



## Communications Committee Officers and Key Contacts September 1, 2016 – August 31, 2017

Committee Name	Communications	Submission Contact Name:	Michelle Olgers
Chair	Michelle Olgers	Submission Contact E-mail	molgers@vsu.edu
Vice-Chair	Lori Greiner	Submission Contact Phone	804-524-6924
Secretary	Stacy Herrick	Date of Submission	8-25-16
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, 2016 – August 31, 2017

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)
1) Develop BMPs for development and distribution of Extension publications. 2) Develop BMPs for training authors and reviewers.	Lori Greiner, Michelle Olgers, Angela Rowell	Lori Greiner	August 2017	
1) We will create core curriculum for five key competency areas for communications and marketing for Extension	-- Media Relations – Jonathon Veit, and Ruth Borger -- Writing Basics – Suzanne Street and ChaNae Bradley	Angela Rowell, Stacy Herrick	August 2017	

<p>educators and professionals.</p> <p>2) We will collaborate with eXtension to explore opportunities for curriculum delivery.</p> <p>3) Present the curriculum and implementation proposal to AEA and ASRED.</p>	<p>-- Branding Ambassador – Elizabeth Gregory-North, Richard Campbell, Maurice Perkins and Frankie Gould</p> <p>-- Social Media – Matt Browning, LaRachelle Smith and Lori Greiner</p> <p>-- Marketing Local Programs – Wendi Williams and Angela Rowell</p>			
<p>1) Explore the development of criteria for an awards program to recognize communications excellence among non-communicators.</p> <p>2) Collect examples of award programs from each institution.</p>	Everyone	Frankie Gould	August 2017	
<p>1) Complete position paper on the value and impact of integrated strategic communications.</p> <p>2) Post to committee website and ask Rachel to share with membership.</p> <p>3) Submit to JOE and JAC for publishing and explore other methods of distribution.</p>	Everyone	Elizabeth Gregory North	November 2016	
<p>1) Collaborate with the FCS Committee to help refine key messages to promote the value of Extension FCS programming.</p>	Hayley Pierce, Lisa Stearns, Ruth Borger, Susan Deatherage	Elizabeth Gregory North	August 2017	

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

November 10, 2016 at 3:00 EST / 2:00 CST  
 February 15, 2017 at 3:00 EST / 2:00 CST

May 24, 2017 at 3:00 EST / 2:00 CST  
 July 19, 2017 at 3:00 EST / 2:00 CST