

- I. **Roll call:** Michelle Olgers, Chair; Lori Greiner, Vice Chair; Debbie Archer; ChaNae Bradley, Matt Browning (taking minutes in Stacy Herrick's absence); Lara Burhenn; Suzanne Deatherage; Tom Dobbins, 1862 Advisor; Cathy Hill; Maurice Perkins; Hayley Pierce; Angela Rowell; Lisa Stearns; Wendi Williams

- II. **Approval of last meeting's minutes**
 - Suzanne asked for one change, under the header "Collaborate with FCS..." it should read "Suzanne is collecting PSA scripts, including those produced for an FCS grant they received in Texas."
 - All approved, pending Suzanne's requested change. Matt will amend and send for posting to PLN website.

- III. **Old Business (Plan of Work):**
 - **Develop BMPs**
 - Meeting scheduled for June 21. A little behind schedule due to busy spring season.
(**Key Contacts:** Lori Greiner / **Deadline:** August 2017)

 - **Marketing & Communications Curriculum**
 - **Media Relations**
 - No update (Not on call)
 - **Writing Basics**
 - ChaNae has some information she has compiled; Suzanne Street is also assigned to this section, and they have had one meeting. Still compiling information into a consistent format and reviewing existing materials. Work in progress.
 - **Branding Ambassador**
 - Maurice Perkins had no update, and none of the other contacts were on the call. Maurice will touch base with the other members to discuss next steps.
 - **Social Media**
 - The group has been researching existing social media training modules. Matt is working on an outline to share with Lori and LaRachelle.
 - **Marketing Local Programs**
 - Angela shared via email a draft outline compiled by Wendi. Angela also has an online module guidance form - a sort of request form for an online class - and competencies/objectives created by UGA that she will share with the group via email for review and feedback.
 - Michelle asked if the model Angela shared could be adapted to all curriculum areas; Angela agreed that it could. Wendi pointed out that the UGA materials focus largely on agents, so the materials have been broadened to be applicable to additional extension personnel for the purposes of PLN. ChaNae asked if examples exist to support the items listed in the outline; Angela will send the full training that she pulled the information from.
 - **Hosting Options**
 - Stacy was not on call for an update.
 - Michelle suggested we come to a consensus on what the next steps will be between now and the August meeting about delivery platform, possible fee structure if any, etc. Matt will touch base with Stacy next week to see where we are on delivery options.
(**Key Contacts:** Angela Rowell, Stacy Herrick / **Deadline:** August 2017)

 - **Development of criteria for an awards program**
 - Frankie emailed Michelle prior to the meeting stating she thought we were dropping this item, and we still need clarification from Frankie on whether this will be dropped or continued. Suzanne said she will send a link to the group where the National Association for County Agricultural Agents has all their winning entries posted online for their communication contest as an example.

(**Key Contact:** Frankie Gould / **New Deadline:** August 2017)

- **Complete position paper on the value and impact of integrated strategic communications**
 - Michelle will reach out to Elizabeth to get further clarification on this item.
- (**Key Contact:** Elizabeth Gregory North / **New Deadline:** Nov 2016)
- **Collaborate with FCS to help with their message**
 - Suzanne shared some former FCS video PSAs to the committee members working on this item.

IV. New Business

- **PLC Feedback Request: How to increase effectiveness of PLN meeting time**
 - Michelle sent feedback to Elizabeth prior to the meeting on the questions Elizabeth had proposed on the last call. Elizabeth informed Michelle via email that the feedback and recommendations have been shared with the PLC subcommittee that is looking at the PLN structure. This study is likely to take some time, so no changes will be made for the 2017 PLN conference.
- **PLN State Report Template**
 - Michelle sent a list via email of possible questions for PLN State Reports. By Friday, May 26, please send feedback to Michelle via email. Lori suggested we could post our written reports on the website as PDFs after the conference.
- **PLN Meeting Planning**
 - Lori asked what would people like to do for Committee Night Out, which is on Tuesday, at the upcoming meeting. Suzanne and Lara will do some research on dinner options within walking distance of the hotel and will email a recommendation.
 - We will need someone from an 1862 institution to step in as secretary for 2017-2018. Angela volunteered. If anyone else is interested, please contact Michelle.

V. Next Meeting: Wednesday, July 19, 2017 at 2 p.m. Central; 3 p.m. Eastern