



**New Committee Officers and Key Contacts
 September 1, 2014 – August 31, 2015**

Committee Name	Communications	Submission Contact Name:	Maria Bowie
Chair	Matt Browning	Submission Contact E-mail	mbowie@uga.edu
Vice-Chair	Ruth Borger	Submission Contact Phone	706-461-9035 OR 706-542-3908
Secretary	Wendi Williams	Date of Submission	August 19, 2014
PLC Representative 1862	Frankie Gould	PLC Representative 1890	ChaNae Bradley
1862 Advisor	Dr. Edwin Jones	1890 Advisor	Dr. L. Washington Lyons

**Annual Plan of Work
 September 1, 2014 – August 31, 2015**

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)
Compile social media guidelines by institution and post to committee website. Request Rachel email to PLN membership.	Matt Browning	Matt Browning	August 2014	Completed December 2014 and uploaded to PLN site. No further steps needed.
Complete position paper on the value and impact of integrated strategic communications. Post to committee website and ask Rachel to share with membership. Submit to JOE and JAC for publishing and explore other methods of	Elizabeth Gregory, Frankie Gould	Elizabeth Gregory	Feb. 2015	Continue - move to 2015-2016 POW

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)
distribution. Email suggestions to Elizabeth by Oct. 1, 2014.				
Complete research draft for a white paper on the communications skills of extension educators. Email Ruth comments by Sept. 1, 2014. Post to PLN website, ask Rachel to share with membership, submit to JOE and JAC for publication. <i>(Combined with the following two items.)</i>	Ruth Borger, Lori Greiner, Mary Hightower, Wendi Williams	Ruth Borger	Oct. 1, 2014	Draft white paper with recommended plan of action completed for committee vote at 2016 PLN meeting.
Collaborate with PSD committee to develop list of recommendations for assessing Extension professionals' communications skill set – determine when this should take place- pre-employment and/or as part of onboarding process	Suzanne Deatherage, Angela Rowell	Suzanne Deatherage	March 2015	Collaboration proposed to Laura Downey, PSD chair, who conferred with her committee. Further collaboration scheduled at 2016 PLN meeting.
Administer survey to assess current communications training for extension educators at land grants in Southern Region and nationwide. Use findings to draft recommended BMPs and submit for publication to JOE and JC.	Maria Bowie, Angela Rowell, Lori Greiner	Maria Bowie	December 2014	Survey conducted and findings written for white paper referenced above.
Institutions continue to plan events and messaging of the extension centennial.	All committee members	Frankie Gould	December 2014	Complete December 2014.