frankie Gould	Ongoing throughout 2014	

