



New Committee Officers and Key Contacts
September 1, 2015 – August 31, 2016
(See submission instructions at end of document)

Committee Name	Communications	Submission Contact Name:	Ruth Borger
Chair	Ruth Borger	Submission Contact E-mail	rborger@ufl.edu
Vice-Chair	Michelle Olgers	Submission Contact Phone	(517)803-7631
Secretary	Lori Greiner	Date of Submission	August 24, 2016
PLC Representative 1862	Elizabeth Gregory North	PLC Representative 1890	ChaNae Bradley
1862 Advisor	Dr. Tom Dobbins	1890 Advisor	Dr. L. Washington Lyons

Annual Plan of Work
September 1, 2015 – August 31, 2016

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)
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 distribution. Elizabeth emails draft to committee by Oct. 1, 2015	Elizabeth Gregory, Frankie Gould	Elizabeth Gregory	August 2016	Revisited the document intent and purpose and recommitted to moving the document forward.

<p>Identify existing communications and marketing training for Extension educators and professionals with the goal of developing a core curriculum for communications skills. Assess importance of the different skill sets. Investigate offering certificates at various levels: basic, intermediate, and advanced.</p>	<p>Everyone</p>	<p>Angela Rowell</p>	<p>August 2016</p>	<p>--We completed a survey of SR-PLN institutions assessing communication training needs. -- Identified core curriculum topics for recommended basic communications and marketing training.</p>
<p>Explore the development of criteria for an awards program to recognize communications excellence among non-communicators.</p>	<p>Everyone</p>	<p>Frankie Gould</p>	<p>August 2016</p>	<p>We are in the process of collecting examples of award programs from each institution.</p>
<p>Collect institution policies and guidelines for Extension publications. Develop BMPs for publication practices for the Southern Region and submit to AEA and ASRED.</p>	<p>Everyone</p>	<p>Lori Greiner and Matt Browning</p>	<p>August 2016</p>	<p>--We completed a survey of SR-PLN institutions assessing publication production and distribution practices. --We produced a summary of the survey results; final report pending.</p>

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

November 18, 2015 at 3:00 EST / 2:00 CST

February 17, 2016 at 3:00 EST / 2:00 CST

May 18, 2016 at 3:00 EST / 2:00 CST

July 20, 2016 at 3:00 EST / 2:00 CST (Pre-annual meeting call, if needed.)

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 rachel.welborn@msstate.edu
- If you have problems, contact Rachel Welborn at 662-325-5885 or rachel.welborn@msstate.edu.