



Minutes
Communications Committee Conference Call
Thursday, February 8, 2018 – 2:00 p.m. CST/3:00 p.m. EST

- I. **Roll call:** Lori Greiner, Chair; Stacy Herrick, Vice-Chair; Angela Rowell, Secretary; Suzanne Street; Frankie Gould; Lisa Stearns; Wendi Williams; Elizabeth Gregory North; Matt Browning; Zeke Barlow; Ruth Borger; Hayley Pierce; Lara Burhenn

- II. **Approval of last meeting's minutes**
 - August meeting minutes have been submitted and uploaded to PLN website.
 - November meeting minutes approved.

- III. **Old Business (Plan of Work):**
 - **Marketing & Communications Curriculum**

Angela proposed sub-committee working groups. She would like to set up a time in March for a Zoom call with people responsible for each sub-group to help get curriculum outlines finished. Members interested in participating in these calls are to contact Angela.

 - **Media Relations**
 - No update
 - **Writing Basics**
 - No update
 - **Branding Ambassador**
 - No update
 - **Social Media**
 - No update
 - **Marketing Local Programs**
 - No update

 - **Model communication award program proposal and implementation plan**
 - Lori to send out draft by end of February and will be asking for input on concepts.

 - **Collaboration with FCS committee to help refine key messages to promote the value of Extension FCS programming**
 - ECOP call focused on foundation funding and acquiring additional outside funding.
 - Elizabeth will follow up with Jorge to see where they stand.

 - **Develop best practices for communicating Extension's relevance and credibility**
 - Michelle not on call to report
 - Elizabeth volunteered to help develop these best practices. She will contact Michelle to collaborate.

 - **Update to social media guidelines and policies document**
 - No new updates.
 - If anyone has any updates, please email them to Lori (lgreiner@vt.edu).

 - **Development of common set of measures for evaluating communications work with possible assistance from PSD committee**
 - Michelle not on call to report
 - Elizabeth volunteered to help develop these measures. She will contact Michelle to collaborate.

IV. New Business

- **Best Practices white paper has been submitted and posted to the SR-PLN Communications Committee page.**
- **Maurice Perkins has accepted a position with PVAMU's Office of Marketing and Communications and will no longer be continuing with PLN.**
- **ACE Conference, August 4–8 in Phoenix, AZ**
 - Lori was selected for a professional development grant on digital publishing through ACE. If there are any areas you would like to see this group research, email Lori.

V. Next Meeting: May 10, 2018 at 3 p.m. EST/2 p.m. CST