**New Committee Officers and Key Contacts**

**September 1, 2025 – August 31, 2026**

***(See submission instructions at end of document)***

|  |  |  |  |
| --- | --- | --- | --- |
| Committee Name | Communications | Submission Contact Name: | Erica Shambley |
| Chair | Tracy Courage, University of Arkansas, tcourage@uada.edu | Submission Contact E-mail | eshambley@vsu.edu |
| Vice-Chair | Vickey D. Williams, Alcorn State University, [vwilliams@alcorn.edu](mailto:vwilliams@alcorn.edu) | Submission Contact Phone | 8045245965 |
| Secretary | Sue Smith, University of Georgia  suesmith@uga.edu | Date of Submission | August 20, 2025 |
| PLC Representative 1862 | Chris Elam, Texas A&M, [chris.elam@ag.tamu.edu](mailto:chris.elam@ag.tamu.edu) (2027) | PLC Representative 1890 | Erica Shambley, Virginia State University,  [eshambley@vsu.edu](mailto:eshambley@vsu.edu) (2028) |
| 1862 Advisor | Justin Rhinehart, University of Tennessee | 1890 Advisor | Mark Latimore, Jr., Fort Valley State, latimorm@fvsu.edu |

**Annual Plan of Work**

**September 1, 2025 – August 31, 2026**

| Item to Accomplish | Responsibility  (Names of people assigned to item) | Key Contact  (Person who will serve as a key contact for the item) | Goal Date  (Anticipated completion date) | Completion Date  (to be filled in when completed) |
| --- | --- | --- | --- | --- |
| Develop a module and a one-page guide for Marketing Local Programs | Tom Soladay, Chris Elam, Vickey D. Williams   * Internal Marketing Local Programs Survey - Chris Elam by October 2025 | Tom Soladay | February 2026 |  |
| Create Guidelines for Responsible and Effective Use of AI in Marketing & Communications | Jo McLaughlin, Vickey D. Williams, Erica Shambley, Latasha Ford, Sonya Moore-Davis | Deseray McKinzy | August 2026 |  |
| Develop a Responsible AI Toolkit for Faculty, Researchers, and Extension Professionals | Jo McLaughlin, Vickey D. Williams, Erica Shambley, Latasha Ford, Sonya Moore-Davis | Jo McLaughlin | August 2026 |  |
| Accessibility Module and Training   * Overview, guidelines, and best practices. * Generalized best practices and standards. * Accessibility standards change in April 2026. | Art Shirley, Vickey D. Williams, Lori Greiner | Art Shirley | August 2026 |  |
| Capture and amplify success stories of member institutions for collaborative quarterly news releases. (one pager)   * Outline process * Standards of Operations * Links to examples | Frankie Gould, Tobie Blanchard, Tracy Courage, Matt Browning, Lyndall Stout, & Latasha Ford | Frankie Gould | November 2025 |  |
| Develop a new PLN digital brand.   * Create a new image (brand kit for Logo) | Amy Carpenter-Driscoll, Tracy Courage, Carmen Kelly |  | January 2026 |  |

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

November 6, 11 AM EST

January 15, 11 AM EST

April 9, 11 AM EST

July 9, 11 AM EST

To add more lines, if needed: Place curser in last box of the last row. Hit “tab.” Another row should appear.

***Submission instructions:***

Rename the document with your committee name initials (ANR, CRD, COM, FCS, 4H, ITS, MM, PSD, PLC) such as: ANRplanofwork.doc

Email document to HYPERLINK "mailto:r.scammahorn@msstate.edu"r.scammahorn@msstate.edu

If you have problems, contact Roseanne Scammahorn at HYPERLINK "mailto:r.scammahorn@msstate.edu"r.scammahorn@msstate.edu