

- I. **Roll call:** Angela Rowell Hurt, Stacy Herrick, Michelle Olgers, ChaNae Bradley, Suzanne Street, Ruth Borger, Latasha Ford, Mary Hightower, Faith Peppers
- II. **Approval of last meeting's minutes:** approved by the group
- III. **Old Business (Plan of Work):**
 - **Marketing & Communications Curriculum**

No update from PSD committee. They discussed in their last call, but they have not reached out to our committee.

 - **Media Relations**
 - Faith Peppers, Hayley Pierce, Joy Cook, Latasha Ford, Mary Hightower
 - Hayley added some notes and changes to Google drive
 - Adding ACE media relations chapter from 2010
 - **Writing Basics**
 - ChaNae Bradley, Suzanne Street, Christianah Ogunade
 - No update
 - **Branding Curriculum**
 - Elizabeth Gregory North, Richard Campbell, Frankie Gould
 - No update
 - **Social Media**
 - Lori Greiner, Matt Browning
 - No update
 - **Marketing Local Programs**
 - Angela Rowell Hurt, Ruth Borger
 - No update
 - Plan to review materials in folders for these topics areas and consolidate materials to correlate with objectives identified in competencies **by end of March. Please email Angela when this is complete.**
 - **Identify potential peer-reviewers for curriculum and send for review**
 - Lori Greiner: Not on call, no update
 - **Gather feedback on implementation of Communicator of the Year Award**
 - No one present on call has implemented this program yet.
 - **Adapt best practices for communicating Extension's relevance for implementation by Extension specialists, agents, and educators**
 - Ruth Borger: Michelle presented on keeping Extension relevant and credible at her Extension statewide conference, has a recorded training ready to go; Ruth has reached out to ACE leadership and management learning community so we can set that up with them as well; Michelle is going to share with group for review; should be done April/May; could consider one-pager of talking points to accompany it
 - **Further develop common set of measures for evaluating communications work with assistance from PSD committee**
 - Elizabeth Gregory North, Frankie Gould, and Latasha Ford: no update
 - **Conduct survey of Southern Region on compliance with Section 508 accessibility and EU privacy standards in partnership with the IT Committee**
 - Michelle Olgers and Lori Greiner: no activity yet but ready to begin work on this

- **Develop a response template for crisis communication**
 - Faith Peppers and Elizabeth Gregory North: Faith sent to Elizabeth after August meeting and no further activity
- **Discussion of planning a field trip/professional development component for PLN annual meeting in New Orleans (Aug. 19–22, 2019)**
 - Frankie Gould and Angela Rowell Hurt
 - Potentials: Insectarium, billboard company, Deveney, childrens' museum, plan for a couple hour tour and dinner out

IV. New Business

- **PLC Reps – Anything to report?**
 - 1862 Representative: Lisa Stearns: not on call
 - 1890 Representative: ChaNae' Bradley: meeting next week, finalizing conference schedule
- **State reports**
 - Do we like turning them early and keeping it short at the meeting?
 - Feedback was positive on this. Bring some samples to the meeting.

V. Next Meeting: May 9, 2019 at 3 p.m. EST/2 p.m. CST

Join from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/7065426190>

Or iPhone one-tap :

US: +16468769923,,7065426190# or +16699006833,,7065426190#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 646 876 9923 or +1 669 900 6833

Meeting ID: 706 542 6190