



Committee Officers and Key Contacts September 1, 2020 – August 31, 2021

Committee Name	Communications	Submission Contact Name:	Suzanne Street
Chair	Suzanne Street, sstreet@umes.edu	Submission Contact E-mail	sstreet@umes.edu
Vice-Chair	Dawn White, dawnw@clermson.edu	Submission Contact Phone	410-651-6084
Secretary	Erica Shambley, eshambley@vsu.edu	Date of Submission	August 26, 2020
PLC Representative 1862	Lisa Stearns, lstearns@tennessee.edu	PLC Representative 1890	Michelle Olgers, molgers@vsu.edu
1862 Advisor	Dr. Gina E. Eubanks, LSU AgCenter geubanks@agcenter.lsu.edu	1890 Advisor	Dr. Mark Latimore, Jr., Fort Valley State latimorm@fvsu.edu

Annual Plan of Work September 1, 2020 – August 31, 2021

Item to Accomplish	Responsibility	Key Contact	Goal Date	Completion Date
Develop series of webinars customized for targeted Extension employment groups. Identify key audiences: administrators, program leaders, communicators, field agents, and educators. The intention of the training is to improve employees' understanding of ADA and 508 compliance and to provide tools for producing digital content to meet compliance standards.	Frankie Gould, Tobie Blanchard, PLN COM team	Tobie Blanchard	August 2021	ongoing
Develop competencies and learning objectives for ADA and diversity inclusion communications (including graphics).	Frankie Gould Tobie Blanchard ChaNae Bradley	Tobie Blanchard	November 2020	November 2020
Develop one-pager to raise awareness for necessity for being federally compliant to encourage Extension professionals to utilize compliance training.	Michelle Olgers	Michelle Olgers	November 2020	May 2021

Refine communications curriculum: reformat (domain, competencies, learning objectives); make learning objectives clearer	Dawn White Hayley Pierce Denise Attaway Latasha Ford Todd Hurt	Dawn White	February 2021	ongoing
Develop slide deck and guiding document (intended for training Extension specialists, educators, agents, etc.) to present best practices for communicating Extension's value and relevance. To be shared with communications professionals to conduct training at their institutions.	Michelle Olgers Elizabeth North Shannon Schoeneweiss Erica Shambley	Michelle Olgers	Draft- November 2020	June 2021
Develop a proposal for ACE 2021, AEA 2021, and PLN 2021 to present best practices for communicating Extension's value and relevance. Develop slide deck and other presentation materials.	Michelle Olgers - AEA Elizabeth North - PLN ChaNae Bradley - ACE	Elizabeth North	November 2020	June 2021
Further develop common measures for evaluation with assistance from the PSD.	Elizabeth North Frankie Gould Latasha Ford Laura Downey (PSD)	Elizabeth North	February 2021 May 2021	ongoing
Develop a guide to help Extension faculty and agents choose the most appropriate communications platform for program delivery and to ensure the content becomes a part of Extension's body of knowledge.	PLN COM Committee	Michelle Olgers Amelia Davis	Draft - November 2020	May 2021

Quarterly Conference Call Schedule: (Dates/Times – Please indicate time zone)

November 11, 2020 1 p.m. CST/2 p.m. EST

February 3, 2021 1 p.m. CST/2 p.m. EST

May 5, 2021 1 p.m. CST/2 p.m. EST

July 14, 2021 1 p.m. CST/2 p.m. EST