



SR-PLN COMMUNICATIONS COMMITTEE MINUTES
Communications Committee Conference Call
Wednesday, November 4, 2020 – 2:00 p.m. EST

I. Roll call

Suzanne Street
Dawn White
Erica Shambley
Lisa Stearns
Denise Attaway
Shannon Schoeneweiss
Stacy Herrick
Hayley Pierce
Tucker Wilson
Michelle Olgers
Latasha Ford
ChaNae Bradley

II. Approval of last meeting's minutes

Stacy Herrick motioned to accept the minutes and Lisa Stearns seconded.

III. Current Plan of Work – November Projects

a. Competencies and learning objectives for ADA and diversity inclusion communications

The draft document is uploaded to the Google Drive folder. This objective is marked complete.

b. One-pager to raise awareness for federal ADA compliance to encourage Extension professionals to utilize compliance training

Key contact (Michelle Olgers) will email an estimated completion date. Suzanne Street proposed other possible ways to share this one-pager within our organization once it is developed.

“How could we commit to using this one-pager?”

Lisa Stearns suggested that the one-pager be shared using our own individual communication platforms to inform our colleagues. Ex: internal newsletter.

Michelle Olgers suggested that we share the one-pager with other PLN committee groups and request that they share it with their colleagues and committee members.

c. Slide deck and guiding document re: best practices for communicating Extension's value and relevance

Key contact (Michelle Olgers) will email an estimated completion date.

d. Proposals for ACE, AEA and PLN 2021 conferences for the presentation of the best practices slide deck and document

This item is contingent upon completion of the slide deck and guiding document. The key contacts were not in attendance.

e. Guide to help Extension faculty and agents choose the most appropriate communications platform for program delivery.

Key contact (Michelle Olgers) stated that it is complete and she will need to upload it to the Google Drive.

IV. Committee Google Drive Update (Dawn White)

At the August meeting, Dawn White proposed revamping the Google Drive.

She created a sample drive to showcase the changes. Google Drive suggestions mentioned:

- Reorganizing the folders and renaming (better indexing)
- Adding a minutes folder
- Decluttering and removing empty folders

Lisa Stearns suggested creating a folder for membership information.

Lisa Stearns motioned to accept and Denise Attaway seconded the motion.

Dawn White is still working on finishing the onboarding information for new committee members. This document was proposed in the August meeting. It will house all pertinent information for new members. The onboarding guide will be housed in the Google Drive and the website.

Next steps: Dawn White will provide the committee with a draft guide that is open for feedback.

V. **Advocacy for Legislative Priorities on the Local Level**

Various committee members shared their department/unit's relationship with the legislature. Methods mentioned:

- One-pagers
- Publications
- Impacts statements
- Posting to Twitter
- Teams to build and maintain the relationships

ChaNae Bradley would like to know are we strategically developing materials. *Are they targeted enough? What could we be doing better?*

Michelle Olgers mentioned that this was a topic at ACE. There is a disconnect with the messaging coming down from the top to the communicators.

Hayley Pierce (text from Zoom chat): "At the University of Kentucky, our college of ag has hired two people - one person for state/federal and one for county government relations. We have revamped our strategy with their help. We are doing one pagers focused on the 3 mission areas, and are trying to bring that consistency to our process that has been very disjointed in the past."

Tucker Wilson (text from Zoom chat): "... I was told the lawmakers would be going to the national impact website, so we've beefed up our efforts to keep it updated. Also, we are creating a Legislative Tool kit, to teach our Agents how to engage and we are arming them with the one-sheet infographics. No more than front and back but one sheet. And those agents can best highlight the work being done in their areas bc they're the boots on the ground!"

***Agenda item for February - Tucker Wilson will give an update and testimonial on new Legislative Toolkit**

Michelle Olgers suggested this be a topic at the next PLN Conference. "The two people at APLU I met with and that I'm suggesting we invite to talk to us at PLN are:

David Edelson
Director, Public Affairs
202-478-6072

dedelson@aplu.org and
Allie Maniglia
Coordinator, Public Affairs
202-478-6050
amaniglia@aplu.org
APLU”

VI. Southern Region Working Group as Proposed by Randy Taylor

No committee member in attendance stated that they joined the Southern Region Working Group.

VII. Hashtag Campaign

Several committee members have been using the hashtag, #ExtensionHasAnswers on Twitter and Facebook.

Suzanne Street committed to giving an update on this at the next meeting, and suggested that the analytics are logged for the success of this hashtag.

VIII. New Business

a. Our Purpose (Dawn White)

The committee believes that professional development should be included in our purpose. Original comment stemmed from the following conversation at the PLN meeting in August:

“Michelle Olgers shared a view about the Communications Committee purpose - that it is not professional development. It’s actually the opposite. We are professionals and leaders working in a large system. We take our professional development gained and experiences, and we put it back into the system. This helps all of us as a region. A side benefit is that we can learn and borrow from others. It can be looked at as a bucket view - we give and sometimes we get.

SR-PLN allows us to come together, and they expect us to contribute back - to leverage our abilities to improve. We demonstrate value”

b. 2021 SR-PLN Conference Theme (Lisa Stearns)

Plan: (Hopefully) In-person conference located in Orlando, FL.

The committee suggested focusing on a theme that highlights the positive gains and impacts of how we conduct business post-pandemic.

“Lemons into lemonade.”

Dawn White shared news release about Clemson’s increased engagement:

<https://newsstand.clemson.edu/mediarelations/increasing-engagement-clemson-extension-is-answering-citizens-need-during-pandemic/>

IX. Next Meeting

February 3, 2021 at 1:00 p.m. CST/2:00 p.m. EST

ADJOURNMENT

Suzanne Street made the motion to adjourn at 3:25 p.m. EST.