

I. Roll call: Lori Greiner (Chair), Stacy Herrick (Vice Chair), Angela Rowell Hurt (Secretary), ChaNae Bradley, Latasha Ford, Joy Cook, Mark Latimore (1890 advisor), Dan Nonte, Tom Dobbins (1862 advisor), Christianah Ogunade, Denise Attaway, Suzanne Street, Michelle Olgers, Katherine Spiering, Hayley Pierce, Mary Hightower, Ruth Borger, Debbie Archer, Matt Browning, Lisa Stearns, Elizabeth Gregory North, Faith Peppers, Frankie Gould

II. Approval of meeting agenda:

- Ruth Borger motioned, Hailey Pierced seconded

III. Election of secretary (1890 institution):

- Michele Olgers nominated Joy Cook, Debbie archer seconded
- Joy Cook elected secretary by committee

IV. Election of PLC member (1862 institution):

- Stacy Herrick nominated Lisa Stearns, Angela Rowell Hurt seconded
- Lisa Stearns elected to PLC committee

V. Old Business (Plan of Work):

- **Marketing & Communications Curriculum**

Marketing and communications curriculum: Reviewed learning objectives compiled for five competency areas (marketing local programs, social media, writing, media relations, branding).

- Determined current objectives appear comprehensive.
- Need for introductory statement to present the vision for why the curriculum is relevant and needed. The group wrote that to add to the document.
- Need to consider adding a column for evaluation methods for each competency area.
- Met with PSD committee to review the proposal and they would like to collaborate with COMM/IT/Middle Managers to propose action item to directors to include this work. Goals will be to assess potential for a regional database for trainings for southern regions institutions to utilize and potentially create additional resources from recommended competencies put forth by COMM group.
- COMM group to add plan of work item to review current curriculums to align with objectives identified. Then curriculums to be peer reviewed by ACE learning communities.

- Branding curriculum: Elizabeth Gregory North, Richard Campbell, Frankie Gould; Marketing local programs: Angela Rowell Hurt, Ruth Borger; Social media: Lori Greiner, Matt Browning; Writing: ChaNae Bradley, Suzanne Street; Media relations: Faith Peppers, Hayley Pierce, Joy Cook, Latasha Ford, Mary Hightower

- Goal is to use this as a professional communicator's toolkit

- **Model communication award program proposal and implementation plan**

- We developed a model "communicator of the year" award template to pilot at our institutions at the state level. We will report back at the next PLN annual meeting with results to determine if we recommend this be a regional effort.

- **Collaboration with FCS committee to help refine key messages to promote the value of Extension FCS programming**

- This is still on hold awaiting direction from FCS committee.

- ECOP is establishing a Development committee. Once that is established, FCS may want to revisit their messaging and this may come up again. Plan to revisit on Plan of Work in 2019.
- **Develop best practices for communicating Extension's relevance and credibility**
 - Document was reviewed and approved.
 - Plan to share with ACE for potential share and use and post to the PLN COMM website.
- **Update to social media guidelines and policies document**
 - Lori would like everyone to update their links or documents in the Google Drive, or email to her. To be posted on public committee page.
- **Development of common set of measures for evaluating communications work with possible assistance from PSD committee**
 - Reviewed results of survey completed by members of the committee.
 - Developed a list of common measures for communications and marketing.
 - Formed a subcommittee to continue work on developing measures further.
 - Elizabeth Gregory North, Frankie Gould, Latasha Ford
 - Adding to plan of work to share with PSD committee for review. Next steps would be to measure at unit level at SR universities.

IV. New Business

- **ECOP/ESCOP update from Faith Peppers**
 - Communications and marketing project for the southern region: KGlobal is the agency being used by the committee to push out campaigns via Ag is America. Latest campaign is to raise awareness of SNAP-Ed (per potential for funding to move under Cooperative Extension in potential Farm Bill).
 - Campaign is only going to be successful if our institutions help push the message. Goal should be to utilize their messaging and customize with state-by-state impact.
 - Concern that the message and priorities isn't getting passed down from KGlobal appropriately. Gap in communication between ECOP/ESCOP committee and states.
- **Updates coming to the National Impact Database**
- **Discussed new plan of work for 2018-2019**
 - **Review current content to align with identified learning objectives. Compile best content into final recommended curriculum form.**
 - **Identify potential peer-reviewers for curriculum and send for review.**
 - **Gather feedback on implementation of Communicator of the Year Award.**
 - **Adapt best practices for communicating Extension's relevance and credibility for implementation by Extension specialists, agents and educators.**
 - **Further develop the common measures for evaluation with assistance from the PSD committee.**
 - **Conduct survey of Southern Region on compliance with Section 508 accessibility and EU privacy standards in partnership with the IT committee.**
 - **Develop a response template for crisis communication.**
- **Discussion of planning a field trip/professional development component for PLN annual meeting 2019.**
 - Frankie Gould and Angela Rowell Hurt to come up with some options to discuss for November meeting.
- **PLC Meeting Update from Elizabeth Gregory North**

VI. Meeting schedule (meetings to be conducted via ZOOM):

- November 15, 2018, 3 pm EST
- February 7, 2019, 3 pm EST
- May 9, 2019, 3 pm EST
- July 11, 2019, 3 pm EST
- August 19-22, 2019 (New Orleans)