

- I. **Roll call:** Michelle Olgers, Chair; Lori Greiner, Vice Chair; Stacy Herrick, Secretary; Wendi Williams; Debbie Archer; ChaNae Bradley, 1890 PLC Representative; Laura Costa; Angela Rowell; Hayley Pierce; Suzanne Street; Cathy Gant Hill; Justin Moore; Lyndall Stout; Jonathan Veit; Scott Miller; Lisa Stearns; Lara Burhenn; LaRachelle Smith; Maurice Perkins; Tom Dobbins, 1862 Advisor; Suzanne Deatherage; Elizabeth Gregory North, 1862 PLC Representative; LaRachelle Smith; Faith Peppers
New to PLN: Christianah Ogunade; Zeke Barlow; Katherine Spiering;

II. **New Executive Committee Selected**

- Look into bylaws to determine if people outside of 1890 and 1862 institutions can be a part of the executive committee.
- Lori Greiner to move up to Chair for 2017–18.
- Stacy Herrick to move up to Vice Chair for 2017–18.
- Angela Rowell volunteered for Secretary.
 1. Lori Greiner moved to elect Angela.
 2. Cathy Gant Hill seconded movement.
 3. Angela will be the Secretary for the Communications Committee for 2017–18.

III. **Old Business (Plan of Work):**

- **Reviewed BMPs for Peer-Reviewed Publications**
 - See attached documents (*Peer-Reviewer Guidelines* and *Peer-Reviewed Publications Guidelines*) for new changes.
 - Will send “cleaned up document” to ASRED for review and approval (*action item*)
 - Requested timeline of one month
(**Key Contact:** Lori Greiner)
- **Marketing & Communications Curriculum**

Angela suggested we come up with a format to follow for all of the sections of the curriculum so all sections will be consistent in how information is presented. Important to point out the objectives for each section.

Angela will share a sample competency report with group and will adjust it to fit this current agenda item.

Expectations for this item: Objective is to follow outline format of “Marketing Local Programs”, and create outline within each area of expertise. Have outlines together for Angela to make competency report by December call.

- **Media Relations**
 - Multiple documents in Google Drive folder. Needs put into outline form.
- **Writing Basics**
 - Multiple documents in Google Drive folder. Needs put into outline form.
- **Branding Ambassador**
 - Information has been collected and is in the process of being compiled.
- **Social Media**
 - Outline has been developed and needs polished to fit into new outline format.
- **Marketing Local Programs**

- Information and outline is complete.
- **Hosting Options**
 - After review, curriculum delivery is not a concern of how each institution will share information. Each institution will probably want to do it their own way.

(**Key Contacts:** Angela Rowell, Stacy Herrick / **Deadline:** August 2018)

- **Development of criteria for an awards program**
 - Collected examples of current non-communicator awards over the past year.
 - Need to develop a best practices doc to help guide that outlines how to choose award winners, what kind of communications deliverables that would get them nominated for this award
 - Draft of criteria will be ready for discussion on December call.
 - Determine how this award would be administrated on a state, region, and national level.

(**Key Contact:** Frankie Gould / **New Deadline:** November 2017)
- **Complete position paper on the value and impact of integrated strategic communications**
 - Elizabeth put paper in Google Docs folder in August.
 - She would like for people to review it while still in Texas and give her feedback via email, etc. by noon, Wednesday, August 23, 2017.

(**Key Contact:** Elizabeth Gregory North / **New Deadline:** Soon)
- **Collaborate with FCS to help with their message**
 - Ongoing help is needed at FCS committee's request.
 - FCS would like to develop a cohesive message across the region. (Message still in development.)
 - Elizabeth Gregory North presented to FCS committee at 8/22/17 about creating "sticky" messages.

(**Key Contact:** Elizabeth Gregory North / **New Deadline:** Ongoing)

IV. New Business

- **New Plan of Work**
 - Finish outlines of curriculum (outline format file in Google Drive folder for reference) – **November 2017**
 - Draft of guidelines for a non-communicator's communications award – **November 2017**
 - Continue Collaboration with FCS – **Ongoing**
 - Develop a set of best practices for communicating Extension's relevance and credibility. – **Submit suggestions by Nov. 1, 2017**
 - Update social media guidelines and policies. – **Nov. 1, 2017**
 - Develop a set of common measures for evaluating communications work with possible assistance from the PSD committee. – **July 2017**
- **Discussed Issues for Communications Committee members**
 - SEO
 - 508 Compliance (web) (x2)/Compliance complexity/Red tape
 - Increasingly becoming content aggregators (fair use/copyright)
 - Share ideas/solutions via email
 - Perception that Extension is no longer relevant/credibility (x2)
 - Share ideas/stories/solutions via email
 - Suggestion of public listening sessions
 - How do you respond to critics in a professional way?
 - Issues management

- Develop a set of best practices for communicating Extension's relevance and credibility. **(Everyone to submit suggestions to Michelle Olgers. Due: Nov. 1, 2017.)**
 - Identify allies and have them submit ideas on how Extension is helping them.
 - Michelle to curate content
 - The lack of understanding of what agriculture is/why it's important
 - How to manage attrition (evolving positions to meet needs)
 - Better suited to be a topic covered by ACE
 - Inability with being able to keep up with technology
 - Getting our arms around social media presence for state Extension
 - Lori to put Social Media Guideline Directory on Google Drive for everyone to visit and update. **(Everyone to make changes. Due: Nov. 1, 2017)**
 - Katherine to upload to committee page when ready.
 - How to communicate relevancy of communications and marketing work (x2)
 - Develop a set of common measures of the impact of our communications work
 - A list of measures
 - How to use the measures
 - Possible assistance from the PSD committee
- (Michelle Olgers, Elizabeth Gregory North, Mary Hightower. Due: July 2017)**
- Employee staffing issues/wrong skill set for what is needed
 - Public records requests (x2) – Awareness of FOI among colleagues/open record laws awareness (need to examine per-state)
 - Asking ACE to do professional development
 - Smaller, outside entities requesting for best practices and training
 - Helping with impact writing
 - Branding and logos (x10)
 - How to reach younger audiences (young adults/teens)
 - Maurice will share findings from student focus groups
 - Think about a possible speaker at the next PLN conference or for a webinar
 - Well suited to be a topic covered by ACE
- **Guest Speakers**
 - Frankie Gould & Faith Peppers: Impact Reports Professional Development presentation
 - Terry Meisenbach: eXtension and Impact Collaboratives (tmeisenbach@extension.org)
 - **PLN State Reports Given**
 - **Put link to Extension relevance research on PLN's Comm Committee page from eXtension**
 - **Meet with sub-committees to work on Best Practices Marketing & Communications Curriculum**

V. Next Meeting: Nov. 9, 2017 (via phone)