



Minutes

Communications Committee Conference Call

Wednesday, February 15, 2017 – 2:00 p.m. CST/3:00 p.m. EST

I. Roll call: Michelle Olgers, Chair; Lori Greiner, Vice-Chair; Stacy Herrick, Secretary; Matt Browning, Lisa Stearns; Hayley Pierce; Lyndall Stout; Suzanne Deatherage; Maurice Perkins; Wendi Williams; Debbie Archer; Angela Rowell; LaRachelle Smith

II. Old Business (Plan of Work):

- **Develop BMPs**
 - Lori is setting up a meeting with Michelle and Angela to work on BMPs. She will touch base with them soon.

(Key Contacts: Lori Greiner / Deadline: August 2017)
- **Marketing & Communications Curriculum**
 - **Media Relations**
 - No update (Not on call)
 - **Writing Basics**
 - No update (Not on call)
 - **Branding Ambassador**
 - Maurice Perkins had no update as none of the other contacts were on the call.
 - **Social Media**
 - Group is collecting basic social media training to review and share. Angela will be sharing UGA's resources.
 - **Marketing Local Programs**
 - Angela shared UGA's training program with Wendi and will share outline of the program once it is ready.
 - Once it is decided how this information will be shared (Will we charge for it? Will you need to register somewhere to get the information? Will we share it freely to anyone?), Stacy will start to explore our hosting options.

(Key Contacts: Angela Rowell, Stacy Herrick / Deadline: August 2017)
- **Development of criteria for an awards program**
 - There is a lot of confusion on what this award is supposed to be about. Michelle will email Frankie to get clarification.

(Key Contact: Frankie Gould / New Deadline: August 2017)
- **Complete position paper on the value and impact of integrated strategic communications**
 - Michelle will email Elizabeth to see if the paper is ready to be posted. Everyone agreed that it looked good the last time it was sent out.

(Key Contact: Elizabeth Gregory North / New Deadline: Nov 2016)
- **Collaborate with FCS to help with their message**
 - Suzanne is collecting PSAs on FCS for a grant they received in Texas. She will put together her findings and what they come up with.

III. New Business:

- Elizabeth Gregory North could not attend the call, but emailed questions to be discussed and shared with the PLC representatives.
Questions for committees to discuss and return responses on the next PLC call:
 1. How can committee time at PLN be shortened?
 - Make a loose template for state reports to keep the meeting streamlined
 - Share our reports prior to the meeting via Google Drive and "come with questions"

- By streamlining these reports, we feel that we should be able to get everything accomplished by EOB on Wednesday. This would make our time on Thursday unnecessary and could possibly be cut from the schedule.
 - Add professional development opportunities on Monday, if desired, since most people have to travel in on Monday but have nothing planned.
2. How much time is needed with administrator advisors?
 - For the communications committee, our advisors are not in our field, per se. No need for them to listen to our state reports. They can probably just come in for the important stuff, which we could front load to our committee sessions.
 3. How could the structure of the meeting accommodate people who are on more than one committee?
 - The cross-committee meeting attempts in the past...there was no follow through. Great discussions but no follow through afterwards.
- Ruth Borger could not attend the call, but emailed a topic to be discussed.
 - She has reached out to her Clemson counterpart and also has the curriculum from Media Relations Made Easy.” Over the next few months their goal is to decide how much of this curriculum to repurpose and design what needs to be created to accomplish/supplement this.
 - They would like to know if there are others who want to work on this. They can email Ruth their interest at rborger@ufl.edu.

IV. Approval of last meeting’s minutes

- Motion to approve: Matt Browning
- Seconded: Debbie Archer

V. Next Meeting: Wednesday, May 24, 2017 at 2 p.m. Central; 3 p.m. Eastern