



**New Committee Officers and Key Contacts**  
**September 1, 2023 – August 31, 2024**  
*(See submission instructions at end of document)*

Committee Name	Communications	Submission Contact Name:	Latasha Ford
Chair	Elizabeth Gregory North, Mississippi State, elizabeth.north@msstate.edu	Submission Contact E-mail	fordl@fvsu.edu
Vice-Chair	Erica Shambley, Virginia State, eshambley@vsu.edu	Submission Contact Phone	478-825-4307
Secretary	Derrick Meads, University of Kentucky, djmead3@email.uky.edu	Date of Submission	Aug. 24, 2023
PLC Representative 1862	Lyndall Stout, Oklahoma State, lyndall.stout@okstate.edu	PLC Representative 1890	Michelle Burchett, Virginia State, mburchett@vsu.edu
1862 Advisor	Dr. Mike Gutter, Virginia Cooperative Extension, msgutter@vt.edu	1890 Advisor	Dr. Mark Latimore Jr., Fort Valley State latimorm@fvsu.edu

**Annual Plan of Work**  
**September 1, 2023 – August 31, 2024**

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)
Build remaining modules of the Communications Training curricula, including slide decks for Marketing Local Programs, Social Media, Writing, Media Relations, Crisis & Issues Management, Bridging the Gap, Internal Communications Best Practices and Communications for New Employees.	<ul style="list-style-type: none"> <li>Marketing Local Programs – Derrick &amp; Elizabeth</li> <li>Social Media – UGA</li> <li>Writing – ChaNae' &amp; Latasha</li> <li>Media Relations – Tobie, Lisa, Victoria, Max, Mike &amp; Denise</li> <li>Crisis &amp; Issues Management – Frankie, Lyndall &amp; Liz</li> <li>Bridging the Gap – Candace &amp; Amir</li> <li>Internal Communications Best</li> </ul>	Elizabeth	August 2024	Writing & Internal Communications – completed July/August 2024  Remainder in progress

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)
	Practices – Jens, Erica, Sonya & Michelle <ul style="list-style-type: none"> <li>• Communications for New Employees – Lisa, Elizabeth &amp; Cassie Ann</li> </ul>			
Develop news release template about the conference and promote Extension’s work in the Southern Region for members to customize for distribution to media.	Latasha & Lyndall	Latasha & Lyndall	September 2023	September 2023
Work with AEA and ASRED to plan and develop a coordinated strategic, paid digital campaign to promote Extension.	Communications	Elizabeth	August 2024	In progress
Capture and amplify success stories of member institutions for collaborative quarterly news releases. Potential topics: <ul style="list-style-type: none"> <li>• 4-H Youth Development</li> <li>• Obesity/Nutrition</li> <li>• Farm Stress</li> <li>• Food Waste</li> <li>• Food Insecurity</li> <li>• Water</li> <li>• Invasives</li> <li>• Sustainability</li> <li>• Workforce Development</li> <li>• Public Health</li> <li>• Climate Smart Agriculture</li> </ul>	Elizabeth, Latasha, Frankie, Lyndall & Max	Elizabeth	Ongoing	In progress

Quarterly Conference Call Schedule: (Dates/Times – Please indicate time zone) 1 p.m. CST/2 p.m. EST  
 Sept. 21; Nov. 9; Feb. 8; May 9; July 11