



**Minutes**  
**Communications Committee Conference Call**  
**Thursday, May 6, 2021 – 2:00 p.m. EST**

**Roll call:** Suzanne Street (Chair, University of Maryland Eastern Shore), Dawn Anticole White (Vice-Chair, Clemson University), Dr. Gina Eubanks (administrative advisor, Southern University Ag Center), Tobie Blanchard (Louisiana State University Ag Center), Tucker Wilson (Prairie View A&M University), Carmen Kelly (SRDC), Elizabeth Gregory (Mississippi State University), Zeke Barlow (Virginia Tech), Frankie Gould (LSU Ag Center), Amelia Davis (Florida A&M University), Tracy Courage (University of Arkansas), Lakeeshia Lusk (Southern University Ag Center), Matt Browning (Virginia State University), Stacy Herrick (Virginia State University), DaraMonifah Cooper (University of Virgin Islands), Latasha Ford (Fort Valley State University), Lisa Stearns (University of Tennessee Institute of Agriculture (PLC Committee Chair)

**Approval of the minutes.** This item was tabled.

**ADA one-pager and slide deck.** Tucker made the motion to make the slide deck available to those who are able to use it as a template for their institutional presentation. Shannon seconded the motion. It was voted and carried.

The one-pager will live on the Google Drive for use by communicators for training. Elizabeth suggested creating an Accessibility Resources folder that contains the final drafts.

Amelia made the motion to mark the document complete pending next steps. Tracy Courage seconded the motion. It was voted and carried.

**Program delivery document.** Elizabeth recommended that the document be placed on the PLN website. Elizabeth moved that the edits are included to make the document final, that the document is shared with the other committees in PLN, and that it is posted on the webpage. Amelia Davis seconded the motion. It was voted and carried.

**Curriculum Project.** Dawn reported that Todd Hurt signed off on the document and that the next steps involves plugging our individual curriculum into the new grid. After discussion, it was determined that the edits to the document will need to be reviewed. Dawn and Elizabeth is planning to meet offline to discuss edits to the branding curriculum.

**Onboarding Document.** Dawn discussed the contents of the document she has drafted and edits will be made accordingly. Elizabeth suggested adding the email address for sending information to the email list.

The document will be reviewed again at the next meeting.

**Hashtag Campaign.** The campaign advisory went out to the membership. It is set to begin May 8.

Status of presentation proposals to ACE, AEA, and PLN Conferences (Elizabeth North, Michelle Olgers, ChaNae Bradley)

**Common Measures for Evaluation.** Elizabeth led the discussion wherein 4 programs were identified for which customized evaluation methods will be developed. Those programs are 4-H, Master Gardeners, EFNEP, and Small Farms.

Frankie suggested including programs, like climate change, that tie to NIFA priorities as a future goal.

**Project Management Board for the Team.** Michelle and Lisa reported that in answer to the committee's request for use of a project management board, the PLC recommended Microsoft Teams. The discussion was tabled. Several committee members will further investigate.

**Adjournment.** The meeting was adjourned at 4:05 p.m.